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MEDIASEEK, Inc

MEDIASEEK Nominated for QUALCOMM's BREW® 2005 Developer Awards

MEDIASEEK, Inc. (HQ: Minato-ku, Tokyo, President & CEO: Naoki Nishio) today announced its application, "Buggy Boom with Motion Detection", developed for QUALCOMM's BREW solution was nominated as one of the finalists for the BREW 2005 Developer Awards. The annual event recognizes outstanding applications developed for QUALCOMM's BREW solution. Winners will be announced at an awards ceremony at the BREW 2005 Conference, being held June 1-3 in San Diego.

The BREW 2005 Conference includes attendees interested in BREW including innovative Application Publishers, Developers, Handset Manufacturers, Technology Providers, and Telecommunication Carriers.

MEDIASEEK's "Buggy Boom with Motion Detection" was chosen as one of the finalists in the category of "Most Innovative Use of Technology". This category is for pre-commercial BREW applications that exhibit a creative, unique and practical use of one or more technologies in QUALCOMM's suite of solutions. The applications will leverage technologies integrated on QUALCOMM's Mobile Station Modem (MSM™) chipset solutions, including: 3D graphics, Qsound, Qtv, and gpsOne and/or the benefits of high-speed network capabilities such as CDMA2000 EV-DO and WCDMA.

QUALCOMM's BREW solution is designed to meet the distinct and varied needs of wireless operators, handset manufacturers, publishers, developers and end users around the world. BREW products and services include: an open, extensible client platform that supports robust systems and application software including personalized and branded user interfaces for mass market devices; a J2EE™-based, modular delivery system that enables the distribution of content, applications and user interfaces to wireless devices across all air interfaces; a dedicated professional services team that supports the integration of customized implementations; and the wireless industry's first global marketplace to support the monetization of applications and services developed in all programming languages. The BREW solution can make the wireless visions of innovative companies a reality.

-About "Buggy Boom with Motion Detection"

"Buggy Boom with Motion Detection" is a game application that leverages the software "Motion Detection Engine", which detects the direction and distance of a moving mobile phone with built-in camera by analyzing the motion of preview image, captured by the built-in camera and displayed on the screen of the mobile phone. The "Motion Detection Engine" embedded on the mobile phone dynamically converts the detected data into commands of the embedded applications. With the "Buggy Boom," you can case and capture the BUG frying on the game screen just by moving the mobile phone. "Motion Detection Engine" was released by MEDIASEEK in December 2004.



References:

Press Release by QUALCOMM Incorporated (USA)

http://brew.qualcomm.com/brew/brew_2005/awards.html

Product guide for Motion Detection Engine

http://www.mediaseek.co.jp/pdf/2004_1207_01.pdf

<http://www.camreader.jp/product/mn.html>

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