

March 19, 2007

MTV Japan Inc.
Nippon Telegraph and Telephone Corporation

Launching the New Net Promotion using Ubiquitous Access Technology
Photo of video movie taken by a cell phone will instantly become a link!

~Take a photo of the "VMAJ2007 Reaction Dance" video with a cell phone on the special website, send it, and get the contents !!~

Tokyo, March 19 2007 - MTV Japan and Nippon Telegraph and Telephone Corp. start a mobile-phone-based joint promotion trial today, utilizing the latest ubiquitous access technology currently under development by the NTT Cyber Space Laboratories. This technology recognizes video movie, plane patterns (posters, signboards, trademarks, etc.) or solid things, and even allows to be linked up with various internet services.

As a promotion, "MTV VIDEO MUSIC AWARDS JAPAN 2007 ("MTV VMAJ2007")" digital contents (deco-mail or mobile HTML mail and flash screen saver etc) will be given away according to the scene being taken and sent. You will be able to get the above-mentioned digital contents by taking a photo of the "VMAJ2007 Reaction Dance" video uploaded on the special website of **MTV VMAJ2007**, the Japan's biggest and best music awards to be held on May 26 by MTV Japan, or on the FLUX^(R) and ClipLife (NTT's video-sharing website) with a camera cell phone and send the photo to the special mobile site via email.

This effort marks the first attempt to apply NTT's ubiquitous access technology to the recognition of video movie. The promotion allows users to experience "**REACTION**" which is the theme of **MTV VMAJ2007**. The service is available starting today through June 30, 2007.

MTV Japan is committed to providing new contents for the ubiquitous era by seamlessly combining broadcasting and web mobile services. NTT promotes R&D to create new services for the digital media industry, and to develop new-generation applications.

- [Attachment](#)

For further information about MTV and VMAJ

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* "MTV:Music Television" and "FLUX^(R)" are trademarks of MTV Networks.

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