



June 6<sup>th</sup> 2006  
MEDIASEEK, Inc.

2<sup>nd</sup> straight year of honor!

MEDIASEEK WON "BREW<sup>®</sup> 2006 Developer Awards"!!

" Barcode Reader & Maker " developed by MEDIASEEK (headquartered in Minato-ku Tokyo, President and CEO: Naoki Nishio) won the highest prize of " Best Information Application" in "BREW<sup>®</sup> 2006 Developer Awards".

MEDIASEEK won the highest prize of " Most Innovative Use of Technology" in "BREW<sup>®</sup> 2005 Developer Awards" and this time is 2<sup>nd</sup> straight year of honor.

([http://www.mediaseek.co.jp/pdf/2005/2005\\_0607\\_01.pdf](http://www.mediaseek.co.jp/pdf/2005/2005_0607_01.pdf))

"It is our great pleasure that our technology is praised by BREW developers in the world for the 2<sup>nd</sup> consecutive year. We will do our very best and aim to increase our activities in the world as we are encouraged by this honor to pursue further technological innovation" said Naoki Nishio, President & CEO of MEDIASEEK.

About "Barcode Reader & Maker"

MEDIASEEK has launched to ship "Barcode Reader & Maker" for au mobile handsets provided by KDDI Corporation since December 2005. It allows users, with their own mobile phone, to generate and display QR code containing user various data, such as address data registered in phone book of the mobile phone as well as just scanning pre-existing QR code. Users are able to exchange their user data between mobile phones in a breeze by scanning such instantly generated QR code displayed in the handset screen each other. Users can also easily make reception and timer recording of One-Seg (digital terrestrial television broadcasting for mobile phones) with One-Seg supported handsets by scanning QR code for One Seg linkage.

- Website of "Barcode Reader & Maker"  
<http://www.camreader.jp/>
- Press release about award winner by QUALCOMM (USA)  
[http://brew.qualcomm.com/brew/brew\\_2006/awards/prizes.html](http://brew.qualcomm.com/brew/brew_2006/awards/prizes.html)
- BREW page of QUALCOMM Japan  
<http://www.brewjapan.com/>

- Logo marks of MEDIASEEK and Camreader are a trademark of MEDIASEEK, Inc.
- QUALCOMM and BREW are registered trademarks of QUALCOMM Incorporated.
- All other company names, product names and service names are trademarks or registered trademarks of their respective owners.