

# News Release

October 15, 2008  
Quest Co., Ltd.

## Quest Co., Ltd. Signs Agreement with HotGrinds, Inc. to be Exclusive Distributor of Semantic Web Construction Support Platform in the Japanese Market



<Photograph: Claude Vogel, founder and representative director of HotGrinds, Inc. (right), with Kazuro Sato, President of Quest Co., Ltd.>

Kazuro Sato, president and representative director of enterprise system developer and operator Quest Co., Ltd. (head office: Minato-ku, Tokyo), announced recently that the company has signed an agreement with Claude Vogel, representative director of semantic website planner, developer, and operator HotGrinds, Inc. (head office: Nevada, U.S.A.), to be the exclusive Japanese distributor of a platform designed by HotGrinds, and has begun the development of its Semantic Web construction support business.

- The HotGrinds Platform

- 1) Overview of HotGrinds

The HotGrinds platform is a social networking website that utilizes ontology and possesses semantic functions. The platform makes it possible to construct a debate-format community space, allowing users to express their agreement or disagreement with viewpoints and to register the URLs of supporting websites. It is a Web platform that encourages users to engage in the exchange of multifaceted opinions, providing the opportunity for new "discoveries" and "awakenings" through a chain of ideas.

Text analysis that utilizes ontology makes it possible to display related keyword groups on the screen through automatic analysis of text, even without keyboard input in the search, enabling users to view the desired information using only mouse operation. In addition to eliminating the necessity of associating keywords to search for information, it also provides a

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function to search for related information through abstract language.

In addition, all posted information is automatically analyzed, and can be viewed as a real-time visualization of statistical data in graph or ranking format, etc., making it useful as a marketing research tool as well. The HotGrinds platform can be implemented in accordance with the circumstances of the customer, whether as an additional function for an existing website, or for the creation of a new site.

## 2) HotGrinds Functions and Features

The HotGrinds platform utilizes a core engine and ontology to provide the following functions.

### «Major Functions»

- (1) Searches
- (2) Debate space function
- (3) Text analysis function
- (4) Member search function
- (5) SNS function
- (6) Dashboard function

### «Envisioned Uses»

- Searching on community sites
- Game site tutorials (collections of strategies, etc.)
- Company promotion, survey collection and analysis
- Debate training environment for educational corporation
- Research institute insight community
- Company website FAQ and product recommendations
- EC site recommendations

### • Development of business

Focusing on these HotGrinds platform functions, Quest aims to provide a full line of services meeting the needs of the user, from infrastructure creation, system architecture, and GUI design development, to operation and maintenance.

To maximize the convenience to the user, not only will a PC usage environment be provided, but usage will also be made possible from a mobile phone as well. In addition, in the near future, the platform will be migrated to MIDs (Mobile Internet Device) and portable game consoles as well, expanding the user base and increasing the opportunities for use.

Net sales of ¥200 million are anticipated for the first year, and the company is planning to approach companies engaging in marketing research, operation of SNS sites or "word-of-mouth communication" sites, CRM, various sports organization community websites, etc., regarding implementation. Further, Quest will also promote the utilization of the platform by educational corporations and research and development organizations, and for internal portal sites at companies, as part of its approach to insight use.

- \* - "Ontology" is best known as a philosophical term referring to theories of existence. It systematically categorizes the things in a specific world and describes their relationships. Ontology has been incorporated into linguistics and research in artificial intelligence, and is written as "classes" and "inference rules" so that humans and computers can share understanding.
- The "Semantic Web" adds the communication of meaning to the exchange of data when a user browses information on a website.
- SNS (Social Networking Service)
- CRM (Customer Relationship Management)



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## [Quest Company Overview]

Company name: Quest Co., Ltd. (JASDAQ/2332)

<http://www.quest.co.jp>

Location: Da Vinci Shibaura, 1-12-3 Shibaura,

Minato-ku, Tokyo, Japan

President and Representative Director: Kazuro Sato

Business Activities: Enterprise information services  
system development/operation

### <Inquiries>

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## [HotGrinds Company Overview]

Company name: HotGrinds, Inc.

<http://www.hotgrinds.com>

Location: Nevada, U.S.A.

Representative Director: Claude Vogel

Business Activities: Semantic Web technology  
planning/development/operation

These materials were distributed to the following press clubs today.(Japanese)

- Kabuto Club