

## **Studio Ousia releases Phroni, technology to enhance browsing on smartphones**

*Keywords that users might find interesting are automatically extracted and converted into links through the use of machine learning technology*

Fujisawa, JAPAN – March 9, 2012 –Studio Ousia Inc. has excitedly released Phroni - a technology that significantly enhances the browsing experience on smartphones and tablet devices.

Phroni utilizes a highly accurate machine learning technology which has been developed based on the research made at the *Keio University Shonan Fujisawa Campus*. This technology automatically extracts keywords, which users might find interesting, and converts them into links. In other words, you can enjoy obtaining full of information relating to those keywords only with a single tap.

This release has been made on March 1<sup>st</sup>, 2012 in Singapore at *DEMO Asia 2012*, the Asian version of the world's largest launch event DEMO. Phroni also proudly won the award at the international conference, *Extended Semantic Web Conference 2010*, and has been selected as the finalist at multiple international events, including the *Plug and Play Winter EXPO* in Silicon Valley and *Startup Asia* in Singapore.

Phroni is currently operated on the iOS and Android platforms, and can be installed and used as an add-on of Firefox for Android.

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

Demo Movie: <http://vimeo.com/37465829>

### ■ About Phroni

Up to now, 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 perform a keyword search on their desired web sources by just tapping the keyword.

#### Feature1. Turning Keywords into Links:

Phroni uses machine learning to automatically infer what keywords might be of interest to you, and then turns them into links. This technology has been developed based on academic research for accurately extracting interesting keywords.

#### Feature2. Dynamic Contents Aggregation:

Phroni aggregates content related to the keywords and displays them in a single screen. It automatically generates a page that allows you immediate access to related content, such as

Wikipedia, images, videos, and web searches.

■ Progress to date

Phroni has been demonstrated at the following international conferences and events.

- May, 2010: the *Extended Semantic Web Conference*, a well-known international conference related to Semantic Web, held on the island of Crete in Greece (an award was received from *O'Reilly Media*).
- December, 2011: the *Plug and Play Winter EXPO*, sponsored by the well-known venture incubator Plug and Play Tech Center in America's Silicon Valley.
- January, 2012: the large-scale startup event *Startup Asia* held in Singapore.
- March, 2012: the large-scale launch event *DEMO Asia 2012* held in Singapore.

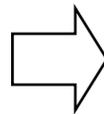


Image 1: Keywords are turned into tappable links.

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

■ About Studio Ousia Inc.

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

■ Contact : [info@ousia.jp](mailto:info@ousia.jp)