

FOR IMMEDIATE RELEASE

August 5, 2010

## **Dentsu Announces “Xappy”, an Innovative Search Engine for Zapping Through Popular Websites**

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the launch of Xappy (URL: <http://xappy.jp>), a search engine that enables passive browsing of multiple web pages. The “Gururin” pilot study (<http://gururin.com>) that was launched on February 5, 2010 has been incorporated into the new Xappy service.

The general method used to access Internet media such as websites or web pages is a search of keywords that have been entered in a text box or search field. In the current environment where information on the Internet is expanding exponentially day by day, it has become increasingly difficult for users to obtain information that is beyond their expectations and that will further their own knowledge and interests through regular, active web browsing alone. It can be thought that making it possible for users to easily obtain valuable information that they had not been able to encounter to date is linked to innovation in information contact points.

With the Xappy system, hot topics and popular websites are automatically gathered and ranked. Instead of entering keywords, all the user has to do is click buttons on the control panel to browse information of interest that has been posted to websites.

Vertical search and Category filtering functions to refine the field of interest, a Drill Down function to search for related websites, a Share button to enable the sharing of websites of interest via an email or Twitter and a Clipping function to archive websites for future reference have been provided to enrich the user’s Xappy experience.

Xappy is currently available as both a web browser-based and iPhone application, but Dentsu plans to expand the range of compatible devices as required.

Xappy was developed jointly by Dentsu Inc. and Preferred Infrastructure\*, and the system will be operated by both companies.

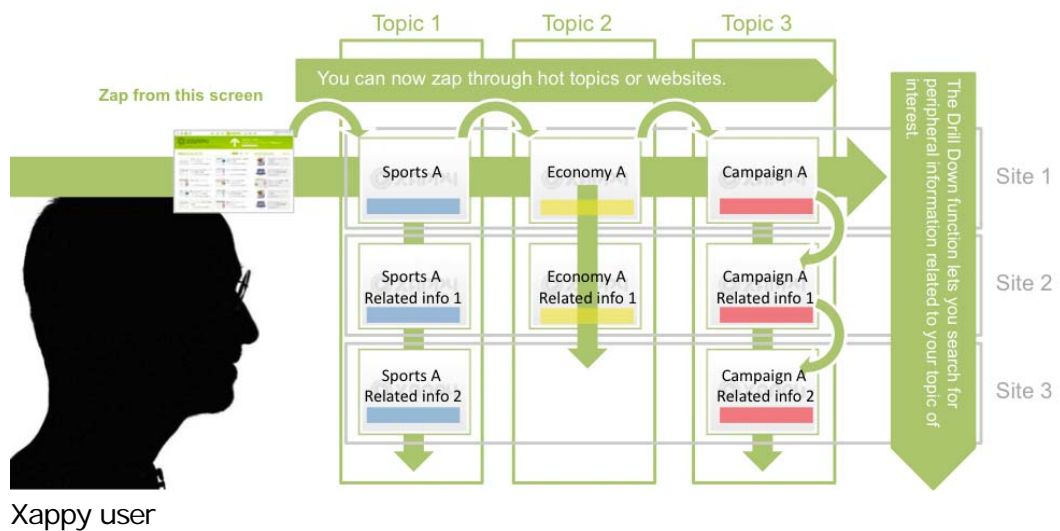
In November 2008, Dentsu launched its Innovation Support Program to foster new business ideas in-house. Xappy is the commercialization of one of the proposals submitted to the program, and Dentsu plans to move ahead with various other new businesses in the coming months.

### Overview of the Xappy system (URL: <http://xappy.jp>)

- Xappy is a search engine that lets users zap through a selection of gathered websites.
- When the hot topics and popular websites have been automatically gathered, a list of these sites is created on the basis of sites recommended by users.
- A rank is assigned to each of the gathered sites. Using relevance as the basis, topics comprising multiple pages are created for the zap-thru browsing scenario.
- Users can zap through the websites just by clicking on the buttons.



