

February 27, 2012

Studio Ousia Inc.



Studio Ousia to receive 70 million JPY Series A funding led by Nissay Capital

Series A funding by a famous Japanese VC will help accelerate the development and commercialization of “Phroni,” new technology for enhancing browsing on smart phones and tablets

Fujisawa, JAPAN – February 24, 2012 – Studio Ousia Inc. has raised 70 million yen in private placement of new shares from NISSAY CAPITAL Co., Ltd. This Series A funding will allow Studio Ousia to hire new engineers for the development and global launch of their new Phroni technology for smart phones and tablet computers.

■ What is Phroni?

Phroni is a new technology that enhances browsing capabilities on smart phones and tablet computers. Up to now, touch screen devices such as smart phones and tablets 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 perform a keyword search on their desired web sources by just tapping the keyword. At present, Phroni is planned to be compatible with iOS and Android. Further, patent applications are on file in the U.S. and Japan.

Phroni Web: <http://phroni.com>

■ Progress to date

Studio Ousia was founded in 2007 through an industry-academia collaborative effort with Keio University Shonan Fujisawa Campus. Their research focused on developing technology to generate web page links using machine-learning algorithms and natural language processing. Phroni has been demonstrated at several gatherings with the results including an award from O'Reilly Media at the prestigious ESWC (Extended Semantic Web Conference) 2010, a Semantic-Web related conference, as well as a first runner-up placement at the *EGG Japan Innovation Cruiser* business contest held by *the Entrepreneur Group for Growing Japan*. Further recognition included being selected as a 2011 finalist at the silicon valley *Plug and Play EXPO* held at the *Plug and Play Tech Center* (well known as a center for innovation), and the similar high evaluation in February at Singapore’s *Startup Asia* event.



Image 1: Keywords are turned into tappable links.

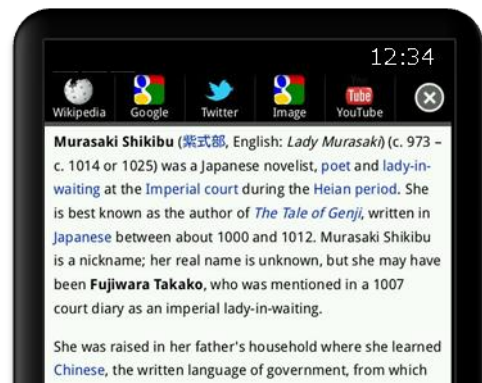
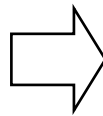


Image 2: After tapping, related information is displayed on a single screen.

■ About Studio Ousia Inc.

Address : Endo, Fujisawa, KANAGAWA
 Founded : 2007
 Website : <http://ousia.jp>

■ About NISSAY CAPITAL Co., Ltd

Address : Nagatacho, Chiyoda, TOKYO
 Founded : 1991
 Website : <http://www.nissay-cap.co.jp/>

■ Contact : info@ousia.jp