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## **ACCESS and Human Monitoring Announce Strategic Partnership to Extend hipix™ Rich Picture Format in the Mobile and Beyond-PC Markets**

**Tokyo, Japan and Tel-Aviv, Israel, December 06, 2010** – ACCESS, a global provider of advanced software technologies to the mobile, beyond-PC and digital TV markets, and Human Monitoring Ltd., the developer of hipix™, a Rich Picture Format technology, today announced that they have entered into a strategic partnership to extend hipix technology in the mobile and beyond-PC markets. ACCESS will enhance its market leading NetFront™ Browser with hipix to enable the presentation of media-rich still images that include audio and voice annotation. In addition ACCESS will develop mobile and beyond-PC hipix applications for the Japanese and global markets and will also distribute Human Monitoring's other innovative image processing technologies in Japan.

Human Monitoring's patent pending hipix technology utilizes the existing h.264 video CoDec to achieve still image compression that is two to ten times more effective than JPEG images on mobile handsets. The latest hipix release for Android™ further enriches the user experience by supporting the addition of user-friendly voice annotations to photographs prior to distribution or uploading. These personalized "talking pictures" can be viewed using any standard h.264 video player like QuickTime, RealPlayer® or KMPlayer.

NetFront Browser is the most advanced, versatile and powerful full Internet browser for mobile and beyond-PC devices. Specifically designed and optimized to deliver high performance in resource-constrained environments, it has been deployed by major operators, handset manufacturers and consumer electronics manufacturers around the world. With hipix, ACCESS will be able to further enhance the multimedia content services that can be realized via HTML5. ACCESS will also leverage hipix technology to develop applications that support advanced functions such as viewing eMagazines that include high-resolution pictures or that facilitate the distribution of large photo files.

"ACCESS has always been committed to developing and delivering breakthrough mobile software technologies that enhance the user experience. With the advent of HTML5, users are anticipating even greater access to rich multimedia content that fully utilizes audio and video. hipix represents an ideal tool that will help us make the most of the features found in HTML5. The ability to quickly and easily personalize photos on mobile devices by adding audio/voice annotations will create a whole new culture for sharing photos. Human Monitoring's hipix technology also has a huge advantage since it utilizes the existing h.264 CoDec infrastructure, thus avoiding the need for any hardware modifications. With the support of Human Monitoring, ACCESS will continue to develop and deliver products and services that enrich users' digital experiences," said Dr. Tomihisa Kamada, President and CEO of ACCESS.

Meir Kollmann, President and CEO of Human Monitoring said, "ACCESS' NetFront Browser is recognized as a global web browser standard for the mobile and beyond-PC markets. By combining this powerful browser with our Rich Picture Format, I am confident that we can provide compelling new mobile browsing experiences to users throughout the world. Japan is a strategic market for us, and ACCESS is also an ideal partner for introducing our technology to the Japanese market, and is an important part of our plan to team with leading partners in additional global markets."

"The particularity of Japanese users regarding the quality and user experience of images is way ahead of the rest of the world. The current audio annotated pictures are just the first step, and soon enough we'll present additional exciting features of our hipix Rich Pictures Format," added Ira Dvir, VP of R&D of Human Monitoring.

### **About ACCESS**

ACCESS CO., LTD. is a global company providing leading technology, software products and platforms for web browsing, mobile phones, wireless handhelds, digital TVs and other networked devices. ACCESS' product portfolio including its NetFront™ series provides customers with solutions that enable faster time to market, flexibility and customizability. Recently, ACCESS has launched NetFront™ Life as a global brand with applications and services for end users. Additional information about NetFront Life is available at [www.netfrontlife.com](http://www.netfrontlife.com). The company, headquartered in Tokyo, Japan, operates subsidiaries and affiliates in Asia, Europe and the United States. ACCESS is listed on the Tokyo Stock Exchange Mothers' Index under the number 4813. For more information about ACCESS, please visit [www.access-company.com](http://www.access-company.com).

### **About Human Monitoring**

Human-Monitoring Ltd. (HM) is a leading provider of innovative still-image and video processing technologies, based on patent pending algorithms. HM's core competence is its original approach of utilizing open standards for enhanced user experience, while relying on the existing infrastructure. HM's Products licensing include software in the form of object and source code:

- hipix™ - H.264 based still-image compression including the Rich Picture Format
- Matisse™ H.264 Encoders - for Windows, Linux and TI's DSPs.
- Leonardo™ Digital Video Stabilizer (anti-shake) - for a variety of DSPs, x86 and VHDL
- Fresco™ Panoramic Video Stitching - for a variety of DSPs, x86 and VHDL

For more information about Human Monitoring Ltd., please visit [www.hipixpro.com](http://www.hipixpro.com)

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