

July 22, 2013

Hakuhodo DY Media Partners Inc.

Telepathy, Inc.

Hakuhodo DY Media Partners and Telepathy's

Business alliance in research and development of communication services using wearable devices

Hakuhodo DY Media Partners Inc. and Telepathy, Inc. have announced that they have agreed to form a business alliance in research and development of communication services using wearable devices.

From mobile phones to smartphones to wearable devices, digital devices are expected to shift from "carry" to "wear". Wearable devices such as eye-wear, watch, and outfit type devices have been released from various cutting-edge digital manufactures around the world.

Telepathy is a wearable device development company that has attracted attention from all over the world since their announcement of the development of the "Telepathy One" in March 2013. Telepathy One is the next-generation wearable device to be worn on the head. Hakuhodo DY Media Partners has been developing various communication services using digital technology and providing solutions to meet the needs of marketers as well as consumers, with "Technology Mirai Works", a team consists of specialists with digital knowledge and business experience.

On the basis of the business alliance, while performing device development and manufacturing of the "Telepathy One", Telepathy provides Hakuhodo DY Media Partners with information and progress of technical specifications and development in regards to the development and manufacturing of the "Telepathy One".

Hakuhodo DY Media Partners is responsible for providing human resources, ideas and know-how to support the research and development of communication services of "Telepathy One" to Telepathy.

Combining Telepathy's product development capabilities of wearable devices and Hakuhodo DY Media Partners' idea development capabilities that capture the needs of consumers and the network power of the stakeholders, Hakuhodo DY Media Partners and Telepathy aim to develop communication services to lead the next generation utilizing the "Telepathy One".

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■ About「Hakuhodo DY Media Partners」

【Company】 Hakuhodo DY Media Partners Incorporated

【Representative Director,President & CEO】 Hisao Omori

【Head Office】Akasaka Biz Tower, 3-1,Akasaka 5-chome, Minato-ku,Tokyo 107-6321

【URL】 <http://www.hakuhodody-media.co.jp/>

【Established】 December 1, 2003

【Capital】 9.5 billion yen

【Key Areas of Expertize】

1. Advertising, sales promotion and public relations involving newspapers,magazines, TV, the internet, outdoor and other media
2. Design control and construction of outdoor advertising installations,exhibition spaces and interior decoration
3. Design control and construction of advertising and public relations structures
4. Research into advertising (market research, market analysis, advertising surveys)
5. Publication and sale of books and periodicals
6. Planning, construction and staging of events and performances
7. Planning, creation, production, sale and rental of sound and visual software

■ About「Technology Mirai Works」

Formed without being bound to an existing organization in Hakuhodo DY Media Partners, "Technology Mirai Works" is a team of specialists with digital knowledge and business experience.

We provide support for advanced technology, idea design, revenue design, and implementation of digital solutions to media content holders. We create communication between client and end users and also pledge to continue our contribution to create rich lives by proposing and developing new advertising methods for e-books, electronic newspaper, and video distribution.

■ About「Telepathy」

【Company】 Telepathy Inc.

【CEO】 Takahito Iguchi

【Headquarters】 Loft Work Shibuya, Dogenzaka Pia 8F, 1-22-7 Dogenzaka, Shibuya-ku, Tokyo 150-0043

【URL】 <http://tele-pathy.org/>

【Established】 January 25, 2013

【Capital】 XX million yen

【Areas of Business】

Design, Product Development, Manufacturing, Distribution, and Sales of Wearable Social Devices

■ About「Telepathy One」

"Telepathy One" is a wearable device developed to evolve social community applications between people. It is equipped with a micro camera, a micro-projection unit, and a wireless communication module, and projects steady visual information on the user's virtual display. As a small screen is displayed in front of the user's eyes, you can enjoy social communication naturally without inhibiting the real world visually.

Since it's announcement for the first time in 2013 at the SXSW ® Interactive, the "Telepathy One" has been attracting attention as the next generation of computer equipment. (※SXSW®:The world's largest IT trade show and related events, which is held annually in Austin, Texas)