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FUJI XEROX BEGINS CLOUD-BASED AUDIO GUIDE SERVICE USING GLOBAL POSITIONING SYSTEM AND DEDICATED SMARTPHONE

AIMS TO HELP LOCAL GOVERNMENTS AND TOURIST BOARDS REINVIGORATE LOCAL ECONOMIES

TOKYO, July 10, 2013—Fuji Xerox Co., Ltd. today launches its Audio Guide Service that utilizes global positioning system (GPS) and smartphones for local governments to rent out to tourists in Japan. The Audio Guide Service comprises of an app that runs on smartphones and an editing tool for creating the contents of the audio guide in the cloud.
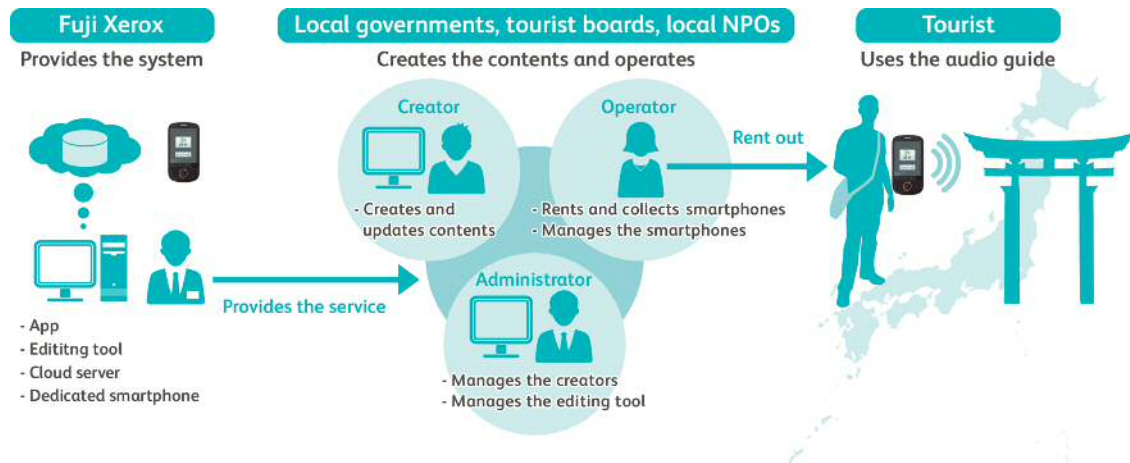
Local governments can create the contents of this service to provide a range of information to tourists, not only about tourist attractions, but also covering recommended shops and restaurants, route guides and safety matters, thereby helping to reinvigorate local economies.

With the editing tool, local governments can register the contents of the audio guide in text form as well as the location of where they want the guide to play, into the cloud server. Tourists can then rent the dedicated smartphone that has the app installed, and freely walk around the area they are visiting. When the visitor approaches the registered location, information specific to the site is automatically played to them. With its built-in GPS functionality, the audio guide presents information in a timely manner, enabling tourists to enjoy their sightseeing at their own pace and in a relaxed manner.

GPS

When approaching to tourist spot, the audio guide automatically starts playing from the smartphone.

The audio guides available to date have been limited to indoor use, such as in art galleries and museums. Also, such guides require dedicated terminal devices, such as a pen-shaped audio player that activates the audio guide after recognizing information embedded in a leaflet, and which must be developed by specialists.

The Audio Guide Service can be used outdoors as it utilizes GPS, and the contents can be easily created using the editing tool. Thus, updating the

Fuji Xerox	Local governments, tourist boards, local NPOs	Tourist
Provides the system	Creates the contents and operates	Uses the audio guide

Creator — Creates and updates contents
Operator — Rents and collects smartphones · Manages the smartphones
Rent out
Administrator — Manages the creators · Manages the editing tool
Provides the service

- App
- Edititng tool
- Cloud server
- Dedicated smartphone

contents and making corrections can be performed easily and in a timely way, regardless of the content creator's level of technical expertise.

<Service features>
Benefits to the local government in utilizing Audio Guide Service:

1. The contents of the audio guide can be created by multiple parties combining different information sources. Up-to-date information including seasonal attractions and local events can be incorporated.

2. Multi-language guides (English, Chinese and Korean) can be created for the recently increasing numbers of foreign tourists.

3. The initial investment and maintenance fees can be minimized as the service is created and provided using a cloud-based tool and server.

Benefits to visitors:

1. By renting the smartphone dedicated to the Audio Guide Service and having a map in hand, tourists can explore the area as if a local tour guide was accompanying them.

2. The audio guide is composed of summary and detailed sections. If a visitor wishes to know more about a particular spot, they can access the detailed information that only locals would know.

3. The device is simple to operate with its large buttons, making it easy to use for those who are not accustomed to smartphones.

List Price

Product Name	List Price (before tax)
Service usage registration fee (initial fee)	200,000 yen
Editing tool operation fee (monthly charge)	10,000 yen

Note: In addition to above, device service usage fees will also be charged according to the number of times used on a quarterly basis.

Availability
Currently only available in Japan

Specifications
The Audio Guide Service comprises the following services and applications:

1. Audio guide software
- This software is downloadable from the editing tool together with the audio guide contents.
- By installing this software and the audio guide contents to the smartphone, the Audio Guide Service can be provided to tourists.
- Audio guide contents can be played in Japanese, English, Chinese and Korean.
- The maximum number of audio guide messages (contents) downloadable and playable on the smartphone is 500 messages per language. The maximum size of the total

contents for all languages is two gigabytes.

2. Editing tool
- Provided over the cloud environment.
- Multiple audio guide messages can be compiled and managed as a single unit of audio guide contents.
- The electronic map can be operated simply and interactively to link the audio guide messages to different points on the map.
- Audio guide messages can be associated with voice, music, and images. The voice is computer generated based on the text data.
- The audio guide contents can be created in Japanese, English, Chinese and Korean.

Operational requirements
1. Editing tool operational requirements
   To use the editing tool, a client terminal with the following specifications is required.

Hardware	Windows PC (which runs with the below OS)	Macintosh (which runs with the below OS)
OS	Windows XP Windows Vista Windows 7	Mac OS X
Web browser	Google Chrome 26 or later	
Help software	Apple Quick Time 7 or later	
	Adobe Acrobat Reader XI or later	

Note: Windows is a registered trademark of Microsoft Corporation in the United States and other countries.
Note: Macintosh, Mac OS, and QuickTime are trademarks of Apple Inc., registered in the U.S. and other countries.
Note: Google Chrome is a trademark of Google Inc.
Note: Adobe and Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

2. Audio guide software
   To use the audio guide software, an Android smartphone with the following specifications is required. Fuji Xerox verified devices are recommended.

Smartphone	As recommended
OS	Android 2.2.1 or later
Memory card	Micro SDHC 4GB or more

Note: Android is either trademark or registered trademark of Google Inc.

Smartphone dedicated to
the Audio Guide Service

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