

June 2, 2008

Nippon Broadcasting System, Inc.
Impress Imageworks, Inc.
Utageo Inc.
J-Stream Inc.

Nippon Broadcasting System, Impress Imageworks, Utageo, and J-Stream To Conduct a Month-Long Test Demonstration of P2P Live Streaming

24-hour Nonstop Live Streaming from
Internet Radio Station **Suono Dolce**

Four companies -- Nippon Broadcasting System, Inc. (Headquarters: Chiyoda, Tokyo; Chairman: Hajime Shigemura; "Nippon Broadcasting" below), Impress Imageworks, Inc. (Headquarters: Chiyoda, Tokyo; Chairman: Shinichi Murakami; "Impress Imageworks" below), Utageo Inc. (Headquarters: Shibuya, Tokyo; CEO: Tomonari Sonoda; "Utageo" below), and J-Stream Inc. (TSE Mothers 4308; Chairman and CEO: Kiyoshi Shiraishi; "J-Stream" below) -- will team up to conduct a test demonstration of 24-hour P2P live streaming from Nippon Broadcasting's **Suono Dolce** Internet radio station from June 2nd to June 30th.

Suono Dolce operates from Marunouchi and plays love songs exclusively; the name is an Italian phrase meaning "sweet sound." The station offers tender love songs from a wide range of artists spanning all genres, delivering music throughout the day together with accompanying video images. The test demonstration will use this website to deliver a 24-hour nonstop live streaming rendition of the look and feel of the Marunouchi studio and surrounding neighborhood throughout the month of June. The UG Live (Ocean Grid) P2P streaming software package provided by Utageo Inc. will be used for the demonstration.

Facts About the Streaming Broadcast

Duration: June 2, 2008 (8:00 am) -- July 1, 2008 (12:00 am)

Bitrate: 700 Kbps (192 kbps for audio, 508 kbps for video)

Suono Dolce Website URL: <http://www.suono.jp>

This test demonstration will be conducted under the planning and management of Impress Imageworks, using audio and video data captured by Nippon Broadcasting, with networks and servers from encoding through live streaming provided by J-Stream, and using a server group running Utageo's UG Live (Ocean Grid) software. The four companies will use the results of the test demonstration to further their ongoing efforts toward the distribution of content through online networks.

Glossary of Technical Terminology

P2P (Peer to Peer) Network Technology

In contrast to the traditional client--server model of networking, a P2P network does not have preestablished clients and servers, but is instead an autonomous distributed network consisting of a collection of devices each operating as both client and server to the other devices on the network. The technologies that underlie P2P networks are known collectively as P2P network technology.

Features of UG Live (Ocean Grid)

UG Live (Ocean Grid) is a next-generation technology for the delivery of audio and video data, developed independently and based on grid computing technology. This technology, which is also known as Application Multicast Technology, provides three different types of low-cost content delivery in distributed environments: **On-Air Live, Communication,** and **On-Demand.** This technology will help to create a new **Communication Platform** for the **General Transmission, Send-and-Receive Era.**

About the Companies

For More Information Contact

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