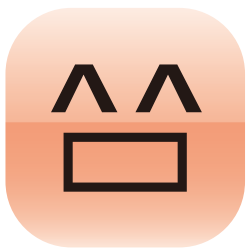


## Enjoy Picture Fonts More with Simpler Operations

Emoji Lite can generate entertaining text messages containing picture fonts with a much simpler effort.

Picture fonts are indispensable to text messages now. Emoji Lite is designed to insert picture fonts into text messages automatically in one simple step that anybody can handle. With just a single key press after a message is drafted, Emoji Lite adds picture fonts to the entire message.

Emoji Lite is a breakthrough middleware solution that supports richer, more active communications.



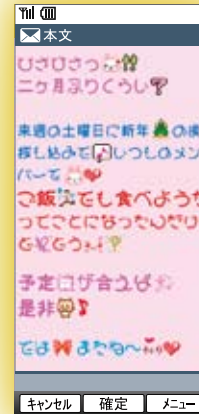
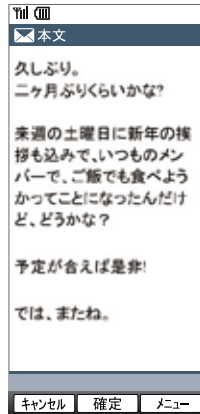
# Emoji Lite

"I don't know how to use picture fonts." "I want to use more picture fonts." "Selecting picture fonts one at a time is tiresome ...."

With Emoji Lite, anyone can easily include many picture fonts in text messages. After the message is drafted, picture fonts are added by pressing a single key. Emoji Lite has independently compiled dictionary files, based on frequently appearing words. Upon identification of such words referenced from the dictionary, picture font characters that match the email message content are automatically converted in a batch.

## Simple, One-Key Operation

Emoji Lite saves the manual effort of repeatedly selecting picture fonts while drafting a message. After the message is drafted, picture fonts are added by pressing a single step.

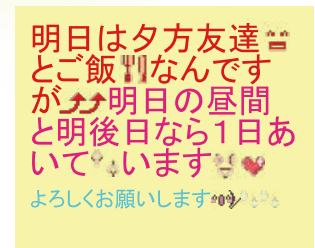
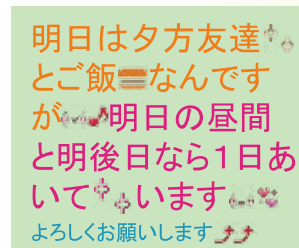
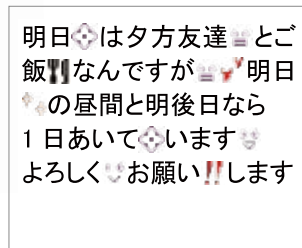


Picture font automatic bulk insertion

Font sizes, colors, and background colors change, too.

### Picture Font Auto Insertion, Deco Mail Compatibility

In addition to conventional picture fonts, automatic insertion of Deco Mail picture fonts (GIF images) is possible. Text color and size can also be varied.

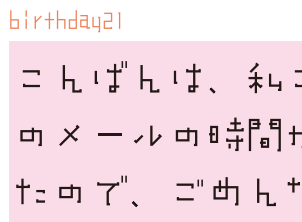


©MTI Ltd.

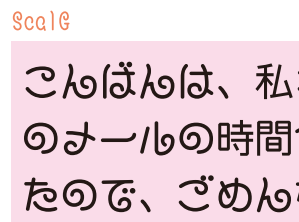
©MTI Ltd.

### Font Conversion Feature

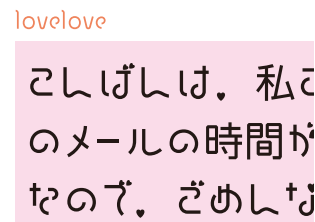
Email can be modified with highly characteristic fonts. Conversion to a graphic image means that the recipient can view modified email of the sender without any dependence on the handset environment.



Font provided by Aruna Co., Ltd.  
Font designed by Yasushi Saikusa



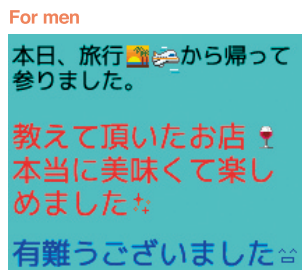
Font provided by Aruna Co., Ltd.  
Font designed by Takayuki Kuwahara



Font provided by Aruna Co., Ltd.  
Font designed by Masanobu Narisawa

### Dictionary Selection Feature

Dictionary data can be selected or modified as desired to match the user's age bracket, for instance. Picture fonts and insertion patterns can change according to dictionary set. An immense variety in conversion patterns can be supplied.



For men



For teenagers



For seniors

### Download Feature

- By downloading font conversion data, new fonts can be added.
- By downloading dictionary data files, new conversion patterns that meet user preferences can be added.
- Deco Mail picture fonts and dictionaries can be packaged together for download as a new form of content with bulk conversion is enabled. Through this mechanism, the market for Deco Mail picture fonts can be stimulated, and new content markets for picture fonts can be created.

\*Dictionary file: A set of data (key words, corresponding picture fonts, etc.) required for conversion in Emoji Lite.

#### [Commercial Adoption Examples]

- "Emoji Plus": NTT Docomo "docomo STYLE series SH-05B" (made by Sharp), etc.
- "Omakase Emoji": NTT Docomo "Raku-Raku PHONE 6" (made by Fujitsu)
- "Font Change": NTT Docomo "docomo STYLE series SH-05B" (made by Sharp)
- "Raku Deco": SoftBank Mobile
- "Smart Emoji": au "SH006" (made by Sharp)

\* Emoji Lite is a solution marketed jointly by Acrodea, Inc., and Namco Bandai Games Inc.  
\* Deco Mail Picture Font is a registered trademark of NTT Docomo.  
\* Other company names and product names in this document are registered trademarks or trademarks of the respective companies.  
\* Specifications are subject to change according to the handset or terminal model being implemented.