



press release

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Intel, Quixun, DREAMBOAT, and Faith

Team up for development of the next generation content distribution solution

—Providing a user-friendly and convenient solution which enables users to enjoy digital contents on various terminals such as mobile phone, PC, digital home appliance, and mobile device—

Tokyo-February 21, 2008 --- Intel K.K. (Intel), Quixun Co., Ltd. (Quixun), DREAMBOAT co.,ltd. (DREAMBOAT), and Faith, Inc. (Faith) agreed that four companies are to team up to develop a new content distribution solution which enables users to enjoy digital contents on terminals of their choices such as mobile phone, PC, digital home appliance, and mobile device.

Currently, many of the distribution methods of digital content are built up specifically for terminal such as PC and mobile phone. Thus users have to sign on with each service, and have to purchase digital content via the various user-interfaces. From this point of view, there are much to be improved to provide more integrated user-friendly environment.

With the new solution for content distribution these four companies developed, firstly, a user will purchase viewing right information of a digital content via a mobile phone. Then the authentication information will be transfer to a PC linked to the Internet and convertible to a terrestrial digital TV via the close-range communication of FeliCa chip, an infrared communication, or other technologies. Finally, the user will be able to view the content on the big screen as well as a list of contents both purchased and not purchased. It will be also possible to purchase content right easily by using FeliCa's settlement function for small amount purchase.

This solution will enable users to enjoy videos distributed via the Internet in a way as simple as watching TV. At the same time, it will provide rights holders of content a secure channel to realize pay-distribution services. It will provide an environment users can enjoy digital content with no hassle at low cost.

[Technologies and the benefit provided by each company]

***Intel**

PC platform for distribution service utilizing Intel 45nm Hi-k processors including Core 2 Duo processor. New IA processors for next generation mobile devices and other digital home appliances are also under development.

*** Quixun**

With its digital TV system "ROBRO," a user will be able to play back TV broadcasting and Internet viewing in one browser without switching applications. The dedicated remote control as sophisticated as PC will enable advanced operation.

*** DREAMBOAT**

"SkeedCast" is a secure content distribution technology based on P2P (Peer to Peer) technology. By utilizing this technology, efficient distribution and streaming of high definition videos will be realized.

*** Faith**

By utilizing its authentication technology called Near Filed Rights Management® (NFRM), it will contribute to improve portability of contents viewing, information management of viewing rights of content, and reliable and simple charging system.

The first phase of any of the cutting-edge technologies related to contents distribution are developed targeting Intel Architecture based PCs. The integration of the technologies of the four companies will realize a solution at low cost which will enable users to enjoy digital contents in an easy and convenient way. Furthermore, it will create new business chances for many industries such as PC, mobile phone, content, digital appliance, and broadband communication.

Intel, Quixun, DEAMBOAT, and Faith are planning to strengthen the technical collaboration. By utilizing and integrating a wide range of digital devices, these four companies will provide content distribution platform for the next generation.

About Intel K.K. <http://www.intel.co.jp/>

Tokyo Head Office: Chiyoda-ku, Tokyo

Co-Presidents: Kazumasa Yoshida and Robby Swinnen

Intel, the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.co.jp

About Quixun Co., Ltd. <http://www.quixun.co.jp/>

Head Office: Chiyoda-ku, Tokyo,

Representative: Hirotaka Adachi

Based in Tokyo, Quixun engages in a system integrator business of producing and selling LCD monitor, digital TV, and personal PC with forward-looking technologies and ideas. It aims to realize a smart society in which everyone can widely enjoy benefits of IT in an easy and convenient way.

For more information, visit <http://www.quixun.co.jp/>

About DREAMBOAT co., ltd. <http://www.dreamboat.co.jp/>

Head office: Nakagyo-ku, Kyoto

President and Representative Director: Kei Mima

Established in April 2005 for the purpose of offering a new service model based upon P2P technology. SkeedCast, a secure digital content delivery platform, was developed and commenced the provision of service in autumn 2006. Besides the entertainment content distribution to end-users, the use of this technology includes SkeedCast Business as a B2B solution and a digital signage. It aims to set an industry-wide standard for high quality content delivery transmission

About Faith, Inc. <http://www.faith.co.jp/> (Stock code 4295, 1st section of TSE)

Head office: Nakagyo-ku, Kyoto

CEO/President: Hajime Hirasawa

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 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 service through the creation of “a new scheme for the distribution of digital contents” in the global scale in various environments such as mobile phones and PCs.

For more information, visit <http://www.faith-inc.com/>

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* “FeliCa” is a contact-free IC card technology developed by Sony Inc.

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