



December 7th, 2004
MEDIASEEK, Inc.

MEDIASEEK Developed “Motion Detection Engine” designed for camera phone

1. Outline

MEDIASEEK Inc. (Minato-ku, Tokyo, President&CEO Naoki Nishio) has developed “Motion Detection Engine” as embedded application software designed for camera phone. The engine detects direction and moving-path of mobile phone by analyzing the movement of image captured by built-in camera, and works as controller of other applications (e.g. Game, Browser, or Navigation tools).

This software engine is an improved version of our existing Software. It is designed and specially tuned for various mobile phone application platforms.

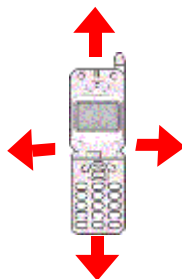
2. Features

The “Motion Detection Engine” accurately recognizes moving-path of mobile camera phone – detecting direction and distance how much it has been moved, by analyzing video image captured by the embedded camera. The engine performs as controller of other applications (e.g. Game) by converting the detected information into commands.

The current version software is to detect three different types of movement; (i) top and bottom, (ii) right and left, and (iii) turning direction.

Top & Bottom/
Right & Left

The software recognizes movement of both (i) top & bottom (vertical) and (ii) right & left (horizontal) directions (including oblique direction) at the same time.



Turning

The Software also detects movement of turning directions (by analyzing video image captured by the built-in camera).



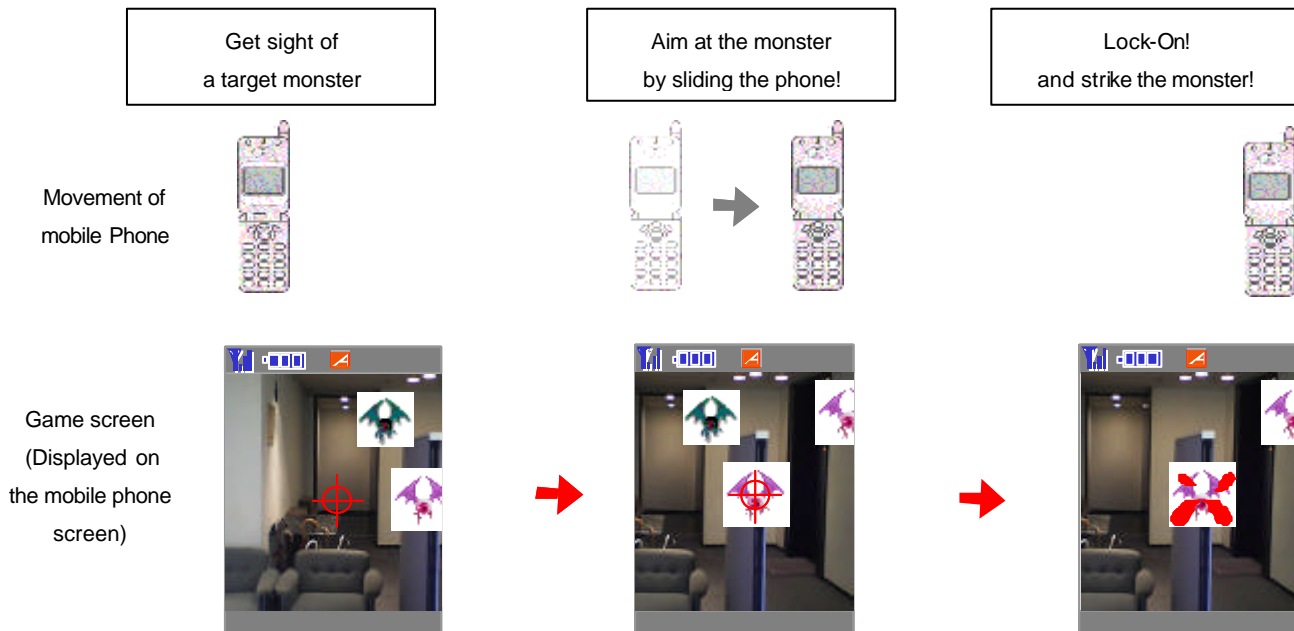


3. Service and Sales Strategy

This engine is developed as embedded application software designed for camera phone. The software performs as controller of various types of embedded applications – such as video game, browser, or navigation software. You may adopt the engine into virtual showroom applications for example, presenting 3D virtual space appeared on the mobile phone screen. At the virtual showroom, customers may explore the showroom quite easily by holding and sliding the mobile phone without pushing any buttons.

MEDIASEEK will start providing soon this engine to Japan and world market – targeting major content providers (e.g. Games), service providers (e.g. Browser / Navigation service), wireless carriers, and mobile handset manufactures.

Example of how the “Motion Detection Engine” is used as a game controller:



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