

Sep 6, 2011  
Cocone Corporation

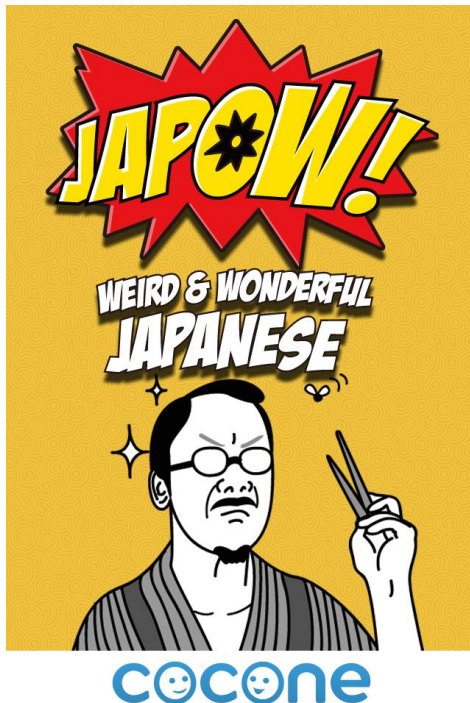
**For those who can't get enough of the Japanese language:  
Check out our fun Japanese App 『JAPOW!』!  
(for iPhone and iPod touch)**

**It's a bit offbeat and a whole lot of fun.**

**Learn crazy Japanese words and phrases with great illustrations!**

**You can also connect with other users and native Japanese speakers through the App!**

Cocone Corporation announces its latest release, the fun Japanese App 'JAPOW!'  
(Based in: Shinagawa Ward Tokyo, CEO Chun Yanghyun).



Japanese culture has fascinated and confused foreigners for many centuries. When they think of Japan they instantly picture NINJAS, SAMURAI, SUSHI, ANIMATION, and OTAKU CULTURE! More and more people are becoming engrossed in Japanese culture each year.

'JAPOW!' is an application developed for those interested in Japan, who want to study Japanese in a fun and innovative way, learning unique phrases and ideas. It also encourages users to become interactive, and make friends with native Japanese speakers using the application. Download 'JAPOW!' and we'll take you inside the world of Japanese language and the culture behind it.

'JAPOW!' features Japanese words and phrases that every Japanese person knows but would have a hard time explaining to foreigners. An audio file accompanies each expression, so you get both the meaning and the pronunciation. We've picked things which are particularly hard for foreigners to understand, such as: euphemisms, proverbs, sound words and mimetic words, as well as slang

you won't find in serious textbooks. There are more than 100 interesting facts to start with, and regular updates to look forward to.

'JAPOW!' also has a message board where foreign users can communicate with Japanese users. Wherever you are in the world, you can feel close to Japan, by communicating with Japanese people studying English, and chatting with them about the funny Japanese phrases you find in the application.

As part of a special new release campaign, 'JAPOW!' can be downloaded free from Sep 6, 2011 to Sep 12, 2011, (normally priced at \$0.99).

We want you to see the weird and wonderful side of Japanese culture and get a feel for Japan's deep traditions through 'JAPOW!'

## ‘JAPOW’ Introduction



Product Name: JAPOW! (for iPhone and iPod touch)

Language: English

Price: \$0.99 (Free for the first week)

### Campaign information

As part of a special new release campaign, ‘JAPOW!’ can be downloaded free from Sep 6, 2011 to Sep 12, 2011.

- ‘JAPOW!’ introduction page: <http://www.cocone.jp/application/jpneng/japow>
- ‘JAPOW!’ iTunes Store Page: <http://itunes.apple.com/us/app/japow!/id458048665>
- ‘JAPOW!’ Facebook: <http://www.facebook.com/pages/Japow/225368977505524>
- ‘JAPOW!’ Twitter: <http://twitter.com/#!/JapowCocone>

## Content

### ◆Sound Symbolism:

Japanese is known for having more sound words than English. This category introduces such often heard expressions as “Pichi pichi”.

### ◆Idioms

This category introduces commonly used idioms, such as “Agoo dasu”.

### ◆People

The Japanese have a unique way of describing themselves and their own culture. This category introduces the funny characters within Japanese society that often crop up in the media, such as the “Obatarian”.

### ◆Japanglish

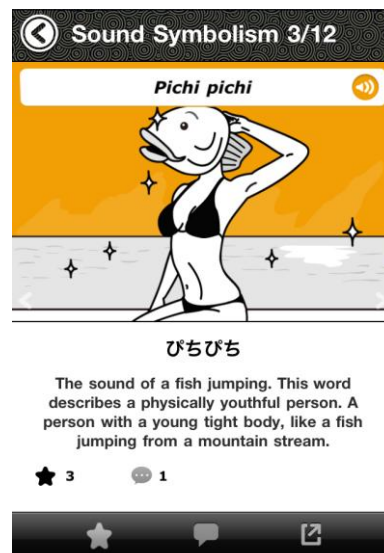
Not only has Japan introduced its own culture to the world but Japan has also has imported plenty of Western culture and interpreted it in its own unique way. This category introduces Japanese-English expressions which sometimes stray from their original meanings, such as “metabo” (from “metabolism”).

### ◆Did you know?

This is the place where interesting facts about Japan can be found. For example, streets in Japan usually don’t have names! Instead, names are based on areas. Addresses are assigned according to blocks and numbers, called “banchi”. To make things easier, electricity poles usually have signs with location names on them.

### ◆Other expressions

We’ve also got plenty of funny expressions that don’t fit in any other category, such as “hana chochin”.





■ **About Cocone** (URL: <http://www.cocone.jp/corp>)

Our company name Cocone comes from ‘Cocoro’ (heart), ‘Kotoba’(language) and ‘Network’. Our goal is to provide a website where our users can find joy in the language learning process, and enhance their ability to communicate.

Company name : Cocone Corporation

Foundation : Founded on September 20, 2007

(On September 20, 2008 the trademark was changed from VSC7Corporation)

Representative : CEO Chun Yangyun

Business Content : Planning, development and administration of the English learning and community site ‘Cocone’. As well as the planning, development & administration of Apps for smart phones.

※The company name and the product names listed here are protected under trademark.

※The information above is correct as of the present date. It is subject to change without notification.

※The content listed in this document includes work under development.

※Development and administration : Cocone Corporation

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