

Chidori World Stage Alliance Announces the Latest Developer Collaboration Technology

Premium Agency Inc. (Head Office: Shibuya-Ku, Tokyo; Chief Executive Officer, Katsunori Yamaji) is proud to announce the very first developer's alliance, Chidori World Stage Alliance as of March 9th, 2010. The Chidori World Stage Alliance seeks to create a World-Wide Developer's Network for game developing companies (developers) with the company's original Cross-Platform Game Engine, Chidori, as the core.

For the past few years, the cost for game development has been aggressively increasing as if following the rapid advancement of technology. In the midst of such catastrophe, game developers (creators) are constantly expected to dodge through various obstacles in order to create and provide wonders for the world.

Now, Premium Agency, Inc. will be providing the technology of the Chidori Engine cultivated since the founding of the company. Through the usage of this new alliance, Premium Agency, Inc., affiliating companies are given the privilege to access from anywhere world-wide; therefore, exchange of international information is made possible.



■ Chidori World Stage Alliance

The Chidori World Stage Alliance seeks to create a World-Wide Developer's Network for game developing companies (developers) in order to provide tools and solutions to fight against the risks the creation process.

<< Affiliation Benefits >>

- ① Irresistible, cost-effective with Royalty-Free Setting
Members are guaranteed royalty-free services. We promise definite cost reduction.
- ② Increase in efficiency
Prompt/Swift and successful head-start on development
Without limits, members are allowed to begin production as soon as possible.
Furthermore, by verifying the matching with the current development environment, preparation of tool environment/setting is capable beforehand.
- ③ Environment for information exchange between members
We will provide an environment for Affiliating companies interact and exchange information (i.e. technical). Affiliating companies are given the privilege to access from anywhere world-wide; therefore, exchange of international information is made possible.
- ④ Multiple-Language support
Chidori mainly supports Japanese, English, Chinese, and reaches out for assistance in other languages, too.

Contact Information

Premium Agency, Inc., Business Development Department
VP of BizDev: Takahashi
New Yushin Bldg 3F, 3-27-11, Shibuya, Shibuya-Ku, Tokyo, 150-0002 JAPAN
Tel: 03-3407-1091 Fax: 03-3407-1093 E-Mail: pr@premiumagency.com

Press Release

Tuesday, March 9th, 2010

(2/4 page)

■Membership Fees and Benefits

Advanced Member (500,000 Yen)	
1.	Use of Official Chidori Engine
2.	Online Technical Support
3.	On-site Technical Support
4.	Royalty-Free Commercial Use
5.	Specially Discounted Programs Commercial Use
6.	Early Distribution of Updates
7.	Technology Exchange Association Privileges to attend workshops
8.	Matching verification with member's current development environment

Regular Member (350,000 Yen)	
1.	Use of Official Chidori Engine
2.	Online Technical Support
3.	Royalty-Free Commercial Use
4.	Specially Discounted Programs for Commercial Use
5.	Matching verification with member's current development environment

Chidori World Stage Alliance Website: <http://www.chidoriengine.com/>

■Features of Chidori game engine

- Six Corresponding Platforms make Chidori number one in the industry
 For example, Playstation3, Xbox360, and the Wii all have distinguished hardware architecture. Thus, when creators plan to convert a product to a different hardware/console, they are headed towards a costly path filled with tedious work. However, Chidori will allow power output to six devices: Playstation3, Xbox360, PC, Wii, PSP, and PS2. The flexibility of Crossplatform Development will greatly expand your business opportunities by releasing your assets from the grip of a single target platform. Above that, the ability to start on any platform and easily port to other platforms during a project also reduces financial risks.

Main Sharable Data/Source Code:	
2D/3D Graphics	
Model, Animation	
Input-Output Program	
Matrix Operation	
(Vector Operation)	
Sound	
Camera, Lighting	
Network Library	
Quaternion	
Etc.	

