



## press release

---

### PRESS CONTACT:

Shigeyoshi Fujiwara / Kotaro Kasai  
Investors & Public Relations Department  
Faith, Inc.  
mail\_to\_ir@faith.co.jp  
Tel: +81-(0)3-5776-6255  
Fax: +81-(0)3-5776-6256

### **Faith's NFRM™ Corresponding Digital Content Portal Site to be Equipped in a Terrestrial Digital TV Broadcasting Tuner Implementation of infrared data communication improves the usability of NFRM™**

**Tokyo - July 23, 2008**--KAZAS Channel, a total portal site operated by Faith, Inc. (Faith) is to be a standard channel on Logitec Corporation's upcoming USB tuner LDT-FS100U for terrestrial digital television broadcasting which will be released in early August. With this full-segment tuner for PC, websites are allocated as if a part of TV channels. One of these websites available with the tuner, KAZAS Channel is designed to distribute videos corresponding Near Field Rights Management® (NFRM™)\*1, an authentication technology developed by Faith.

NFRM™ had been limited to short distance authentication utilizing FeliCa technology, and this is the initial introduction to infrared ray communication which is commonly-used with home electric appliances. Commercial introduction of the technologies to transmit authentication data will bring a dramatic improvement to the usability of NFRM™ services

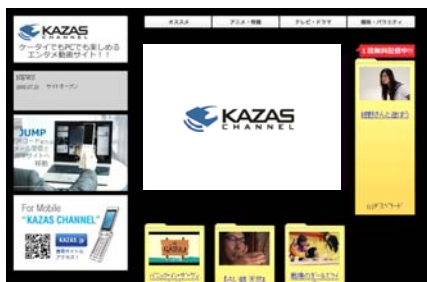
On LDT-FS100U tuner, an integral application system called ROBRO\*2 developed by Quixun Co., Ltd.(Quixun) is mounted. With ROBRO, both the terrestrial digital channels and websites are accessible via one browser. Since the playback function of NFRM™ corresponding digital content is built in ROBRO, users can gain access to the NFRM™ content distribution via KAZAS Channel.

Once browser is brought up, KAZAS Channel is displayed on the list as “20 channel” together with each TV stations, to distribute NFRM™ corresponding video contents. All the users have to do to watch contents is only to read each QR code of the contents to purchase viewing rights and transmit the data using infrared to the tuners. Users can easily watch the content as if they are watching one of the TV channels without activating any applications.

Today's news includes important steps toward the further prevalence of NFRM™ services; launch of KAZAS Channel on the terrestrial digital TV services, implementation of infrared data communication and business partnership with ROBRO. Faith is to promote the NFRM™ services to wider range of home electronic appliances.

## ◆Outline of the Service

### 1. Choose KAZAS Channel



Display information of NFRM corresponding contents

2. By reading the QR codes on KAZAS Channel, purchase the content by mobile phone. The content is played back on the mobile phone.



3. The viewing right information is transmitted to PC by infrared data communication. The content is played back automatically on the PC.



### \*1 About NFRM™

It is an innovative authentication technology named Near Field Rights Management® developed by Faith. Digital content distribution services utilizing this technology enables the users to playback content on mobile phone and PC anytime anywhere connected by FeliCa short-distance communication and infrared data communication.

Once content is purchased on mobile phone, it can be played back on the mobile phone outdoors, or on TV, PC, and other digital devices by transmitting the viewing rights information.

For more information, visit <http://kazas.jp> (Japanese)

### \*2 About ROBRO

ROBRO is an integrated application system for the next generation TV released from Quixun in autumn 2007. It shows optimal performances on Intel® Core™2 Duo and Intel® Core™2 Quad processors. The core feature of this application is a browser system which displays TV channels and websites seamlessly and the package includes all the necessary functions to operate both TV channels and websites, such as record, playback, search, and browse. Another main feature is that this product is applied to various devices, such as PC and other home electronic appliances. By utilizing ROBRO, Quixun and its partners aim to promote development of new hardware and software, content services, and new business models.

### About Faith, Inc. <http://www.faith-inc.com/> (Stock code 4295, 1st section of TSE)

Faith is a pioneer of ringtone business for mobile phones. Originally, the concept of “ringtone” started from this company. It commercialized the idea, and expanded the business not only within Japan, but also into many countries throughout the world, including North America, Europe, the Asia-Pacific region, and South America. Moreover, the company provides a wide range of services such as on-line game and music distribution, and issuance of electronic money to settle e-commerce. In future, Faith aims to provide the higher added-value services through the creation of “a new scheme for the distribution of digital content” in the global scale in various environments such as mobile phones and PCs.

### About Quixun Co., Ltd.

Quixun is an IT equipment manufacturer based in Tokyo, developing digital TVs, tuners, browsers, LCD, industrial compact PCs. Under the theme of "Barrier-free IT society," the company aims to realize a society anyone can enjoy the benefits of IT easily and freely with the company's cutting-edge technologies and unique ideas.

**About Logitech Corporation**

Logitech is an all-around manufacturer of computer peripheral equipment. The company's lines of business include HDDs, MO Drives, DVD drives, FD drives, NAS, LCD monitors, FM transmitters, headsets, wireless LANs, broadband routers, LAN adapters, switching hubs, print servers, and industrial equipment.

For more information, visit <http://www.logitec.co.jp/> (Japanese)

\*Names of companies and products in this press release are either trademarks or registered trademarks of the respective companies.