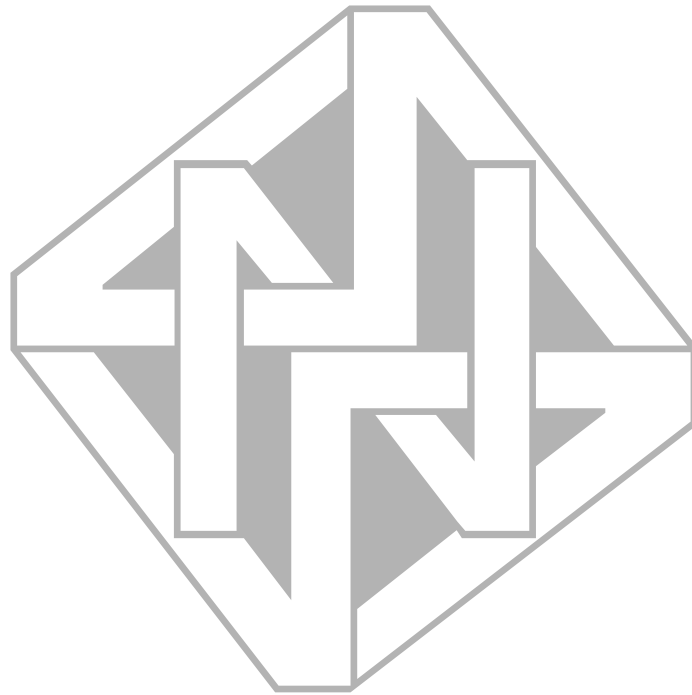# Enfour Group
# Vision

Enfour —the Global Communication Enabler

## A letter from Richard Northcott, CEO

Dear Friends,

The Enfour group of companies I began setting up in Tokyo nearly ten years ago has reached a turning point. We have had many successes introducing innovative language and imaging products to the Japanese computer and PDA markets. Over the years Enfour has built up a broad multilingual software base and a strong reputation here in Japan.

Now, the time has come for us to expand into global markets and offer a broader range of solutions targeting the next generation of information and consumer electronic devices. We need to move to the next stage and prepare for the emerging opportunities we see on the horizon.

Therefore I am transforming Enfour Group into a "Venture" company in preparation for the challenge.

To get Enfour ready for this exciting future, I am looking to introduce outside Venture Capital and Institutional funding. The aim is to build on our strengths in multilingual mobile devices and become the leading supplier of language solutions for the wireless industry. Then, in three to five years, to list on a public market to assure our leadership for the long term.

Enfour will be bringing together the high-quality intellectual property we have amassed already, and invest in new linguistic and platform expertise. We will then be able to offer the widest and deepest language solutions on the market. By supplying the display software for the next generation of smart mobile phones and information appliances that will be demanded across Asia and the Middle East, Enfour will be at the forefront of the Global Wireless Information Age.

Enfour will recreate itself in readiness for the new opportunities and rapid growth that await us

Thank you for your interest.

*Richard Northcott*

## 1. History:

Enfour was born from the desire to fill the specific needs of customers in non-European markets. Asian languages are complex and have special requirements. Enfour set out to create printing and display solutions to remove the limitations of early Asian language computer systems.

Enfour became renowned for desktop publishing utilities and development tools. Selling to designers as well as corporate customers such as Apple, Sony, and large printing companies — Enfour became, and is still, Asia's leader in font technology.

Six years ago Enfour entered the PDA market just as it was beginning, and worked with Apple Computer to build the early PDA market in Japan with localized Newtons. Enfour quickly became the leading PDA and mobile device display solution provider.

Enfour is also behind the text titles for major movie titles, broadcasting, video and DVD systems.

Three years ago, we began development work with the Symbian OS (EPOC). This Operating System is expected to become the front runner in the next generation of mobile phones coming from the top handset manufactures in the world. We have already worked with Psion Digital and Psion Teklogix to enable Japanese and Chinese solutions using this system. Enfour is positioned to help hardware manufacturers bring their devices quickly and cost effectively into many new markets.


### Achievements:
Fonts for MacOS 7 Japanese solution (SweetJAM 7) 1992
First Postscript Level 2 font (OEM solution) 1992
First two-byte gaiji solution(PS Gaiji Kit) 1992
First two-byte graphical font editor for Mac (Marukan Editor) 1993
First Adobe-clone printer font library (OEM solution) 1993
First commercial CID font package (TypeBank Professional Font Series) 1995
First CJK Unicode font (UniFont) 1996
Japanese Record Association character set definition (Music Gaiji) 1996
First two-byte outline font tools (Kanji Edit Kit) 1997
First Unicode fonts for Symbian OS (UniFEP for EPOC) 1999
First Japanese movie font (Cinema Font) 2001
First i-mode compatible desktop font (Keitai-Font) 2001
First high-res fonts for PalmOS (Sony CLIÉ) 2001
First Open-Platform Native Chinese PDA (Psion 618C) 2001
Fully localized Japanese Psion 5mx Pro 2001
Chinese software solution for embedded Windows CE


### Main Products:
•Font products: TypeBank Fonts, Keitai-Font, Comic Font, Cinema Font, Gaiji products
•Multilingual fonts: UniFEP for EPOC & Windows CE
•Font creation tools: FontLab, Kanji Edit Kit
•Multilingual dictionary: UniDict for desktops, PDAs and online servers
•Transcoding proxy server for internationalization of mobile phone content

**Business partners:**

Apple Computer, Inc.
Sony Corporation Inc.
Nippon Steel Inc.
Honda Motor Co., Ltd
Toppan Printing Co., Ltd.
TypeBank Co., Ltd.
CellSys Inc.
Psion PLC.
Sun Microsystems
SavaJe Technologies
Mobile Computing Technology
Kyocera

**Technology relationships:**

Purple Technologies Ltd.
Ruksun Software Technologies Pvt Ltd.
X-Soft
Landware Inc.
PACE Anti-Piracy Inc.
Tao-Group PLC.
Shanghai Type Technology
CJK Dictionary Instutue

## 2. Vision

There will be more information. It will be in more languages. There will be more people wanting that information with non-PC information appliances and from more and more regions around the world.

