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Interactive Program Guide, Inc.

Press Release

April 27, 2007

Interactive Program Guide, Inc.

## **Upgraded Version of "G-GUIDE" Service Launched!**

New features added such as image displays and SI data linkage.

Nationwide implementation through partnerships with 32 TBS affiliates

Interactive Program Guide, Inc. ("IPG," based in Chuo-ku, Tokyo, President: Keisuke Toji), which provides the "G-GUIDE" electronic program guide (EPG) service, today launched a new "G-GUIDE" service for terrestrial digital broadcasting.

This newly created "G-GUIDE" for terrestrial digital broadcasting, is in addition to the 1.2M units already shipped, which support terrestrial analog and BS digital services, and will be implemented nationwide through partnerships with broadcasters in 32 areas nationwide. The new "G-GUIDE" will have significantly upgraded "G-GUIDE" IPG and advertisement features, as well as brand new features.

The initial new features of the new service are as follows:

1. Images will be displayed in the "TOPICS" section, a section for recommended program information (until now, only text displays have been provided)
2. It will be possible to set reminders for watching programs or scheduling recordings directly from the "Topics" section, which will have program information for more than 9 days ahead. Since the "Topics" data will be linked with SI data, there will be no risk of recording failures resulting from changes in broadcasting times. (With the current "G-GUIDE," scheduling of recordings is only possible from the program guide screen, and there is only up to eight days' data)
3. Display of images on the detailed information screen is now possible for panel and text advertisements.
4. The latest program data will be updated within 5 minutes after changes are made by broadcasters.
5. It will be possible to conduct program searches directly from related celebrity names or keywords.

The above mentioned are just a few of the new or upgraded features of the new "G-GUIDE," and there will be continuous additions of new or upgraded features.

With the cooperation of Gemstar Multimedia Limited ("GML", based in Chiyoda-ku, Tokyo, President: Akitaka Nishimura), the new "G-GUIDE" service will be launched on the "Panasonic" brand, the first unit supporting the new "G-GUIDE," goes on sale on April 27<sup>th</sup>. (Matsushita Electric Industrial Co., Ltd., VIERA PZ700 Series)

IPG will initially launch the new "G-GUIDE" supporting terrestrial digital in the Kanto, Kinki, and Chubu areas, and plans to complete phased expansion to all national areas by this summer.

In addition to providing expanded and newly developed features for the new "G-GUIDE," IPG will continue to expand the scope of program related data as well as enrich the search features, and provide even more convenient IPG services.

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## Interactive Program Guide, Inc.

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