



Lexues Inc.

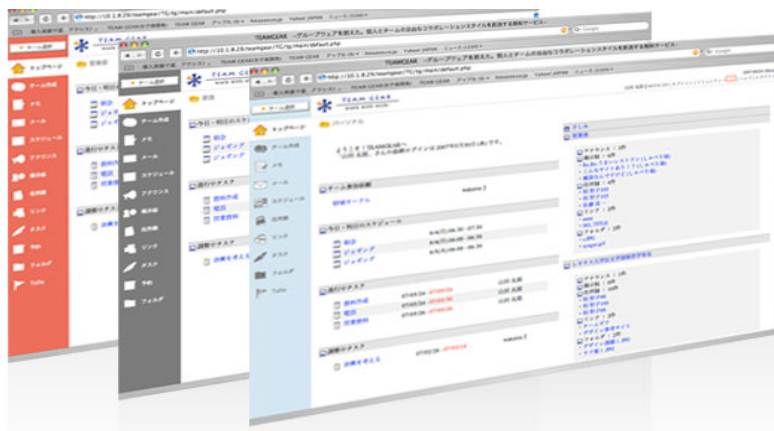
Cooperate Profile

The History of the Lexues Inc.



Lexues was the first company in Japan to develop a genuine online collaboration service, entitled “Team Gear”.

The service was released free of charge in December 1998 and was designed to facilitate various fields of communication among businesses, groups, communities and families, with the goal of contributing to their creative activities.



The History of the Lexues Inc.



Since the release of the cellular version of Team Gear with “i-mode”(1999), we have concentrated on developing web application services for cellular telephones.

*i-mode :An Internet services for mobile phones that generated an entirely new kind of information culture.



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We have developed the new products with the experiences of Team Gear for cellular phones;

- Pure Axis in 2001 for converting web sites for cellular phones
- Pure Axis ASP in 2002, ASP version of Pure Axis
- Pure Picture in 2003, an automatic image conversion ASP service for cellular phones.

These services have been employed by a number of prestigious companies including TV Asahi Inc., Nikko Cordial Securities Inc., and leading research-portal site companies such as goo and i-Town Page.



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After the release of Team Gear, we strengthened our position in the market by developing unique ASP/SaaS services through expertise gained in providing services from our own data-processing center.



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In April 2009, we brought our new web communication service “Amebee” to Web2.0 Expo San Francisco.



Amebee : Browser based "IP Phone w/Webcam",
"Group E-mail List", and "Inhouse Blog w/Feedback
system" are ready right after new team creation.

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BeatMaster Professional Edition for iPhone / iPod touch

The specialized metronome for all rhythm seekers -

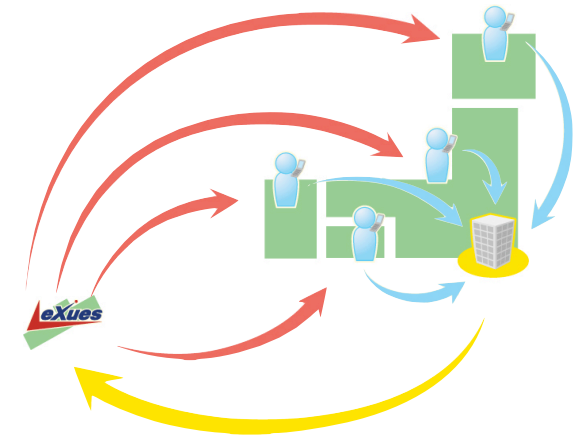
BeatMaster is the specialized metronome application for iPhone/iPod touch. BeatMaster is made to develop good and solid sense of rhythm in yourself by listening the metronome click on “off-beat” timing.



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From Lexues' base of operations in Okinawa, Japan's southernmost prefecture, we have expanded our services to Japan's major cities and will continue to focus on developing unique Internet services that will benefit the international information community.



We are having our engineering/marketing office in Silicon Valley in 2009. We provide our original products/services from Okinawa to the rest of the world with our service concept “Mobile & Communication”.





<http://www.lexues.co.jp/en/>