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**EitaroSoft Provides Cellphone 3D Virtual World Software for NVIDIA's APX2500
Next-Generation Application Processor at NVISION Event**

TOKYO, Aug. 25/Kyodo JBN/--

EitaroSoft, Inc. today announced that it made its cellphone 3D virtual world service "Lamity" available at NVIDIA's event called NVISION, held on the same day, August 25, in San Jose, California, through a new brand of NVIDIA's application processors called NVIDIA Tegra APX 2500, with which the Lamity software is compatible.

Lamity allows a maximum 400 people to simultaneously access a virtual town within the service and this number exceeds the simultaneous accessibility of the PC-based service "Second Life" virtual world that can accept fewer simultaneous users.

Generally, virtual world services require a high-performance PC, but Lamity can be enjoyed handily with mobile phones. The current sponsor company is Sapporo Breweries Ltd., a leading Japanese beer brewer, and the current user of the Lamity service is the site of Square Enix Co. for complementary premium members, called "SQUARE ENIX MEMBERS."

NVIDIA Tegra APX 2500 features great flexibility combining the supreme quality of graphics with the power of video images by the industry's first complete OpenKODE (the latest open standard stimulating the next generation's mobile experience on the Windows Mobile Device).

This time, by using the sophisticated media acceleration function of NVIDIA Tegra APX 2500, the potential of the 3D virtual world Lamity has been demonstrated in a much more detailed and vivid way than on the ordinary mobile phones. And it is exhibited at the NVISION 2008 event as an advanced 3D application using NVIDIA Tegra APX 2500.

NVIDIA's Director of Handheld Partner Relations, Mr. Brian Bruning, commented as follows. "NVIDIA is excited to enable creative developers like EitaroSoft to bring innovative applications such as Lamity to advanced mobile devices."

EitaroSoft will hereafter expand its business to the world with the handily enjoyable technology of advanced 3D mobile services like Lamity.

About NVIDIA Tegra APX 2500 Processor:

Equipped with a GeForce core under NVIDIA's technology, this is the world's lowest-power high-definition computer on a chip.

Reference URL: http://www.nvidia.com/object/io_1202741043286.html

About NVISION 2008:

NVIDIA's first visual computing mega event held on August 25, 2008, in Silicon Valley, San Jose, California.

Reference URL: http://www.nvidia.com/object/io_1214000873879.html

About EitaroSoft, Inc.:

EitaroSoft is a Japanese company that has successfully developed Japan's first 3D engine using domestic application software. The company also has provided its original 3D avatar system, using Ajax which is quite advanced technology in the world. In addition to the avatar technology, the company has succeeded in providing Japan's first 3D avatar system for mobile browsing. Furthermore, EitaroSoft has the original online P2P technology that has brought about the first Japanese 3D mobile MORPG called "Master of Fantasia," which allows up to four people to tag a party to go for monster hunting. EitaroSoft is pouring its energies on network games. EitaroSoft has been challenging breakthroughs in technological R&D and has actually realized many of these. EitaroSoft has thus won a high reputation from clients seeking to provide differentiated services.

For more information about EitaroSoft, please visit our website:

<http://www.eitarosoft.co.jp>

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