

Press Release

**EMOJI MAKER™ MAKES CREATING ORIGINAL PICTOGRAMS EASY ON NEWEST SHARP MOBILE PHONE**

**Successful partnership between NAMCO BANDAI and Realeyes3D bring innovative Super Digitizer to Sharp au handsets**

Namco Bandai Games Inc.  
Realeyes3D S.A.

NAMCO BANDAI Games Inc. (HQ: Tokyo, President & CEO Shin Unozawa) and Realeyes3D S.A. (HQ: Saint-Cloud (France), President & CEO: Benoît Bergeret, hereinafter “Realeyes3D”) today jointly announced the availability of “Emoji Maker™” on Sharp’s latest au handset model [AQUOS SHOT SH003]. Emoji Maker is an image creation application which results from the successful cooperation of the two companies on the Japanese market. The Sharp SH003 mobile phone is available on October 30<sup>th</sup>, 2009 from au by KDDI.

Emoji Maker is a version of Super Digitizer Stamp Maker developed specifically for Sharp. It leverages Realeyes3D’s “Visual Cortex™” ink extraction engine, that automatically separates the “ink” it finds in a photo from the background, thus producing unique, scan-quality copies of the information that is written or printed on virtually any support.

Emoji Maker allows users of Sharp au mobile phones to simply draw on a piece of paper the pictogram they would like to add to their library of pictograms. Pictograms created with Emoji Maker are used in decoration mail exactly in the same way as any pre-loaded pictogram.

Pictograms created by Emoji Maker are therefore original, unique, and specific to each user. Emoji Makers allow Sharp au phone users to personalize their decoration mails in a way that was not possible before.

**Emoji Maker look & Feel**

The interface shows two stages of the drawing process. The top stage shows a drawing of a yellow smiley face with red hearts and a 'Happy Birthday' message with a pink bunny on a piece of paper. The bottom stage shows the scanned digital versions of these drawings. A 'Shoot' button is visible between the stages.

➔

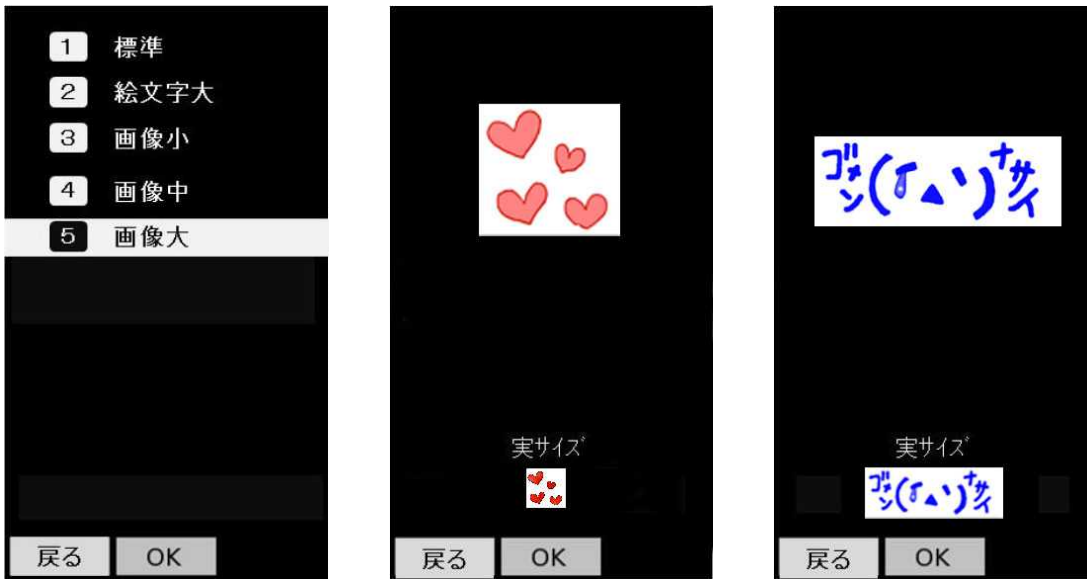
**Decoration Mail Creation**

The screenshot shows an email composition screen. The '宛先' (To) field contains '××××@ezweb.ne.jp'. The 'Sub' (Subject) field contains '誕生日おめでとう！'. The '本文' (Body) field contains the scanned drawing and the text 'お誕生日おめでとう 今日誕生日パーティー、楽しみにしてるよ😊'. Navigation buttons '戻る' (Back), '選択' (Select), and 'サブメニュー' (Sub Menu) are at the bottom.

## [Emoji Maker Features]

### Size Selection

You can select from five different sizes.



Size Selection

### Color Selection

You can select from ten different color prepared and one natural color from the palette.



Color Selection

## About Namco Bandai Games

Founded in 1955. (as NAMCO, the predecessor of NAMCO BANDAI Games Inc.).

NAMCO BANDAI Games handles and covers major digital contents business fields such as consumer software, amusement machines and networking platforms. Especially on network entertainment business territory, NAMCO BANDAI Games provides contents, solutions and e-commerce, based on well-trained server operation, impressive planning skill and good collaboration with partner companies.

Focusing on solution business, we have created and built up good amount of business results by spreading various types of mobile solutions with best partnerships..

## About Visual Cortex

Visual Cortex is an advanced image processing software library that automatically separates the “ink” it finds in a photo from the background, thus producing unique, scan-quality copies of the information that is written or printed on virtually any support. Visual Cortex is a patented technology developed by Realeyes3D that has been integrated in more than 80 million camera phones, enabling applications such as handwritten messaging, picture decoration, whiteboard, flipchart and document capture.

## **About Realeyes3D**

Realeyes3D designs, develops and sells award-winning embedded applications and services for users of camera phones. Realeyes3D applications enable new camera-based features and services in the areas of personal productivity, mobile messaging, user interfaces, gaming, and more. Founded in 2001 and based in Paris, France, Realeyes3D has offices in Tokyo, Hong Kong and San Francisco. Realeyes3D customers include top-tier global handset manufacturers and mobile operators. For more information, visit <http://www.realeyes3d.com>.

Super Digitizer and Visual Cortex are registered trademarks of Realeyes3D S.A.

Emoji Maker and SH003 are registered trademark of Sharp Corporation.

Other company names and product names are their respective registered trademarks or brand names.