

Crypton Future Media, Inc.

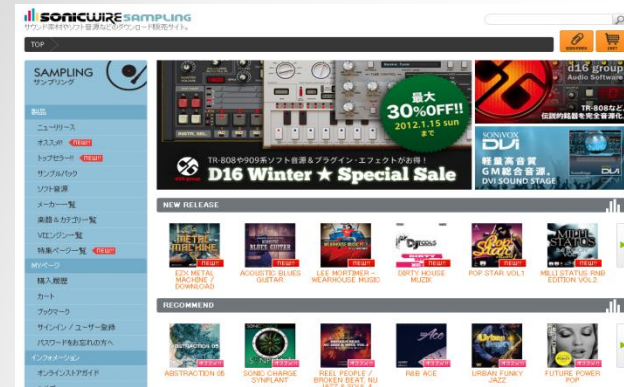
<http://www.crypton.co.jp>

With the slogan “A sound innovation team”, this growing sound and technology business is a creator for creators.

- | | |
|-----------------------------|--|
| Head | ➤ Hiroyuki Ito, President |
| Charge | ➤ Kanae Muraki |
| Address | ➤ muraki@crypton.co.jp |
| Established | ➤ Jul. 1995 |
| Capital | ➤ 20,000,000 |
| Number of Employees | ➤ 45 |
| | ➤ Major musical instrument stores nationwide, computer stores and software distributors |
| | ➤ Communications carriers such as NTT Docomo, INC., KDDI CORPORATION and SOFTBANK MOBILE Corp., etc. |
| | ➤ Electronics manufacturers such as SANYO Electric Co., Ltd., SHARP CORPORATION and Sony Ericsson, etc. |
| Main Trading Partners | ➤ Game producers such as Konami Corporation, SEGA CORPORATION, Sony Computer Entertainment Inc., NAMCO LIMITED and Nintendo Co., Ltd., etc. |
| | ➤ Computer manufacturers such as Apple Inc., Dell and Microsoft Corporation, etc. |
| | ➤ Musical instrument manufacturers such as Roland Corporation and Yamaha Corporation, etc. |
| | ➤ Development and sale of vocaloid software “Hatsune Miku” |
| Products and Services, etc. | ➤ Development of mobile software |
| | ➤ Production of musical contents |
| | ➤ Content copyright management and operation services |
| Desired Overseas Alliances | ➤ Sales Agents, Collaborative Development and Production, Offshore Development, Personnel Exchange, Information Exchange |
| Overseas Business | ➤ Software and content trade with overseas countries including the US, Germany, the UK, Canada, Sweden, France, Denmark, Korea, Switzerland, Hungary, Russia, Austria, Italy and South Africa etc. |

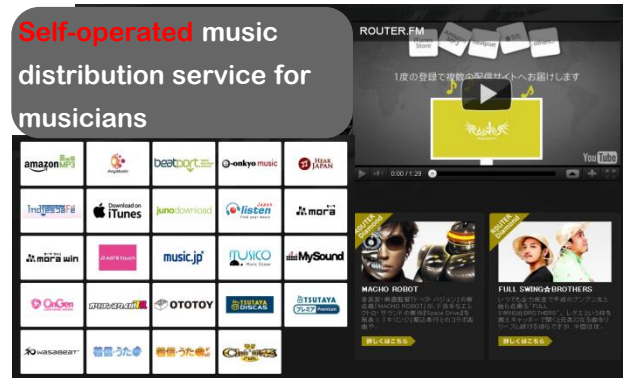
What We Do: Music and Sound-related Services

