

For immediate release

Fuji Xerox Launches SkyDesk Media Trek, a Cloud-Based GPS-Linked Audio Guide Service Using Smartphones

Offering an Authoring Tool and Free App to Play Contents

TOKYO, January 27, 2014 –Fuji Xerox Co., Ltd. today launches SkyDesk Media Trek, a cloud service that delivers audio guide contents linked to global positioning system (GPS) through individuals’ smartphones*. The service offers a cloud-based authoring tool and dedicated free app for end-users to download and play the contents. The audio contents can be created in Japanese and English.

Using the authoring tool provided by Fuji Xerox, a creator produces the audio guide contents and registers the locations on the map where the guide should be played. (Fig. 1 and 2)The created contents are displayed on a smartphone through the SkyDesk Media Trek app, and users can select specific contents—called “Book”

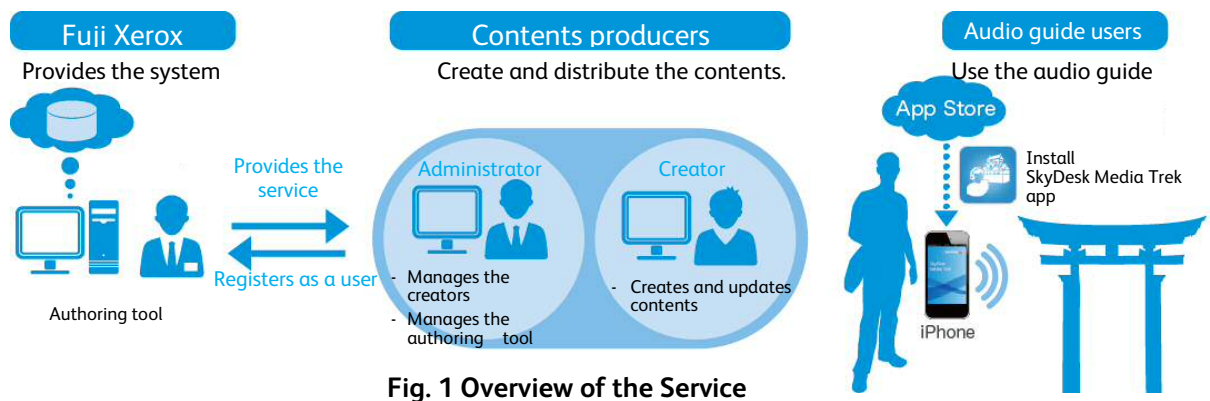


Fig. 1 Overview of the Service



Fig. 2: Authoring Tool

When the users play the downloaded contents and approach the registered location, the contents are played automatically. Additionally, the app records locations where the guides have been played as “Footprints”, so users can play these guides in a different location. (Fig. 3 to 6)



Fig. 3: Top screen



Fig. 4: Book Store screen



Fig. 5: Audio Guide screen



Fig. 6: Footprint screen

Using smartphones as a platform, SkyDesk Media Trek offers a wide range of uses. For example, not limited to providing tourist information, a local governments or non-profit organizations can offer community-specific information for local residents, such as information on traffic regulations and disaster hazardous areas in an audio format. Also, in outlet malls and other large commercial complexes, the service can be used to announce store information and events of the day.

Fuji Xerox continues to utilize audio, visual and other media-related technologies to offer a range of value-added cloud services in the Document Services & Communications area.

* Supported devices: iPhone 4, 4s, 5, 5c, and 5s. Supported OS: iOS6 or higher.

List Prices

SkyDesk Media Trek user registration

Product Name	List Price (before tax)
SkyDesk Media Trek user registration fee	600,000 yen

SkyDesk Media Trek user fees

Product Names	List Price (before tax)
Authoring tool operation fee (monthly charge)	20,000 yen
Book distribution service usage fee (monthly charge)	60,000 yen

Availability: Currently only in Japan

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