

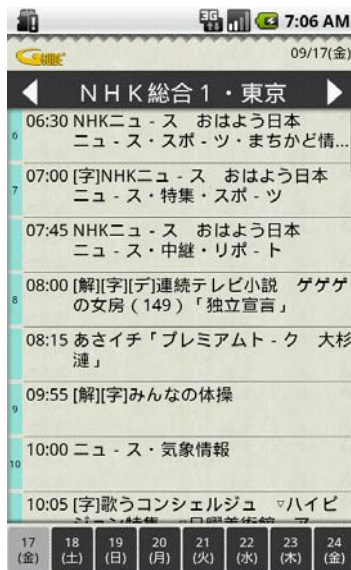
G-GUIDE EPG for Smartphones Launched on GALAPAGOS SoftBank 003SH Model

Interactive Program Guide, Inc. (Based in Chuo-ku, President: Keisuke Toji) will provide the Smartphone version that supports Android 2.2 of the TV EPG application for mobile phones, "G-GUIDE EPG."

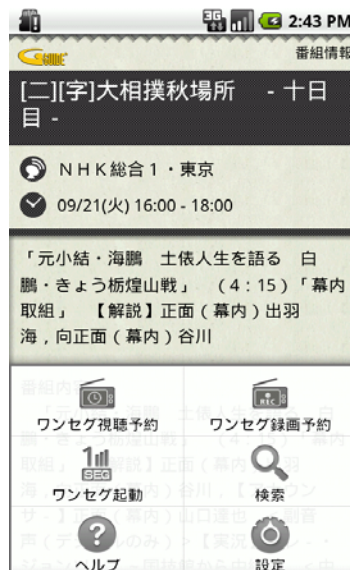
This will first be released as a pre-installed application in the GALAPAGOS SoftBank 003SH(Sharp) model to be released by SOFTBANK MOBILE.

The G-GUIDE EPG for Smartphones will have a feature that directly connects to One Seg broadcasting, and will also have a brand new interface that significantly enhances user-convenience. Features include terrestrial digital program listings, keyword and genre program searches, and the scheduling and recording of One Seg broadcasting.

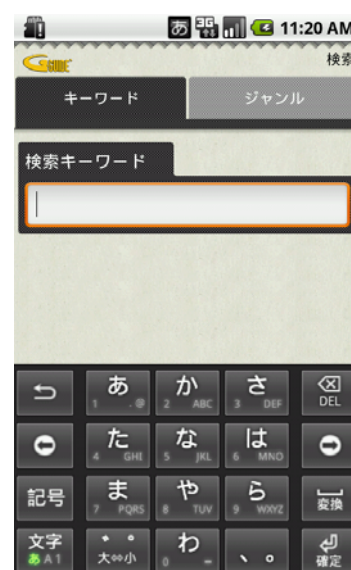
Service Image of G-GUIDE EPG for Smartphones



Program Listings



Direct Link to One Seg



Keyword/Genre Searches

Via its "G-GUIDE EPG" service, IPG has maintained an environment that rapidly promotes the expansion of features to allow the appropriate distribution of TV related information to viewers, in line with the changing TV-viewing environment and expansion of communication services around broadcasting. IPG will continue to provide high-quality services that meet TV-viewer needs, and contribute to the expansion of TV viewing.

"G-GUIDE EPG" refers to the G-GUIDE MOBILE TV EPG application for SoftBank Mobile phones. G-GUIDE products are deployed and promoted in Japan by Rovi and IPG.

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