

Android™ App “Photo Japan Guide”, the English version of docomo map navi’s sightseeing information app to be released on Google Play™ on March 11th, 2013

ZENRIN DataCom (Minato-ku, Tokyo; President: Tatsuhiko Shimizu) will release the “Photo Japan Guide,” Android app on Monday March 11th, 2013.

This app, targeting inbound tourists, is the English version of docomo map navi’s “Gotouchi Guide”^{*1}, and introduces tourist sites and local gourmet food in Japan. The app features detailed photos combined with additional information on tourist attractions, facility information, local food information, and maps, all provided in English. The app runs on all Android devices installed with 2.1 or above, and can be downloaded from Google Play in 134 countries including Japan, The United States, Great Britain, Canada, Australia, Hong Kong and Singapore. To celebrate this app’s launch, ZENRIN DataCom will run a promotional campaign from today through April 30th, 2013 (Tues) ^{*2} during which users can use all the functions for free.

^{*1} docomo map navi is a map and navigation service provided by NTT DOCOMO, INC. ^{*2} Campaign period based on Japan local time.

“Photo Japan Guide” Features

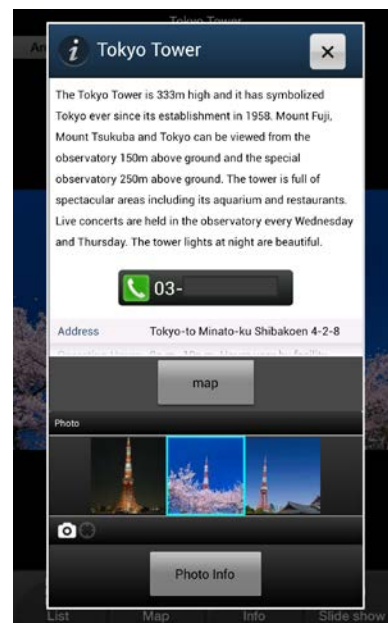
- Information on approximately 15,000 tourist attractions and facilities throughout Japan including breathtaking photos.
- Get the most advantage out of your smartphone by visually checking information by photo in addition to information on tourist attractions and other facilities.
- The app is free to download, and free usage includes maps of Japan, tourist photos, gourmet food information and information on other recommended facilities. (Note: Some area guides and facility information are not free-of-charge. (USD 2.99 per month^{*}))

^{*}This fee is for users purchasing from the United States. Fees will vary by country.



**Photo Japan Guide
App icon sample**

“Photo Japan Guide” Page Sample



How to download “Photo Japan Guide”

Please scan the QR code on the right with your Android device to directly download the app.



About trademark

- * “Android” is a trademark and registered trademark of Google Inc.
- * Google Play™ is a trademark and registered trademark of Google Inc.
- * Company names and service names are trademarks and registered trademarks of each individual company.
- * Please use the following text when using the images from this press release.
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■ ZENRIN DataCom Co., Ltd. (<http://www.zenrin-datacom.net/>)

Headquarters: Nippon Television Tower 21F, 1-6-1 Higashishinbashi, Minato-ku, Tokyo

President: Tatsuhiko Shimizu

Established: April 13th, 2000

Capital: 1,783,060,000 yen (as of April 1st, 2012)

Business Areas:

Mobile Handset Business: Provides map search and navigation services to leading Japanese mobile carriers and Android and iOS devices.

Network Navigation Business: Provides commercial map-based information services and added value services in addition to providing maps, content and other services to leading portal sites.

Map Solutions Business: Provides maps via ASP to PC and mobile as well as custom development solutions.

Employees: 175 (as of April 1st, 2012)