

Reference

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Hakuhodo DY Media Partners, Inc.

HDYMP Launches “the daiby” App for Recording Children as They Grow Up

Hakuhodo DY Media Partners Incorporated (HDYMP) is pleased to announce the launch of the “daily baby story”, or “daiby” for short, iPhone application for recording images of children as they grow up. Daiby automatically edits photographic memories of children and can then replay them like a movie. HDYMP is based in Minato-ku, Tokyo and is headed by president and CEO Hisao Omori.

By simply aligning the guide frame and taking a photo of your child, daiby automatically edits the day-to-day photographic record of your child and then plays it back like a movie documentary that vividly recreates your child’s growth. The app randomly organizes photos according to video replay length* so you get a different impression and fresh emotions each time you view it.

What’s more, daiby can load images saved in other devices, so parents with children who have already grown up can also enjoy the app’s features by consolidating in their smartphone the many images of their children scattered among various other devices. You can also input comments for each photo to record how you felt at the moment the picture was taken or to appear as words spoken to your child that intermingle with the images as they are replayed.

Daiby also provides access to a variety of content coordinated with the growth of your child, including a “transmit data matching days since birth” feature that keeps track of the number of days since your child was born, “vaccine inoculation information” from the non-profit organization Know*VPD! Protect Our Children, and “childcare secrets” from the “dekirunabi” childcare support site operated by EhonNavi Corporation. Experience the joy of raising your child in new ways as you rediscover previously unnoticed special days such as your child’s 100th day and 1000th day since birth.

And there’s more, including the “record special day” feature that lets you select your own special settings and “rapid shooting” to make sure you always get the best shots of your

lively child at play. Paid-version options include a setting that lets you specify video playback time and other detailed settings that you can use when converting your child's daily growth record to video.

The affection that makes parents want to record memories of their children is universal across time and place. Once taken, there are few occasions to look at the vast treasure trove of pictures that record the memories of growing up. The daiby application brings back those feelings in a simple, entertaining documentary format.

What's more, for businesses that want to reach parents with children, daiby's ability to transmit products and services at exactly the right time makes it excellent for touchpoint marketing.

HDYMP is redefining the content market and creating new business markets by putting digital devices to use in new ways.

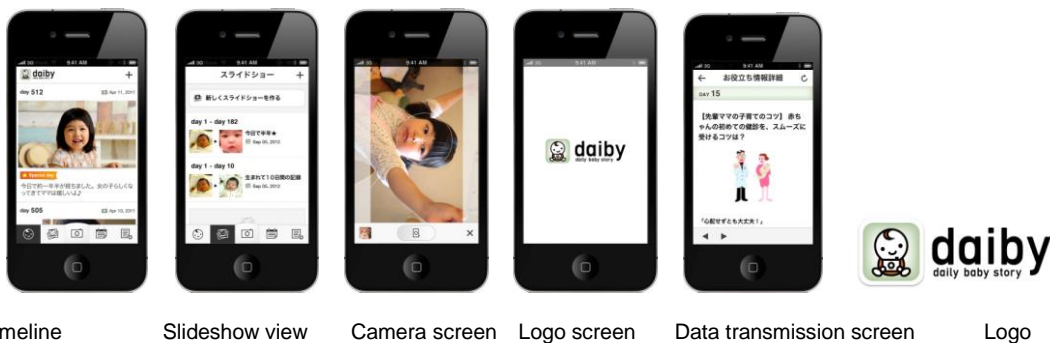
* The video time length setting is limited to about 30 seconds in the free basic version but can be set up to about 2 minutes 30 seconds in the paid version (350 yen, including tax).

■ daiby overview

- Dealer: App Store: <http://itunes.apple.com/jp/appid549472975>
- Compatible devices: iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (iOS 5 and later)
- Language: Japanese
- Usage charge: Basic version free. Paid version 350 yen (including tax)
- Basic version features:
- Make a record of growing up with new photos and old photos with comments
 - One-touch feature for converting recorded images into video (30 seconds)
 - Transmit data matching days since birth
 - Save favorite videos
- Paid version feature:
- Detailed settings for use when creating a video
 - Additional space to save favorite videos
- Picture taking capacity: Pictures are stored in the iPhone, so capacity depends on the amount of unused space in the user's iPhone (a typical photo uses about 1MB of space).
- Image storage: Image data is stored in the iPhone (cloud storage or other external media storage is not available).
- User support: <http://daiby.me>

*iPhone, iPod touch, and App Store are trademarks of Apple Inc.
* The iPhone trademark is used based on a licensing agreement with Aiphone Co., Ltd.
* Other names that appear in this document are trademarks or registered trademarks of each company.

■ daiby screen images



■ Content partners

NPO Know*VPD! Protect Our Children

The NPO Know*VPD! Protect Our Children was established in 2008 with the goal of protecting children from vaccine preventable diseases (VPD). Today, the organization and its 800 members work to raise VPD awareness and promote preventive vaccination. The organization produces books, websites, pamphlets and other media that publicize VPD vaccines and vaccination schedules and holds seminars for parents, healthcare providers, and people in the media.

EhonNavi Corporation

EhonNavi Corporation is an Internet media business that operates the user participation format EhonNavi picture book information site, used by more than 4 million people annually. Besides operating the “manabi navi” site for general information about child learning and “dekiru navi”, a special “how to” site about child rearing, on the picture book business side EhonNavi operates “ehon navi shop”, a picture book and picture book character products online shop, and “ehon club”, a picture book periodic book distribution service site. As an operator of sites catering to users who demand high quality, EhonNavi has an excellent reputation and is expanding its business to other markets related to child rearing.
<http://www.ehonnavi.net/corprate/>

dekirunavi

In August 2011, EhonNavi launched “dekiru navi”, a special “how to” site about child rearing. This site presents “this is what we did!” hints and ideas from active moms and dads about the conflicts over study, sports, and play of so many children that every parent has had to worry about. The site is dedicated to finding more things that parents and kids can do together and communicating the joy and pleasure of raising children.
<http://www.dekirunavi.net/>

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