



## Acrodea Delivers YAPPA Effects Engine to NTT DoCoMo SH906i, SH906iTV Model Handsets Providing UI Effects with Screen Transitions

June 3, 2008 (Tokyo, Japan)—Acrodea, Inc. (CEO and President: Junya Tsutsumi), headquartered in Meguro-ku, Tokyo, and YAPPA Corporation (CEO and President: Masahiro Ito), headquartered in Chiyoda-ku, Tokyo have announced the inclusion of YAPPA's SpinUI Effects Engine as a new function in Acrodea's VIVID UI deployed on NTT DoCoMo's handset models SH906i and SH906iTV (by Sharp).

By integrating SpinUI, an engine specialized in enabling dynamic effects to VIVID UI, Acrodea can now deliver dynamic UI visual effects, along with a vastly improved, innovative UI environment allowing for intuitive access to information and functions linking to input devices such as touch pads.

Going forward, Acrodea and YAPPA will continue to develop UI technologies that will enable stress-free access to services and easier operation of functionality.

**Figure 1. Sample screens of VIVID UI and YAPPA's SpinUI Effects Engine**



**Figure 2. Sample screens of page-turn effects with VIVID UI and YAPPA's SpinUI Effects Engine**





### **About SpinUI Effects Engine**

YAPPA's SpinUI is a 2D Effects engine developed for multiple platforms. The Engine supports various effects and animations, delivering intuitive and attractive user interfaces that support seamless menu transitions. SpinUI is designed to help developers effortlessly integrate 2D/3D effects without prior graphical knowledge.

### **About YAPPA Corporation**

YAPPA Corporation specializes in the design and development of user interface solutions. Based on our leading 3D technology, YAPPA provides a wide range of products and services covering Web 3D and User Interface design, Electronic Paper Delivery, and embedded interface technologies for mobile and consumer electronic devices. With headquarters in Tokyo, Japan, YAPPA has overseas offices in the U.S., France, and Israel. For more information, please visit [http://www.yappa.co.jp/index\\_en.html](http://www.yappa.co.jp/index_en.html)

### **About Acrodea**

VIVID UI is a user interface platform developed by Acrodea for mobile phones, and represents an innovative middleware that can integrate various types of multimedia content, such as still images, 3D graphics, animations, and videos. VIVID UI can enable mobile phones to be readily customized with graphically enhanced menus and standby screens, according to preferences of the user. The VIVID UI authoring tool incorporates features for creating menu transitions through a visual context, as well as for menu content emulation. By using this tool, handset manufacturers and content providers can easily create compatible content with a wealth of expression. VIVID UI is currently provided to mobile communication carriers in Japan as a master license.

Acrodea, Inc., headquartered in Tokyo, Japan, is a software technology R&D firm involved with middleware technology for mobile terminals. The company is particularly focused on interface technologies connecting user and the terminal, and currently provides UI (user interface) technologies and email enhancement technologies to the market. We are also applying R&D energy towards the enhancement of graphics performance, which is indispensable in facilitating usage of mobile platform interfaces. Our stance and efforts are characterized by commitment to superior products and improving technology, for which we have received recognition worldwide. In addition to Japan and Korea, Acrodea is engaged in business on the global market, including China, Europe, and North America. The company listed publicly on Mothers Exchange of TSE on Oct. 19, 2006, just two years and three months after establishment in July 2004. Acrodea is headquartered in Tokyo (Nakameguro), and maintains an overseas presence in Seoul, Korea; Helsinki, Finland; and Newport Beach, California, U.S.A. For more information, please visit <http://www.acrodea.co.jp>.

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