



Ultra Mobile [WILLCOM D4] Selects YAPPA's UI Solution

Delivering Intuitive UI's based on innovative algorithms that incorporate physics

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YAPPA Corporation

YAPPA Corporation (Headquarters: Chiyoda-ku, Tokyo, CEO: Masahiro Ito; hereinafter "YAPPA"), a leading user interface company, today announced that WILLCOM, Inc. (Headquarters: Minato-ku, President: Masaki Kikugawa; hereinafter "WILLCOM") has selected YAPPA's user interface solution for its Ultra Mobile [WILLCOM D4] handset.

Ultra Mobile [WILLCOM D4] includes Intel's next generation mobile device platform equipped with intel's ® Centrino® Atom™ processor technology, Microsoft's latest OS Windows Vista Home Premium with Service Pack 1, Sharp's 5 inch wide liquid crystal, in addition to YAPPA's dynamic user interface.

YAPPA's Spin UI Effect Engine (2D Effects Engine designed for multiple platforms) together with the UI design have been selected to deliver an attractive and intuitive user interface experience. The UI「AQUATIC」developed for WILLCOM has been designed taking the concept of the ocean, and by selecting the menu, the menu layers align itself with the layers of the ocean. Once the icon from the sea level layer is selected, the icon sinks down into the ocean to the second layer, and then moving down to the third layer. Spin UI enables seamless movement particularly when the icon drops downward. Additionally, users can trace the touch panel for screen transitioning delivering a unique interface. As a result, users are able to get a more intuitive feel by freely moving between layers of the menu. Furthermore, the UI developed with algorithms, incorporates physics and offers an exciting, emotion-filled user experience by having pleasant sound effects accompany the user operation.



From a user perspective, design is an important element when consumers are selecting a handset. YAPPA will continue to engage in research and development of user interfaces to domestic and foreign markets, delivering even more intuitive and easy to use products to a wide range of fields including mobile phones, smart phones, and digital consumer electronics.

**About Spin UI**

Spin UI is a 2D Effects engine developed for multiple platforms. The Engine supports various effects and animations, delivering intuitive and attractive user interfaces supporting seamless menu transitions. Spin UI operates on various OS and platforms and allows developers to easily and effectively utilize the effects.

About YAPPA Corporation

YAPPA Corporation specializes in the design and development of UI (user interface) solutions. Based on our leading 3D technology, YAPPA provides a wide range of products and services covering Web 3D and User Interface design, Electronic Paper Delivery, and embedded interface technologies for mobile and consumer electronic devices. With headquarters in Tokyo, Japan, YAPPA has overseas offices in the U.S., France, and Israel. For more information, please visit http://www.yappa.co.jp/index_en.html

Media Contact:

Ai Nakagawa
YAPPA Corporation
TEL: +81-3-5689-8812
FAX: +81-3-5689-8818
ai_nakagawa@yappa.co.jp

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