

TV/DVR EPG Service "G-GUIDE" Renewal

--A new design featuring better expression and navigation
as well as additional interactive features--

Interactive Program Guide has renewed the TV/DVR EPG service "G-GUIDE," in conjunction with the Rovi launch of its new G-Guide technology.

This renewal updates the ad layout and expression, and, the EPG is now easier to see, as well as operate. In addition, the improved ads will be now interactive with connection to the Internet.

See the new "G-GUIDE" screen images and features below.

■ Improved visibility in G-GUIDE

Now uses the full width of the screen area to display the EPG. The new G-GUIDE improves visibility with the ability to see much more at a glance.



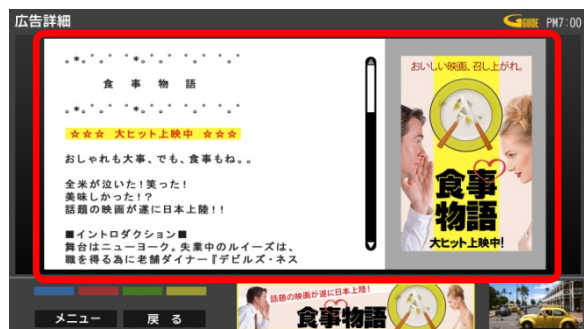
EPG Screen

■ Improved expression for G-GUIDE ads

In addition to improving the number of colors and pixels than can be used to take advantage of today's large screens, we have increased the width of the ads to improve message communication. The ad details have been improved by increasing the number of images that can be used, as well as increasing the detail screen size. This means rich expression for ads.



TOP Screen with Ad



Ad Details

■ Added Interactivity when connected to the Internet

When connected to the Internet, from the ad detail screen, “Watch Video,” “See Photo,” and other options are offered via the 4 color buttons. This makes it possible to have interactive features right in the ad.



Ad Details Screen (Net Connected)

Just push the “Watch Video” button or the “See Photo” button to see more information from a micro-site or on the Internet.



“Watch Video”



“Questionnaire”



“See Photo”



“Coupon”

IPG seeks to meet the needs of TV viewers and offer viewers what they want. IPG seeks to contribute to the expansion of TV viewing.



G-GUIDE is an EPG service based on technology developed by Rovi. G-GUIDE products are deployed and promoted in Japan by Rovi and IPG.