
**Media Art and Technology Collaboration between Koozyt and Masayuki Akamatsu
 “Location Amplifier for Tokyo Train” at Where2.0**

- iPhone/iPod touch x PlaceEngine -

<http://www.koozyt.com/>

<http://www.placeengine.com/en>

Tokyo, JPN – May 12, 2008 – Koozyt, Inc.(#1), provider of the wireless LAN locationware platform “PlaceEngine”(#2), announced today development of the iPhone/iPod touch application “Location Amplifier for Tokyo Train”, in collaboration with the audio/video media artist Masayuki Akamatsu (#3). A demo of the application will be showcased at the O’Reilly Where 2.0(#4) Conference starting today in Burlingame, California.

*** What is “Location Amplifier for Tokyo Train”?**

“Location Amplifier for Tokyo Train” is a native iPhone/iPod touch application that utilizes the PlaceEngine Local DB functionality (capability of estimating location offline) being developed by Koozyt. When taking “Location Amplifier” with you on the Yamanote Line in Tokyo, it can sense the moving direction of the train and the next station while continuously displaying train station and relevant location information. Also, you can set an alarm to make sure that you don’t miss the station where you would like to get off.



*** Key Features**

1. Automatically senses train direction and next station

PlaceEngine is a service that uses Wi-Fi information sent from Wi-Fi access points to estimate current location. It not only works outdoors but indoors as well and even while moving in trains or subways. A new feature which matches your current location with the train lines has been additionally developed for this application, by combining the local DB functionality of PlaceEngine and iPhone/iPod touch accelerometer. This hybrid sensing system makes it possible to sense the moving direction of the train you are in and the next station automatically.

2. Intuitively displays train station and relevant location information.

Your current location is constantly updated on the application screen along with the direction your train is heading. The scenery that can be viewed from the train window is represented as graphic images and these images scroll by in real-time as you move on the train. Also, train station and relevant location information is displayed by turning the iPhone/iPod touch sideways.



3. An alarm to notify your arrival at your destination

By specifying your destination in advance, an alarm warns you right when you arrive at the destination by either beeping or vibrating.

* “Location Amplifier for Tokyo Train” demo video available

The demo for “Location Amplifier for Tokyo Train” has been developed for Where2.0, but demo videos are also available at the following URL:

Demo video URL: <http://service.koozyt.com/movies/locationamp/index.html.en>

Koozyt hopes to make “Location Amplifier” available to the public in the near future, in the form of a native application for iPhone/iPod touch.

* Collaboration and future plan

The concept behind “Location Amplifier” is to allow people to rediscover how they are very much a part of the real-world environment that surrounds them, via the use of digital devices such as iPhone/iPod touch. Both Koozyt and Masayuki Akamatsu believe that through such interactions with the surrounding environment that are location specific, fundamental notions of a place/space and human perception will be amplified and extended.

“Location Amplifier for Tokyo Train” is an application that makes us remember what we have once forgotten” says the media creator, Masayuki Akamatsu, “it may sound obvious, but with this application, we can actually feel a closer relationship with our current position changing rapidly in a moving train. It gives us a sense of being and our place in the environment, and that’s more than just abstract images or blinking LEDs on a screen. I think what “PlaceEngine” enables with Wi-Fi signals (and without actually connecting to a network), is a sensation much like the sense of touch. Just like being able to read the wind, feel the air’s temperature or the ground shake beneath our feet, it opens up a whole new consciousness to people living in urban areas. I knew that I had to collaborate with Koozyt, the moment I realized that the first drop of water would eventually lead to an ocean of innovation.”

“I was looking very much forward to this collaboration with Mr. Akamatsu ” says Taka Sueyoshi, CEO of Koozyt, Inc. “we knew that he had already been developing innovative applications for the iPhone. We hope to continue with this collaborative effort in trying to augment real-world situations with innovative technology, while searching to expand such activities with other artists and professionals

as well. At Koozyt, it's our aim to explore the possibilities of what we can do with location information in order to present users with new experiences and to nonchalantly assist people's lifestyles."

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<<Reference>>

#1 Koozyt, Inc. <<http://www.koozyt.com/>>

Koozyt was founded in July 2007 as a consolidated subsidiary of So-net Entertainment, Corporation by key members of the Sony Computer Science Laboratories, Inc. who were working on the wireless LAN locationware platform "PlaceEngine". Koozyt licenses and markets PlaceEngine, and further aims to spawn off other location based technologies.

#2 PlaceEngine <<http://www.placeengine.com/>>



PlaceEngine is a core technology that makes it possible for users to easily estimate current location by utilizing Wi-Fi information sent from Wi-Fi access points. PlaceEngine enables a device to determine its location even indoors or underground, where it might not normally be possible with GPS. PlaceEngine works by installing client software on your platform. For detailed information, please refer to the official PlaceEngine web site.

#3 Masayuki AKAMATSU <<http://akamatsu.org/>>

Masayuki Akamatsu is a professor of the Dynamic Sensory Programming (DSP) course at the International Academy of Media Arts and Sciences (IAMAS). He started his career in his teens as a music creator using electronics and computers. He gradually expanded his area of activity from audio to video and network. His representative works are: "incubator", a work piece that displays audio and video by using 50 computers; "Time Machine!", a piece that captures real-time images of an audience's temporal experience; "Flesh Protocol", a computer that controls body actions by electronic pulse; and "decipher", a robot that plays music by decoding radio broadcast. He actively conducts live sessions. He is a member of The Breadboard Band as well as the "neumannian" band.

#4 Where2.0 <<http://en.oreilly.com/where2008/public/content/home>>

The O'Reilly Where 2.0 Conference is where the grassroots and leading edge developers building location aware technology intersect with the businesses and entrepreneurs seeking out location apps, platforms, and hardware to gain a competitive edge. It is being held this year from May 12-14, in Burlingame, California. The Koozyt demo will be showcased at the Where Fair event on May 13 (19:30-21:00).

- * "PlaceEngine" is a registered trademark of Koozyt, Inc.
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