

CELL Participates in Open Screen Project as Japan's First Content Production Company

Accelerating Rich Content Deployment with Adobe Flash Technology

TOKYO, Japan – September 28, 2009 – CELL Co., Ltd., the leading multimedia content provider in Japan, announced its participation in the Open Screen Project, an industry initiative, led by Adobe and backed by industry leaders, who are working together to provide a consistent runtime environment based on the Adobe® Flash® Platform across desktops, netbooks, mobile phones, televisions, and other consumer electronics. As Japan's first content production company participating in the Open Screen Project, CELL supports a rich Internet experience. In addition, the company's efforts in the Open Screen Project will accelerate the deployment of rich content.

“As a partner of Adobe, we have provided content and services utilizing Adobe Flash technology,” said Tomoyuki Hara, CEO of CELL. “We are honored to be able to participate in the Open Screen Project to expand Flash technology into every device. We believe this new possibility will have a great impact on the future deployment of new rich content and services on a variety of different terminals.”

CELL's Approaches to Adobe Systems Products

CELL is involved in the research and development of content and infrastructure construction for solutions and technologies that take full advantage of Adobe products, especially Flash technology, actively focusing on game content production, site design, and system development. While Flash technology is growing in the mobile market, the speed of technology innovation is high, and research and development cost is increasing annually, making quality maintenance and new development in a short period difficult. CELL takes the lead in tackling these problems and deploys services offering PDB™ (Phone Data Base) to Adobe Device Central CS3 and Adobe Device Central CS4 for information collection and optimization for each terminal. By integrating the company's know-how into new technology information, we can fulfill expectations of breakthrough content and solution development.

About the Open Screen Project

CELL is also participating in the Open Screen Project, a broad initiative of 25 industry leaders to deliver a consistent runtime environment across devices. Led by Adobe, the Open Screen Project is dedicated to enable Web content and standalone applications across desktops, netbooks, mobile devices, televisions and other consumer electronics that take advantage of Adobe Flash Platform capabilities. For more information, visit www.openscreenproject.org.

About CELL Co., Ltd.

Corporate Name: CELL Co., Ltd.

Incorporated: 2001

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CEO: Tomoyuki Hara

<http://www.cell-net.jp/>

CELL is a multimedia content provider with innovative ideas that sees things from the viewpoint of real users to plan and produce a variety of mobile, PC, video software, and media development services.

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