

TSUNAMI Newsletter -- November 2009

123rd Business Plan Presentations Held on Dec. 9, 2009 at Iwasaki Gakuen in Yokohama

1. CamCast Communications Inc. <http://www.camcast.jp/> (Japanese)

President (Mr. Shinichi Nishioka) Established in October 2008 Capital stock: 10 million yen
The terms "video over IP" and "video transmission through IP networks" refer to the transmission of image and audio data to remote locations by means of ordinary optical Internet circuits and a small palm-size encoder/decoder unit. In addition to specialized knowledge about video and audio compression, the use of such system has required thorough knowledge of circuit arrangements and IP network environments. The reality is that there are high barriers to total coordination and introduction of the system by customers themselves. In response, Camcast Communications provides one-stop services in all aspects from survey of the site of use at the customer and selection of circuits and providers to leasing of IP network hardware and procurement of video and audio peripheral equipment and materials.



Mr. Nishioka

【Re-Cap】 Video is becoming indispensable as a means of information transmission, but the fact is that ordinary customers would have a lot of trouble getting the necessary circuits and hardware. It will undoubtedly be a big relief for them if they could have this work handled by such one-stop services.

2. Algorithmica Inc. <http://www.algorithmica.jp/index.html> (Japanese)

President (Mr. Masaya Ota) Established in Sep 2004 Capital stock: 1 million yen



Mr. Ota

Algorithmica engages in system development grounded in wireless acoustic communications technology using the ring tones (and melodies) of mobile phones. It has developed a system for tone reproduction into PC microphones for automatic log-in by embedding the passwords for banks and network shopping sites in the ring tones. The system is also well-suited for server control requiring a high level of security and access to in-house systems by employees working at home. In addition, the company is involved in conception and development in areas such as ring-tone-based control of venue access by many part-time security personnel hired on a short-term basis for events, prevention of copying of on-line sales software (with its "Oto-Tokun" product), distribution of coupons for restaurants and beauty parlors (with its "Oto-Coupon" product), and ring-tone stamp rally systems.

【Re-Cap】 The audience was amazed to learn that password verification could be performed by sound. Log-in passwords for banks and network shopping are liable to be forgotten and are bothersome to manage, and systems to encode them by means of mobile phone ring tones would be a big help for users, who would no longer have to worry about managing them.

3. Harmony Corp. <http://www.harmony.ne.jp/> (Japanese)

President (Mr. Kenji Mitsui) Established in April 2005 Capital stock: 95.5 million yen

A forecasting-oriented tool for measuring the effects of advertising, Sitegram Days examines the effects of Internet ads and provides easy-to-understand analysis and display with beautiful visuals. It is an ASP service enabling users to ascertain which ads should be revised or more extensively displayed, and to make improvements accordingly. It draws on the know-how accumulated through Sitegram, an access analysis and reporting service used by some 500 sites a year. Besides displaying graphs for totals, it is also equipped for simulation, preparation of reports, and journalizing. As such, it is distinguished by a full assortment of supporting tools for the site managers and advertising agencies using it.



Announced by

Mr. Ishii

(Managing Director)

【Re-Cap】 The web is flooded with advertising, and the money spent on ads is wasted if users do not look at them. The tool makes it possible to learn how to make ads that attract attention and to forecast their effect. The measurement results, which are clear at a glance, are very specific and comprehensible.

4. E-Mobile Co., Ltd. <http://www.em-land.net/html/> (Japanese)

President (Mr. Toru Tokushige) Established in July 2009 Capital stock: 45 million yen



Mr. Tokushige

E-Mobile develops and sells electric-powered bikes. Although electric automobiles still leave issues as regards price and driving range without a recharge, the "eco-bikes" (scooters) it develops and manufactures basically surmount the barriers in both of these aspects. (The model is priced at 186,900 yen and has a fixed range of 75 kilometers.) The bikes are also friendly to the earth; in operation, they produce absolutely no emissions of CO2 and Nox. Moreover, they are friendly to the pocketbook; the recharging cost is only about one-eighth as high as the cost of gasoline. The bikes can be ridden for eight hours on a full charge and can be recharged through a 100-volt socket, the same as used in the home. In contrast to the competing models, which all have a 48-volt specification, e-Mobile developed a 60-volt model to deliver the hill-climbing power and high-speed performance needed in the Japanese market. It intends to gain an edge on the major competitors with its sales channels, pricing, and product specifications.

【Re-Cap】 The product must be termed just what the market demands these days, when there is so much concern about preservation of the environment. It has generated a very high degree of interest among home delivery services, and appears to have good prospects for making significant inroads into the market.

We would to thank all concerned for helping us to make our program of monthly business presentation meetings a resounding success again this year. We are eagerly looking forward to seeing all of you at the meetings again next year, and ask for your continuing support. There will be no business presentation meeting in January. We will be contacting you about the details of the next (124th) meeting, which will be held in February.

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