

Hisense and OPTiM have Co-Developed a High-Grade Smartphone for Chinese Seniors Incorporating Optia, the World's First Screen-Sharing Service for Smartphone Users, as its Standard Feature

Tokyo – January 7, 2015: OPTiM (TSE Mothers: 3694), a leading provider of business-related applications for smartphones and tablets, and Qingdao Hisense Communications, a prominent Chinese electronics and information company and the world's 4th^{*1} largest shipper of TVs, proudly announce the joint development of a high-grade smartphone for Chinese seniors.

The Hisense E360M incorporates Optia, the world's first^{*2} screen-sharing service for smartphone users, as its standard feature. By simply tapping the heart-shaped button on the E360M, Optia, developed by OPTiM, is immediately launched and the senior's smartphone is connected to their son/daughter's smartphone, who can easily provide support when operational issues arise.

■ About Optia

Optia enables remote screen-sharing between smartphone users, i.e. one friend helping another to use his/her smartphone. Optia is the world's first screen-sharing service for smartphone users and utilizes various patented technologies from OPTiM. Optia allows users to help each other anytime, anywhere through screen-sharing and remote control of the other person's smartphone -- as if they were right next to each other.

In China, like Japan, the increasing number of seniors has become as an important issue, and the smartphone market for seniors is growing. With the idea of "Linking Family Hearts", Hisense and OPTiM have jointly developed the Hisense E360M specifically for Chinese seniors, a demographic which the largest smartphone vendors have yet to focus on.



Optia product page: <http://en.optim.co.jp/products/optia>

Hisense E360M product page (Chinese): <http://www.hisensephone.com/product.aspx?id=62>

Hisense E360M announcement video (with English subtitles): <http://youtu.be/4cyCYysVqOo>

Press Release



■ Optia images

• Finger Indicator Feature



• Red-Pen Drawing Feature

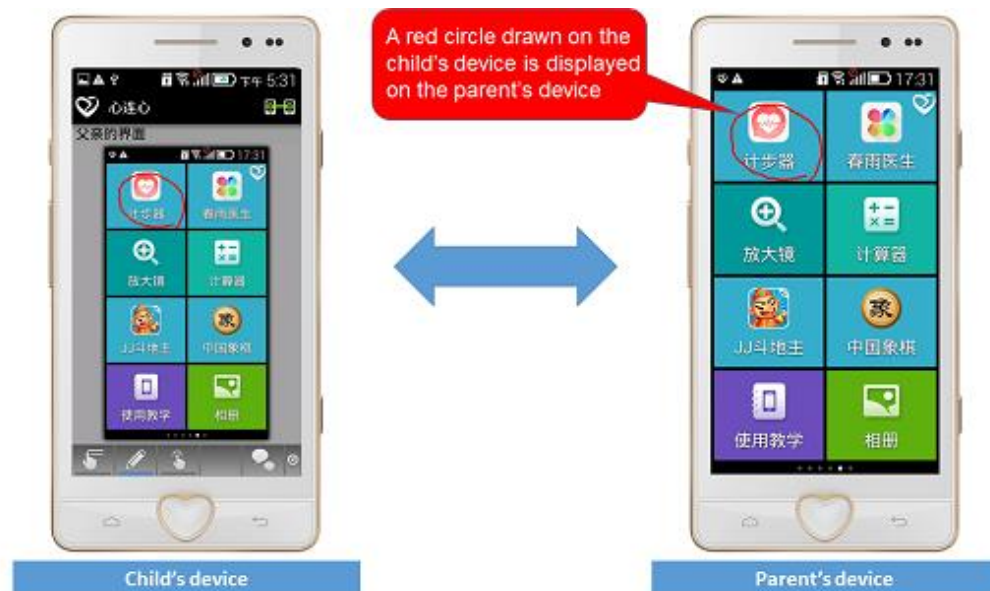


Image of using Optia in China



Do you think smartphones are only for kids?



Are the features too troublesome? Or, is nobody around to help you use one? With the Hisense E360M, you can learn to use your smartphone even when your child is far away!



