

FOR IMMEDIATE RELEASE

May 24, 2011

## **Dentsu and Millmo to Offer "ROTA2U" Content Delivery Platform for Smartphones and Tablets from July 1**

***—Adopting Microsoft PlayReady® and Microsoft® Windows® Azure™ Platform—***

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu") and Millmo Inc. (President: Toshiya Yokochi; Head Office: Tokyo; hereinafter "Millmo"), collaborating in the area of content delivery, will start offering a content delivery platform, "ROTA2U," for multimedia devices such as smartphones, tablets and PCs from July 1, 2011.

ROTA2U, developed based on Millmo's content delivery system, ROTA, and Dentsu's permission code-based DRPC, is an integrated content delivery system incorporating Microsoft's digital rights management technology, PlayReady® and cloud application platform, Microsoft® Windows® Azure™ Platform.

Consisting of a software application and several server systems, ROTA2U allows content purchases, management and replay on multiple devices including smartphones, tablets and PCs, while controlling and safeguarding the copyright information. By using ROTA2U, content providers (CPs) will be able to designate in advance the sales arrangements, prices and enabled devices of the content delivered through their services, giving them the ability to develop "multiple OS, multiple device and multiple use" services.

While the DRPC-compatible copyright information and sales management system for ROTA2U has been developed by Dentsu, this is the very first case of its provision for a digital content sales system. The companies intend to continue promoting DRPC into the future.

Furthermore, by adopting the Windows Azure™ Platform, ROTA2U is a low-cost platform with the scalability to support different sizes of access, flexibly addressing the needs of CPs.

Many CPs using the ROTA2U platform will sequentially start music and video delivery services with copyright protection to the users of smartphones, including Android and Windows Phone, and other devices from July 1.

Prior to this announcement, Millmo has been offering "media2U," a ROTA2U-based application compatible with PlayReady for playing and managing music and video content on PC and Android devices, as "SH media2U" preinstalled in NTT DoCoMo's latest handset, DoCoMo Smartphone AQUOS PHONE SH-12C (made by Sharp), released on May 20.

Compatible with the 3D display of AQUOS PHONE SH-12C, SH media2U will deliver content such as movie trailers and artist interviews in 3D.

In the future, starting with the Android device, the "media2U" service will be extended to other smartphones such as the Windows Phone, as well as to PCs with Windows 7 or Mac OS operating systems.

Going forward, Millmo and Dentsu will cooperate in the rollout of ROTA2U, further enhancing their partnership for offering content delivery platforms that best meet the requirements of many CPs and clients, and thereby contributing to social development that will enrich the day-to-day life of users.

### Respective Roles

Dentsu	<ul style="list-style-type: none"> <li>Development and licensing of the copyright and sales management system for ROTA2U based on "DRPC (Digital Rights Permission Code)."<sup>*1</sup> DRPC allows the management of information relating to revenue allocation among rights holders and content delivery in accordance with the intentions of rights holders, making it easier to share profit among them.</li> <li>*1 The DRPC, initially developed by Dentsu in 1997, was adopted as a technical standard (IEC 62227) of the International Electrotechnical Commission (IEC) in June 2008.</li> </ul>
Millmo	<ul style="list-style-type: none"> <li>Development and management of "ROTA2U." Development and provision of the media2U music/video application with functions to purchase, play and manage content, and content delivery platforms for CPs. ROTA is a generic term for the system that offers CMS, product DB, search, payment settlement functions, etc. as a package.</li> </ul>
Microsoft	<ul style="list-style-type: none"> <li>Provision of technical information and licensing of the digital rights management system "PlayReady," required for delivering content to multiple OS and devices, to "ROTA2U."</li> <li>Provision of technical information and licensing of "Windows® Azure™ Platform," a cloud application platform, to "ROTA2U."</li> </ul>

### Endorsement by Kyohei Sato, Director, Cloud Business Development, Microsoft Japan Co., Ltd.

"We are delighted at the release of 'ROTA2U.' Millmo and Dentsu have integrated our public cloud platform and digital rights management technologies to create a leading-edge content delivery platform. With the increasing need for digital rights-protected content delivery, we believe many content providers will be able to easily leverage the platform for low-cost, scalable and secure delivery of content."

**About Dentsu Inc.**

- (1) Corporate Name: Dentsu Inc. (<http://www.dentsu.com/>)
- (2) Representative: Tadashi Ishii, President & CEO
- (3) Head Office: 1-8-1 Higashi-shimbashi, Minato-ku, Tokyo 105-7001, Japan
- (4) Establishment: July 1, 1901
- (5) Key Businesses: The provision of integrated communications solutions through our unique "Integrated Communication Design" approach; management and business consulting services.

While continuing to pursue innovation in the digital arena, Dentsu is active in the production and marketing of sports, movies, anime and other entertainment content on a global scale. The Dentsu Group has more than 6,000 clients and close to 20,000 employees worldwide.

**About Millmo Inc.**

- (1) Corporate Name: Millmo Inc. (<http://www.millmo.co.jp/>)
- (2) Representative: Toshiya Yokochi, President
- (3) Head Office: the SOHO 312, 2-7-4, Aomi, Koto-ku, Tokyo
- (4) Establishment: September 14, 2007
- (5) Key Businesses: Music/video content service, mobile internet media service, system solution service, marketing service.

Millmo is a "mobile entertainment company" that offers delivery platforms for rich content centered on music, video and e-book for next generation mobile phones including Android, Windows Phone and other smartphones, and LTE-compatible devices.

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