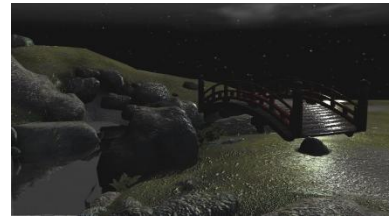


- Real-time validation/verification with Maya
 Chidori Engine is compatible with the 3D package MAYA which is used in many visual environments including Hollywood production. Users can use MAYA tools to preview assets on the development kit real-time. The efficiency of the product pipeline can be increased; thus, programmers and artists can focus on actual game content creation rather than the spending time converting data back and forth.
- Provision/Support of an high-quality environment for development
 By cropping the need to create custom loaders and shaders, development can be focused on actual game contents. Therefore, time can be used effectively to increase production speed and advance production quality.

■Real-Time, Cinematic, Graphic Library: Aoi

- Weather

Using original shader and simulation techniques, Aoi produces realistic rain and snowfall to portray the environment in its most natural state.



- Bloom Effect and Soft Focus

[Bloom Effect]

The aura/light bleeding around very bright objects can be expressed.

[Soft Focus]

This effect portrays an atmosphere of soft light and airiness. The further an object is away, the stronger the effect of airiness will appear.



- Hair Shader

Anisotropic rendering (calculating two specular points) results in ultra-realistic hair shading.



- Blue skies, dawn and dusk

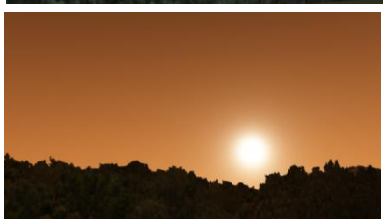
Sky Rendering and Light Scattering allow realistic expressions of the continuously alternating sky to be illustrated.

[Sky Shader]

A Sky Shader gives the possibility to portray blue skies, sunsets and dawns based on the position of the sun's position without using any textures in the process.

[Light Scattering]

Volumetric Light Scattering provides highly realistic environmental rendering by simulating Mie Scattering and Rayleigh Scattering of light through the atmosphere. The farther an object is from the viewer, the bluer it appears.



Contact Information

Premium Agency, Inc., Business Development Department
VP of BizDev: Takahashi
New Yushin Bldg 3F, 3-27-11, Shibuya, Shibuya-Ku, Tokyo, 150-0002 JAPAN
Tel: 03-3407-1091 Fax: 03-3407-1093 E-Mail: pr@premiumagency.com

Press Release

Tuesday, March 9th, 2010

(4/4 page)

Accomplishments

Shiki-Tei™	PS3	SONY Computer Entertainment
Dress™	PS3	SONY Computer Entertainment
Bakugan™ Battle Brawlers™	PS3, Xbox360, PS2	Activision
Death by CUBE™	Xbox360	Square Enix

Company	Premium Agency, Inc.
Founded	May 9th, 2003
Capital	35.5. Million Yen
Head Office	Shibuya-Ku, Tokyo
Description of Business	Design and Contracting Products, as well as, Consulting Services for the following: Games, Movies, TV Programs, Commercials, Video Packages, CG (computer graphics), Web Sites, CD-ROM, DVD, Mobile contents, Magazines, Advertisements
Chief Executive Officer	Katsunori Yamaji
Annual Turnover	1200 Million Yen (13.452 Million USD) as of Feb. 2010
Employees	153 members as of Feb. 2010
Website	http://www.premiumagency.com/

For further inquires:

Ayumi Takahashi
Vice President of Business Development

press@chidoriengine.com

Contact Information

Premium Agency, Inc., Business Development Department
VP of BizDev: Takahashi
New Yushin Bldg 3F, 3-27-11, Shibuya, Shibuya-Ku, Tokyo, 150-0002 JAPAN
Tel: 03-3407-1091 Fax: 03-3407-1093 E-Mail: pr@premiumagency.com