A search engine that does not require keywords



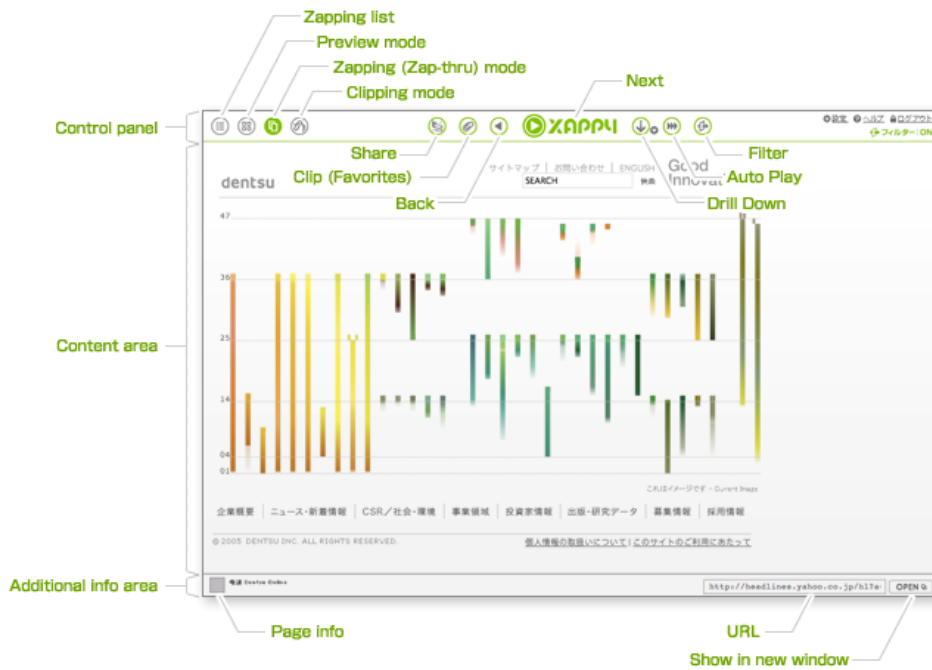
## Zapping (Zap-thru) mode

Click the Xappy logo at the top of the screen to zap through the displayed websites.  
(The displayed website changes each time the logo is clicked.)

Upper part of the screen: Control panel containing the function buttons

Middle part of the screen: Content panel for displaying the sites

Lower part of the screen: Information panel for displaying the URL and other info



## Preview mode

The Preview mode provides an overview of the sites that can be viewed in the Zapping (Zap-thru) mode. Click on any site to display it in the Zapping (Zap-thru) mode. The volume of data that can be displayed changes automatically to match the browser size. If there are any related sites, the number of sites is displayed in the Drill Down box.



## Clipping mode

In this mode, the websites that were clipped in the Zapping (Zap-thru) mode are displayed in chronological order. In a future upgrade, a "Recommend This Content" feature will be added to clipped data.



## Share button

This button displays the Share panel in the upper part of the screen, allowing the user to share the currently displayed site either through an email or Twitter.

## Drill Down/Step In

If there is additional information that is relevant to the displayed site, the user can use the Drill Down function to access and display this information. The Step In button enables the user to preview the displayed Drill Down sites and display the information that has been gathered on the Pick-up panel.

## Filtering button

The Vertical/Category Filtering button enables the user to specify one of four vertical search areas of online content: websites, blogs, news, or commerce, and to select one of thirteen categories such as "Sports," "Entertainment," "Healthcare & Medical Care" or "Trends." The number of categories will be increased in future upgrades.

**\*Profile of Preferred Infrastructure**

Company Name: Preferred Infrastructure  
Head Office: 4F, Hongo Tokyu Building, 2-40-1, Hongo, Bunkyo-ku, Tokyo 113-0033, Japan  
Date of Establishment: March, 2006  
Principal Business: With the corporate philosophy of "Use the shortest route to commercialize leading-edge research results," Preferred Infrastructure provides technology based on leading-edge technology development and advanced technological skills in fields such as information search and recommendation technology as well as large-scale distributed computing.

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