Sound Store



SONICWIRE <http://sonicwire.com>

Music Distribution

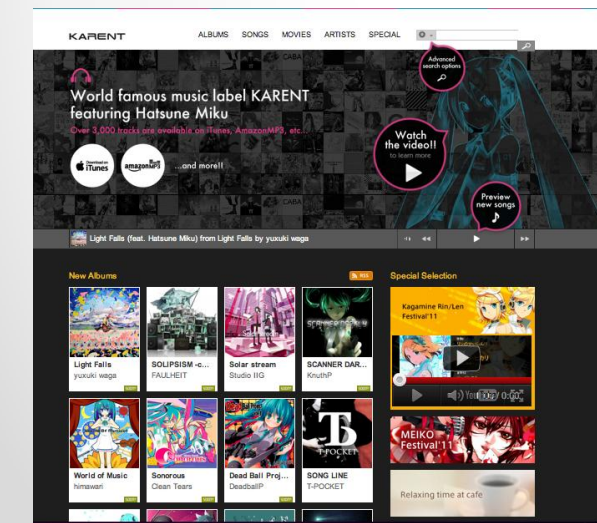


Router.fm <http://router.fm/>

Music Software Distribution



Music Label



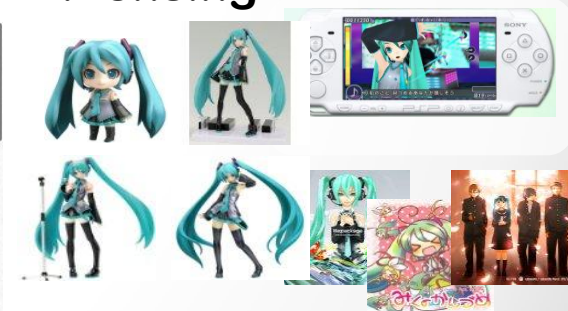
KARENT <http://karent.jp/>

Web Application



Beatonica <http://beatonica.com>

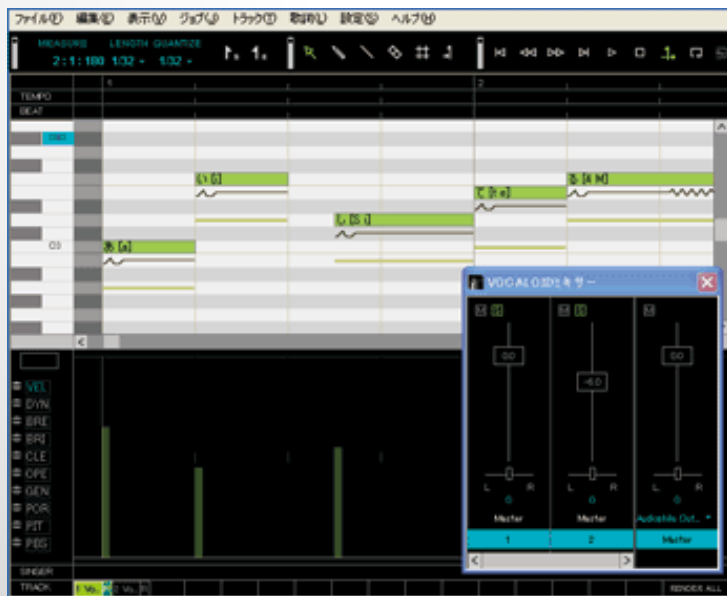
Licensing



Vocaloid Software : Hatsune Miku

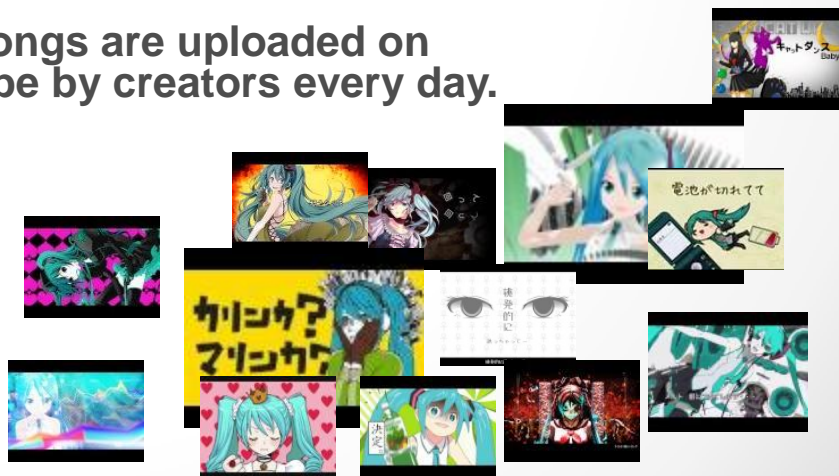


VOCALOID (= Vocal + Android) is a human voice (singing) generation technology developed by Yamaha. It enables users to create **synthesized singing** of unprecedented quality and remarkable realism just by typing in lyrics and a melody.



70,000+ copies sold

New songs are uploaded on YouTube by creators every day.



The Chain of Co-Creation

Original License

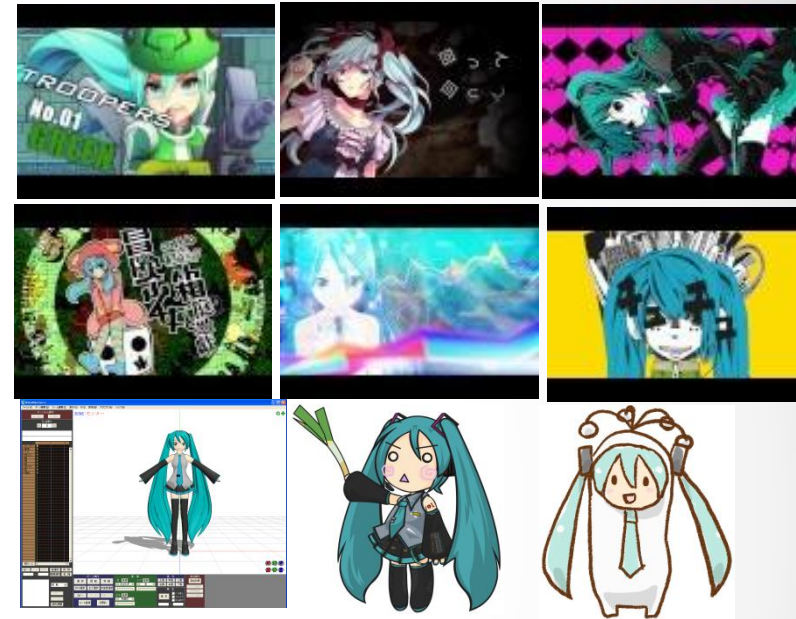
User allowed to do...

Remix, Rework, Tweak, Distribution

For **NON-COMMERCIAL USE**



Similar to



HATSUNE MIKU CAN BE ANYTHING, ANYWHERE.

90,000 Hatsune Miku videos have been posted on YouTube. All Hatsune Miku songs played at concerts and in games are created by fans.

What sets Hatsune Miku apart from other "characters" is the original license for users, allowing them to use images and the name of Hatsune Miku for non-commercial purposes. Anyone can create and introduce original Hatsune Miku in their images and connect to others through Hatsune Miku.

Hatsune Miku is an icon of creativity.



What is Hatsune Miku

Hatsune Miku is a virtual singer who can sing any song written by anybody.

Her original profile is only her figure on software package - height 158cm, weight 42kg, 16 years old - and her "voice".

So many creators have composed songs with Hatsune Miku software and uploaded them on the web that the Hatsune Miku phenomenon, "the chain of co-creation" has spread worldwide.



NOKIA Theatre (LA) Concert Tickets
SOLDOUT in **5** days

facebook

550,000+ fans on **facebook**
<http://on.fb.me/9g4h94>

You Tube

95,000+ videos on **You Tube**

A MILLION+ games are sold

70,000+ music composers