It's simple! Just find this heart-shaped button On your “心意” smartphone and tap it.



Just by tapping, while other parents are still waiting in line, your child has already paid the public service charge!



Just by tapping, while other seniors are waiting for a taxi, your child has already ordered you a taxi - and it's headed your location!



Just by tapping, instead of going shopping, your child can shop online for you.

Just by tapping, your child's “心意” means infinite possibilities.

To view the original statement, please visit:

http://www.hisense.com/xinwenzhongxin/cpxw/newsPhone/201409/t20140919_90067.shtml

■ The Merits of "心连心" (Optia) the Hisense E360M

1. A senior (Client) can initiate "心连心" just by tapping a button (software or hardware), which connects their smartphone to their child's smartphone.
2. The child can perform remote operations, adjust settings, or control the senior's smartphone via voice call (VoIP).^{※3}
3. Any child wanting to support his/her parent should download the dedicated Optia Viewer application from the Hisense App Market and install it on his/her own Android™ smartphone. This will enable support of the parent's device regardless of the manufacturer of the parent's Android™ device.

Regarding Optia's use in the Hisense E360M, Hisense has made the following endorsement:

■ Endorsement by Hisense

我们确信“Optia”是一款非常优秀的支持软件，我们将它的中文名取为“心连心”。中国人非常看重家庭成员之间的关系，海信心意 E360M 手机的产品理念就是“心意”，有心意牵绊，无论离家多远，父母和孩子永远能够心连心。有了“Optia”，即使老人不知道如何使用智能手机，孩子也可以一步一步地教，告诉他们如何使用淘宝购物等等，各种各样的远程帮助，让父母与孩子的心紧密相连。我们希望今后进一步加深与 OPTiM 公司的合作，努力为客户提供更优质的产品和更出色的服务。

(English translation)

Hisense is confident that Optia is an extremely superior support service. In China, family ties are very important. The concept of the Hisense E360M is "Heart", in the sense that this phone links the "hearts" of parents and children living far apart. By utilizing Optia, we can strengthen the link between family "hearts" because a child can now teach their parent how to use their smartphone, how to shop online, etc. We look forward to broadening our cooperation with OPTiM and providing better products for our customers.

Tian Xin, General Manager, Products Division
Fang Li Tao, Product Planning Director, Products Department
Qingdao Hisense Communications Co., Ltd.

Also, Shunji Sugaya, President of OPTiM Corporation, has issued a statement regarding the joint development.

■ Message from Shunji Sugaya, President of OPTiM Corporation

I am delighted by the successful joint development and sales launch of the E360M smartphone, which targets Chinese seniors and employs OPTiM's very own Optia, the world's first remote support service, in conjunction with Hisense, a leading Chinese electronics and information company. We believe that demand for consumer smartphones in advanced countries has already reached saturation, and that the smartphone market will now be fractionated according to user age.

Under such circumstances, we firmly believe that global needs will surely exist for social support services like those provided by OPTiM. Moreover, Chinese-made smartphones are increasing in global popularity. Supported by such a market trend, we will continue to provide our services worldwide together with Hisense.

OPTiM is dedicated to creating products and services that "make the net as simple as breathing" for a global market, thus enabling customers worldwide to use the Internet more conveniently and comfortably.

Press Release



※1 As of June 11, 2014, based on research by DisplaySearch

※2 As of February 25, 2013, based on research by OPTiM

※3 As of December 12, 2014, the VoIP feature is not available for Optia provided at Google Play™

About OPTiM

Based in Tokyo, Japan, OPTiM provides solutions that reduce its clients' support costs, with an overall focus on evolving online experiences to the point that the Internet becomes something you aren't even conscious of, like breathing. OPTiM's solutions' suite includes setup, diagnostic and marketing tools for NGN and home networks, as well as mobile devices, routers, TVs, gaming platforms, multifunction peripherals, servers, printers and DVD recorders.

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※ The information presented in this press release is subject to change without notice.

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