



PRESS RELEASE

April 24, 2008  
Fujiyama Co., Ltd.

## Fujiyama Announces New Subtitles Audiovisual Viewer Using YouTube

Chromeless Flash Player.

**– Fujiyama Alliance Multilingualizes GDH's Web Animations –**

“GONZO DOGA goes multilingual.” URL : <http://www.fujiyama1.com/gonzodoga/>  
Fujiyama Co., Ltd. URL : <http://www.fujiyama1.com/>

Tokyo, Japan, April 24, 2008 -- Fujiyama Co., Ltd.( headquartered in Minato, Tokyo, Japan / CEO & President: Junko Yoshii, hereinafter referred to as Fujiyama), today announced to provide its Subtitles Synchronous Distribution System to GDH K.K. (headquartered in Shinjuku, Tokyo, Japan / President: Shinichiro Ishikawa, Tokyo Stock Exchange Mothers code 3755, hereinafter referred to as GDH) for their latest web original animation ”Hennako-chan”, a comic series originally authored by Fujio Akatsuka and produced by Fujio Production (President: Eriko Akatsuka).

Fujimaya realized the synchronous multilingual subtitle distribution on its subtitle audiovisual viewer, MABL using Chromeless Flash Player, an API made available to public by YouTube. Synchronous distribution of subtitles in both English and Chinese can help global users enjoy animation contents.

“GONZO DOGA goes multilingual.” URL : <http://www.fujiyama1.com/gonzodoga/>

Fujiyama’s 2SDS (Secondary data Synchronous Distribution System) enables a centralized management of subtitles from the creation process to the delivery to PCs, cell-phones, IPTVs and display screens at shops. Unlike the conventional subtitle creation process, this system does not require steps of adding subtitles to motion pictures, so subtitles can be created in a shorter time and delivered promptly. In addition, post-delivery correction of subtitles can be made by logging into the server and modifying the text data.. Taking full advantages of these features, Fujiyama offers a multilingual platform for not only entertainment contents but for IR materials, news and e-learning contents (at low cost).

Fujiyama has obtained patents in the U.S., Korea, China, and India, for synchronous delivery of motion pictures and secondary information.

Overview of 2SDS : 2SDS is a system to deliver the secondary information (such as multilingual subtitles, voiceovers, sign language images, and banner advertisement) synchronized with motion pictures. Fujiyama provides user-friendly and effective multilingual information by taking full advantage of its MABL, (an audiovisual viewer), NATSU (a subtitle creation software), and its own business network.

Moreover, Yujiyama’s technology can be applied to the next-generation subtitle management that enables contents holders to establish a database to manage local languages, which are currently managed by local distributors of contents in different countries.

Fujiyama is committed to continuously enhance its multilingual synchronous delivery system for the Internet-based distribution of motion pictures based on the streaming technology, and to provide, in collaboration with to contents holders, a high quality multilingual service compatible with the global delivery.

#### **[About GDH K.K.]**

GDH is a globally-focused Japanese media company founded in February 2000. The group produces cutting edge entertainment for teens and young adults through its GONZO animation brand. Kids and family product is distributed through the GONZO FILMS and GONZINO brands.

GDH is a world leader in content development targeting both domestic and international audiences with Japan's trend-setting animation culture and, usually, GDH controls licensing management and international distribution for the content it produces.

For additional information, visit [www.gdh.co.jp/english](http://www.gdh.co.jp/english) (for GDH) and [www.gonzo.co.jp](http://www.gonzo.co.jp) (for GONZO - Japanese only).

GDH group companies include GONZO Rosso K.K., GONZO K.K., Future Vision Music K.K., GONZINO K.K., GDH Capital K.K. and GK Entertainment K.K.

\* GONZO DOGA Japan URL: <http://youtube.com/user/GONZODOGA>

#### **[About Fujiyama Co., Ltd.]**

Fujiyama's 2SDS (Secondary data Synchronous Distribution System) is a system that enables delivery of the secondary system such as subtitles and voiceovers synchronized with a single set of motion pictures, thereby a centralized management of the delivery to PCs, cell phones, IPTVs and display screens at shops will be made possible. Unlike the conventional subtitle creation process, this system does not require steps of adding subtitles to motion pictures, so subtitles can be created in a shorter time and delivered promptly. In addition, post-delivery correction of subtitles can be made on the spot if needed. Fujiyama has obtained patents in the U.S., Korea, China, and India, for synchronously deliver the secondary information that resides in a separate server from the one for the main motion pictures. (International patent application number: PCT/JP01/008190) For more information, please visit <http://www.fujiyama1.com/>.

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