



## Press Release

### KingFish Communication Launches Map Edition Encyclopedia "mapeer" by using Google Maps API.

*"Import markers from other maps" "Edit information of place or area together"*

Asakusabashi, Tokyo. JAPAN — February 14, 2008 —

KingFish Communication, Inc. (Head Office: Taito-ku Tokyo, President: Yoshihiro Ito) announced social map service "mapeer".

Mapeer is a social map service that the users share and communicate each other for all the information on the global stage such as world city information, information on outdoor attractions, tourist information and other topics.

Depending on start of the service of mapeer, regional information which is dispersed can be unified. Furthermore, It is possible to edit the information with the group of users and to share the fulfilling regional information.

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In addition, because offering the English edition of mapeer simultaneously, the environment that information is easy to get together from the world as well as Japan, is arranged.

### Overview of mapeer

[URL] <http://mapeer.com/>

- (1) To draws up the maps and to share with the group of users
- (2) To compile marker information (the position, the area, the route) jointly and to release it
- (3) To import marker information to your maps from the other maps
- (4) To post comments, images and videos to the marker
- (5) To with argue with the map participants with Note function
- (6) To measure distance and the area on the maps



□ Top Page



□ Map Page



□ Marker Detail Page

### The Major Functions of the Future Release

Mapeer will keep offering new functions for user's convenience, fun, fulfilling of web experience.

- (1) The function which takes in the feed information of the other web sites
- (2) Trackback
- (3) mobile mapeer
- (4) The function which corresponds to the GPS position information equipped picture.
- (5) Communication function among users

In addition, we will keep developing mapeer to eye participation to Open Social.

(<http://code.google.com/apis/opensocial/>)

【Overview of KingFish Communication, Inc.】	
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Description of Business	Web planning and production/Web application development Strategic consulting of web business Development of web sites and systems which utilize the software of the open source, Wiki, Word Press