

August 10, 2012

Studio Ousia Inc.



Studio Ousia offers Phroni for one of Japan's leading news app platforms

Announcing the Phroni launch for BraveSoft's NEWS AGENT. iPhone/Android apps are also released simultaneously.

Fujisawa, JAPAN – August 10, 2012 –Studio Ousia Inc. offers "Phroni," a keyword extraction technology geared for touch screens, for NEWS AGENT, one of Japan's leading news app platforms. NEWS AGENT is operated by BraveSoft Corporation.

Phroni uses machine-learning technology to automatically guess and extract keywords that the user wants to search, then converts these to links. BraveSoft determined that the user experience on smartphones could be dramatically increased if a user could start searches and get access to related content merely by typing a link. BraveSoft then decided to utilize Phroni in its NEWS AGENT news app platform.

In addition, BraveSoft will launch the Google News reader named News Plus. The News Plus app for iPhone/Android will be available for download from the iTunes App Store and Google Play starting August 10. Only a Japanese language version will be released at this time.



■ About Phroni

Touch screen devices such as smartphones and tablet devices required several troublesome steps—selecting text by holding and accurately swiping the finger on the screen, copying the keyword, pasting it into the search box, starting a search, etc.—in order to get more information about a phrase that induces the reader’s interests. Phroni simplifies this process significantly by employing a proprietary machine-learning engine to analyze the text and automatically extract relevant keywords, turning them into tappable links. Users can directly access to related content, such as Wikipedia, images, videos, and web searches.

■ About NEWS AGENT

NEWS AGENT is among Japan's leading news app platforms for developing news apps. iPhone/Android news apps can be created quickly, taking a minimum of approximately one week.

- Typical apps : Agora, Kyoko Shimbun News, Cyzo etc.
- Total number of users : More than 500,000 users

■ About News Plus

News Plus is a simple platform targeting both males and females in their 20s and 30s. It is a news reader conceived as one part of a lifestyle.

■ About BraveSoft Inc.

BraveSoft develops new, high-impact iPhone, Android, and web apps. We offer proprietary apps such as the NEWS AGENT news platform and the Appvisor app analysis tool.

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■ About Studio Ousia Inc.

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