Enfour's focus is the devices that people use on a daily basis. Devices will be smaller and less expensive than Desktop computers. The devices will have confined resources and smaller screens. They will be personal and indispensable. They will need to speak the owner's language. This is where Enfour comes in.

By combining technology & language in all shapes and forms, Enfour will provide much needed solutions for the up and coming markets of the 21st Century, helping people interact with devices and information.

Through an evolution of linguistics and human interface, Enfour will break down language barriers and bring people together in the new culture of Global Information.

**Asian Population/Mobile phone adoption**



☐ Total popluation          ■ Mobile phone units
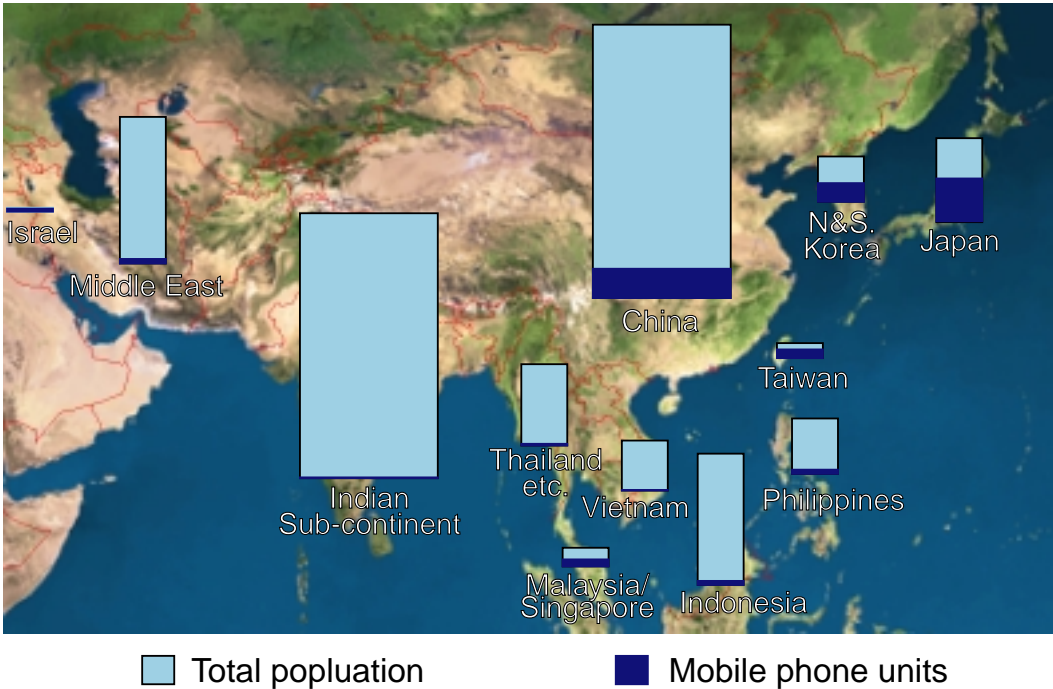
## 3. Intellectual Property & Core competence:

Enfour is especially strong in Japanese, Chinese and Korean text handling with support for expanded character sets and up-to-date input dictionaries. We are epaxnding our language support  in preparation for new needs in high potential (population and growth opportunity) markets.

•Fonts and input methods for Asian/Arabic/Indic languages
•Complex script display for multilingual movie/TV production and game software
•Operating System integration and localization for mobile phones, PDAs and information appliances
•Online language services for on-demand dictionary and educational instruction

## 4. Future Plans

### Strategy
- Shift to Intellectual Property centric scalable business model by moving to licensing and service revenue model
- Widen relationships with specialists partners to fill out our technology coverage
- Get ready for longer sales cycle (Licensing business involves longer lead time until revenues are realized)

### Implementation plan
- Focus R&D on font and I/O technology integration on non-PC platforms (e.g. mobile phone & game machines)
- Enhance additional language/script capability to strengthen multilingual advantage
- Focus on licensing business and partner development and support
- Reorganize the company for the new revenue structure

### Key products to develop/enhance
- Target device and embedded platforms
    Support new OSes: iTron, PocketPC, VxWorks, Elate, Embedded Linux
    Target new platforms: Java, BREW, OMAP, intent, PrimeXsys

- Input methods
    Unified API and UI look & feel across a range of languages to ease appliance implementation
    Platform portable modules for licensing

- Output related
    Font for small footprint devices (mobile phone, PDA, intelligent appliances, etc.)
    Special style font sets for games

- WebService
    UniDict engine for dictionary & reference use
    Transcoding Proxy Servers

- Font encryption & online license management

### Key markets
- Output related
    Font portal site with usage license keys
    Font encryption & online license management
    Package software of font and font management tools
    Licensing to PDA, mobile phone, appliances and game machine vendors
- Dictionary & reference
    License UniDict engine to e-learning, information providers for vocabulary look-up with service business model
    Services for i-Mode and other paid mobile networks

Further information on our Web site at:  http://www.enfour.com/

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