

Hakuhodo DY Media Partners and GP Online jointly develop Candy Box, groups of base modules with individual functions that simplify development of iOS applications

Hakuhodo DY Media Partners Inc. and GP Online Co., Ltd. Have teamed up to develop Candy Box, a set of modules that perform the basic functions needed to build iOS applications for iPhone, iPad, and similar devices in order to make application development easier. Hakuhodo DY Media Partners is headquartered in Minato-ku, Tokyo and headed by Hisao Omori. GP Online is based out of Osaka city and led by Yutaka Toyonaga.

Candy Box was developed as a group of base modules, each with a separate function. The focus was on the fact that iOS applications are structured as combinations of generic basic systems. Using the functional base modules in Candy Box eliminates the need for brand-new system designs, meaning that original applications can be developed cheaply in a short period of time by combining the modules. In addition, simply managing the modules (which are highly versatile in terms of functionality) makes it possible to expand software features without redesigning the entire system. Updates can be processed through development of individual base modules, which can be incorporated in a variety of applications. During initial application design and functional expansion as well, being able to configure module groups broken down by function is attractive in that it enables significant reductions in cost and development time.

As iPhone and other smartphone devices become increasingly popular, a greater variety of iOS applications are being developed. Whether they are offered under a fee-based model or a free advertising model, it has become extremely challenging to recover functional expansion costs (for initial development and to increase the number of users) and boost profits through user downloads. Developing applications with Candy Box keeps initial development costs and functional expansion costs low and helps generate profits for application suppliers.

Also, for average companies seeking to use applications as a form of marketing communication targeting everyday people, the ability to develop low-cost applications helps expand the number of communication touch points they are able to generate.

FLICK FREAKS is one example of an application developed using Candy Box. It became available for download from the App Store on August 30, 2011.

Hakuhodo DY Media Partners will continue offering services that have value for advertising providers, media companies, content holders, and everyday people as we expand the possibilities of new business models for advertising in the modern age.

■ Candy Box service overview



Name: Candy Box

Developed and operated by: Hakuhodo DY Media Partners and GP Online

Sample modules: Quiz module, counting module, scoring module, ranking module, social network tie-in module, jigsaw puzzle module, camera module, speed/direction sensor module, drawing module, typing module

■ Candy Box graphic illustrations



■ FLICK FREAKS overview

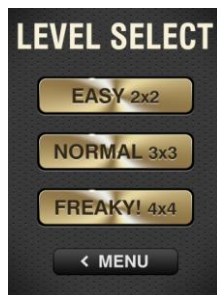
Name: FLICK FREAKS

Overview: A game application that uses the counting module, scoring module, ranking module, and social network tie-in module sets from Candy Box. FLICK FREAK features tie in to the Apple Game Center, enabling point competitions with other players. Released worldwide and available in both English and Japanese.

Developed and operated by: Hakuhodo DY Media Partners and GP Online



• Intro screen



• Menu screen



• Game screen

■ For more information, contact:

Hakuhodo DY Media Partners
Public Relations Department
c/o Yamazaki/Kato TEL: 03-6441-9347

GP Online
Marketing Group
c/o Mizuno/Nagai TEL: 06-6946-6300