



Utagoe Inc.

Press Release

September 1, 2008

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## Utagoe Launches Utagoe Live 100: An Ultra-Multi-Source Shared-Space Communication Site

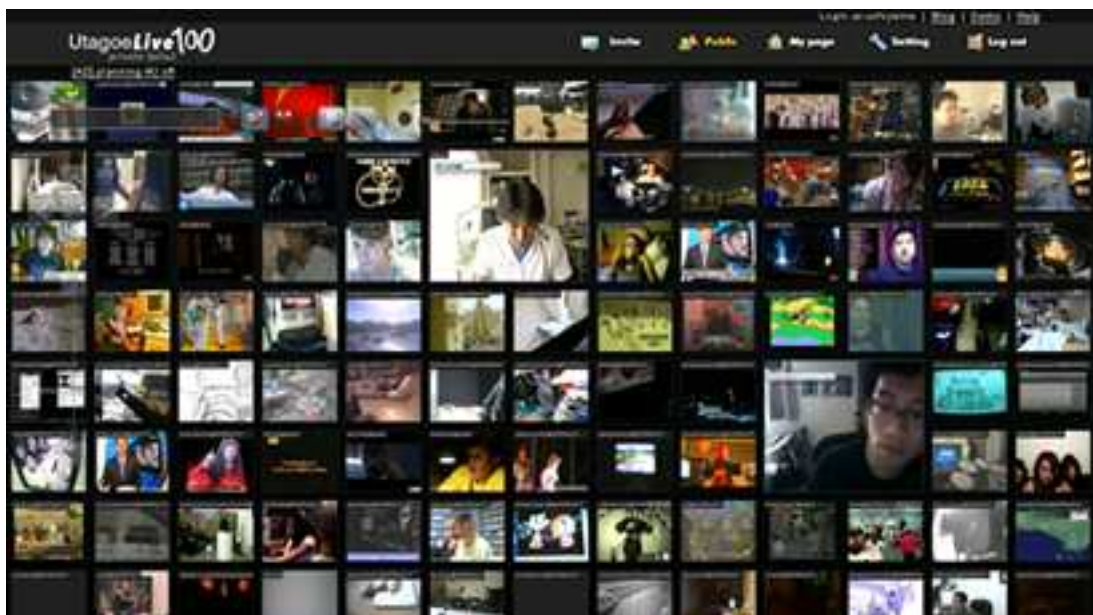
-- Extensions to the iPhone and other mobile terminals in the works --

Utagoe Incorporated – the people working to develop technologies to enrich communication from one person to another (Headquarters: Shibuya-Ku, Tokyo; CEO: Tomonari Sonoda) – launched **Utagoe Live 100** on September 1, 2008. This new service is based on a technology -- known as **UG Communications** -- that enables simultaneous sharing of media from an extraordinarily large number of sources.

With previous technologies, it was only possible to display a few tens of moving images simultaneously. **Utagoe Live 100**, on the other hand, is an unprecedented new service that enables simultaneous real-time display of over 100 moving images using only a network connection capable of 400 kbps download speed.

Users may stream moving images to others, and comment functionality is also provided. The service makes it possible to share your status with your friends or with any other point on the planet.

At present the software is only available in a PC version, but extensions to the iPhone and other mobile terminals are in development, presaging the construction of a global-scale ultra-multi-source platform enabling media sharing from any point to any other point worldwide.



Screen Images from **Utagoe Live100**

**URL:** <http://live.utagoec.com/>

#### **Features of Utagoec Live 100**

1. Enables viewing of real-time live streaming images from large overseas free-of-charge video streaming sites such as Ustream.TV, Justin.TV, and others.
2. Because the software uses **Flash** technology, it simply runs on your web browser, meaning anyone can use the software easily without having to install additional software or struggling with OS-dependent difficulties.
3. A simple and intuitive interface allows users to customize the size and placement of the video window as they please.
4. Settings may be optimized as appropriate for the specifics of a user's PC setup, ensuring that no excess burden is placed on the PC's resources.

In the future, Utagoec plans to roll out a succession of new services – such as a simple Web-based conferencing system – based on UG Communications (the platform technology that enables shared-space images for simultaneous experiences) – thus further shrinking the distance between users and their moving images and introducing an entirely new model for communication.

#### **About Utagoec Inc.**

Based on the simple motto that “**Utagoec is Communication,**” Utagoec Inc. develops technologies to enrich communication from one person to another. A unique aspect of the company is its dual-pronged business model: licensing the technologies it develops for use by others, while at the same time using those technologies to distribute its own internally developed media.

The licensing business unit provides **UG-Live** technology, which uses distributed processing techniques to increase the efficiency of distributing image data over the Internet, thus enabling live streaming transmissions more easily and at lower cost.

1. Corporate Name: Utagoec Incorporated
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