



## **MEDIASEEK Nominated for**

### **“BREW™ Developer Awards” 2004 by QUALCOMM!!**

MEDIAEEK, Inc. (Mothers TSE: 4824, <http://www.mediaseek.co.jp>) developed “2D Code Reader” to be honored as the nominee for Annual BREW Developer Awards at BREW 2004 Developers Conference in San-Diego on June 7- 9 (local time).

The annual world-wide meeting, “BREW 2004 Developers Conference” is held for major Application Developers, Telecommunication Carriers and Service Providers which adopt BREW, Wireless Application Platform for CDMA mobile phones provided by QUALCOMM Incorporated (<http://www.qualcomm.com>), to meet each other and cultivate fellowship of BREW community.

The last conference 2003 had more than 1,300 participants of Telecommunication Carriers, Mobile Phone Manufacturers, Application Developers, Service Providers and of many other related fields. The coming conference 2004 will be more prosperous as the number of Telecommunication Carriers adopting BREW has been increasing.

The BREW Developer Awards recognizes applications in six different categories. The finalists were chosen based on several criteria including originality, ease-of-use, and "cool factor."

MEDIASEEK “2D Code Reader” was chosen as the finalists in the category of “Best Productivity/M-Commerce Application”. This category is for applications which contribute to expand the mobile commerce market and to improve end-users’ utility.

#### **About BREW**

BREW is a wireless application platform for CDMA mobile phone. BREW is adopted in “au,” the brand of Japanese major mobile phone service provided by KDDI (KDDI CORPORATION, <http://www.kddi.com>). BREW, the most advanced technology platform is supported by 27 Telecommunication Carriers in 20 countries with more than 135 BREW-enabled device models.

### About "2D Code Reader"

"2D Code Reader" is one of the most advanced BREW application provided by MEDIASEEK. The "2D Code Reader" enables camera-equipped mobile phones to detect/read many kinds of BARCODEs - including "QR code" and "JAN code" that are widely accepted in Japan. The "2D Code Reader" makes consumers easily open the door to the mobile commerce in cyberworld. It performs, depending on the nature of information acquired through the code reading, several functions - (i) directing customers to specific URL/e-mail address, (ii) making a call to specific telephone numbers, or (iii) providing automatic capture/register of address-book information, for example.

The "2D Code Reader" is powered by MEDIASEEK's image-processing engine "Cam Reader™".

### References:

Press Release by QUALCOMM Incorporated (USA)

[http://brew.qualcomm.com/jsp/brew/en/press\\_room/press\\_releases/2004/05\\_25\\_04.html](http://brew.qualcomm.com/jsp/brew/en/press_room/press_releases/2004/05_25_04.html)

Official guide for the Conference by QUALCOMM JAPAN

[http://www.brewjapan.com/brew\\_2004/index.html](http://www.brewjapan.com/brew_2004/index.html)

Product guide for CamReader

<http://www.camreader.jp/>

### Notes:

Logo marks of MEDIASEEK and CamReader are trademarks of MEDIASEEK, Inc.

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### About MEDIASEEK, Inc.

MEDIASEEK is one of the most advanced technology developer in Japan, focusing on mobile and cutting-edge technologies for the emerging market. MEDIASEEK performs, not only as the developer of the embedded applications, but also as a content provider of premium mobile information, and as a consultant/system

integrator of emerging business. MEDIASEEK was founded in March 2000 and listed on Tokyo Stock Exchange “Mothers” in December 2000.

Company Name	MEDIASEEK, Inc. (TSE Mothers, ticker code:4824) <a href="http://www.mediaseek.co.jp">http://www.mediaseek.co.jp</a>
Address	NOA Bldg. 2-3-5 Azabudai Minato-ku, Tokyo 106-0041
President&CEO	Naoki Nishio
Founded	March 2000
Paid-in Capital	JPY 579,845,000 ( As of Jan. 31, 2004 )
Number of Employees	37 ( As of Jan. 31, 2004 )

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