



Press Release

CELL Launches “Fi:Mo”, A Flash® Page Creation Support Tool, on April 1, 2010 -Flash Pages Compatible with Three Carriers Produced at Only 88,888 Yen Per Month-

TOKYO, Japan – March 31, 2010 – CELL Co., Ltd., (hereafter called "CELL"; headquarters: Chiyoda-ku, Tokyo; President: Tomoyuki Hara) announced today the launch of the service called Fi:Mo (Flash interface for Mobile), a Flash® page creation support tool for mobile phones, on April 1, 2010. This enables simple introduction of Flash websites compatible with three carriers at the low cost of 88,888 yen per month without any knowledge of Flash techniques.

The website developers naturally want introduction of Flash pages to enrich the mobile websites or downsize information, but tend to avoid the introduction due to necessity of additional technology and knowledge, and thus the introduction of Flash is more difficult and costly compared to HTML, and the workload of page management is heavy. Fi:Mo solves all these problems and realizes the simple introduction of high-quality mobile websites at low cost.

■ Characteristics of Fi:Mo

Fi:Mo is a tool that helps developers create and update Flash pages, requiring no Flash technology and expert knowledge. It is compatible with the mobile phones using Flash Lite1.1 or higher from three carriers—Docomo, au, and Softbank—and is equipped with the mobile device optimization function that requires no debugging. (The service is linked to the CELL Phone Database, a database of mobile device licensed for Adobe® Device Central CS3/CS4: 800 devices and 3,000 verified values.) The Fi:Mo tool pays attention not only to the first layer but also to the second layer of pages; therefore, when Flash is used in the ranking or special feature pages on the second layer of a content provider, the complexity of page transitions over the whole website is eliminated. In addition, Fi:Mo will automatically update pages that require immediacy such as news and ranking pages. The service provides abundant templates and designs and realizes cost reductions for mobile device testing and debugging. All are provided at 88,888 yen (tax excluded) per month. The tool is distributed through the cooperation of DoCoMo.Com Inc. (hereafter called "DoCoMo.Com"; CEO: Sonomi Aizawa; headquarters: Chiyoda-ku, Tokyo) as the agent.

Overview of Fi:Mo



About CELL

Company Name: CELL Co., Ltd.

Incorporated: 2001

Headquarters: Kouji-machi YT Bldg, 2-2-4 Kouji-machi, Chiyoda-ku, Tokyo, Japan

President: Tomoyuki Hara

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.

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

About the agent

Company Name: DoCoMo.Com Inc.

Incorporated: 2000

Headquarters: Sanno Park Tower 4th floor, 2-11-1, Nagatacho, Chiyoda-ku, Tokyo, Japan

CEO: Sonomi Aizawa

<http://www.docomo-com.com/>

Details of this service

URL: <http://www.cell-net.jp/activities/solution/fimo/index.html>

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