



11 December 2009

## **SUGAO starts the next generation phone book service to connect people in real time.**

*- Launched the service supporting iPhone and 3 Japanese carriers with the concept of "New phone book for mankind" -*

TOKYO, Japan – Friday, December 11, 2009-- SUGAO Inc. (Tokyo Japan, CEO Nobu Okada) today announced it has released "SUGAO Contacts", a new phone book which focuses on communication among close friends and resolved all the hassles of the classic phone book. It is a free pre-release version of the application for Apple iPhone (currently available only in Japan), which also supports the following Japanese carriers: docomo i-mode, au EzWeb and Softbank Yahoo! Keitai.

"SUGAO Contacts" links the phone books on each mobile phone with "Trusted Social Network" and resolves hassles: you don't have to re-register when your/your friends' contact changes. It automatically updates the latest information, email address, phone number and mailing address etc, among approved members. You can receive or send messages, share pictures with your friends, without using other applications. You don't have to use search engine to find favorite shops' phone number/address/map. You can share these information and even register them on your phone book by just pressing one button.

SUGAO aims at a safe and secure communication with your family and close friends using "Trusted Social Network", which was developed with the concept "Your friend's friend is not always your acquaintance" in mind. Therefore, you can't search others or follow your friend's friends. Different from the classic phone book storage service of mobile phone providers, SUGAO service secures privacy and keeps only each member's ID and relations among the members, and doesn't keep your contact list on your phone book. These features are provided with four patent-pending technologies.

It is recommended to register with your own name since the information you enter will be viewed on the phone book of your friends who are members of SUGAO service. For more information, you may visit <http://www.sugao.cc/>

### "SUGAO contacts"

Supported device: iPhone application; iPhone 3G / 3GS (Sales category: Social networking)

Service site for mobile phone: docomo, au, softbank (Please use the QR code on the right)

Price: Free (No membership fee nor monthly fee)



SUGAO Inc. (<http://www.sugaoinc.com/>)

SUGAO Inc. was founded in July 2009 and had been studying mobile communication infrastructure. SUGAO creates a social infrastructure that can deliver really beneficial information to users with the appropriate range and order at the appropriate timing to realize the "SUGAO" (meaning "real face" in Japanese) in the age of Internet.

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Screen Shots



iPhone Application "SUGAO Contacts"  
icon



start up screen



profile page



Sending and receiving messages on phone book