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ignition starts to provide Free Content Model Hybrid Apps in the South Korean Market Starting from 4 titles from Shueisha Inc., including “DEATH NOTE” and “The Prince of Tennis”

IGNIS LTD.

Tokyo, Japan -June 15, 2015- IGNIS LTD. hereby announces that its consolidated subsidiary ignition, inc. has started to provide Free Content Model Hybrid Apps in the South Korean market. This app contains the 4 titles “DEATH NOTE”, “JIN”, “The Prince of Tennis” and “Angel Densetsu(Legend)” translated in Korean. These titles are published digitally in South Korea by DCW, Inc. (Head Office : Seoul, South Korea) with the consent from SHUEISHA Inc. (Head Office : Chiyoda-ku, Tokyo) .



“Free Content Model Hybrid Apps” is an app where one can read contents of the comics for free, up to 30 minutes each day. It is a business model developed by ignition. If one wishes to read beyond 30 minutes within the same day, this is also possible by paying a fee in the app for a “ticket” to extend ones reading time. Since the launch of this new service in September 2013, 13 apps have been released and has been a great hit in Japan with 5 million cumulative downloads. This will be the first time however to provide such services for comics in South Korea.

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The reason why ignition decided to enter into the South Korean market is as follows:


- In South Korea, there is a service called “WEBTOON” launched in 2003, where one can read comic contents online for free. This makes up a major portion of the South Korean comic market, and it is already common for people in South Korea to read digital contents for free;
- South Korean people are already familiar with the business model of “Free to Play”, ie. download the app for free and pay additional fees within the apps to enjoy the content. This has been widely accepted from the time that many people played online games on their PC;
- There are many users in South Korea who enjoy Japanese comics such as “DEATH NOTE” and “JIN”, both of which have been made into live-action versions (the former into a musical, and the latter into a film and TV drama).

ignition will push forward to continue distributing valuable titles to as many users as possible.

■ The name of titles for the first released app

- “DEATH NOTE” : Original Story : Tsugumi Ooba / Illustration : Ken Obata (C) Tsugumi Ooba / Ken Obata / SHUEISHA Inc.
- “The Prince of Tennis” : Story and illustration : Takeshi Konomi (C) Takeshi Konomi / SHUEISHA Inc.
- “JIN-仁-” : Story and illustration : Motoka Murakami (C) Motoka Murakami / SHUEISHA Inc.
- “Angel Densetsu(Legend)” : Story and illustration : Norihiro Yagi (C) Norihiro Yagi/ SHUEISHA Inc.

■ Outline of Free Content Type Hybrid Apps (South Korean version)

	<p>Name of Apps 전권무료</p> <p>Apps Provided by: ignition, inc.</p> <p>Contents Provided by: DCW,inc.</p> <p>Starting from Android version : June 12th 2015</p>
OS	Android™ Version 2.3 or later
Price	Free download (in-app purchase)

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Download	Android https://play.google.com/store/apps/details?id=com.manga.store.korea.and
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■ About DCW,inc.

Name of Company	DCW,inc.
Representative	Taiyoeb Oh
Address	16F,KT Yongsan Bld,44-3,HangangRo2ga,Yongsan-Gu,Seoul,140-706,KOREA
Established	September, 2010
Type of Business	Creation and distribution of digital contents

About IGNIS

IGNIS is a leading smartphone application company that is involved in planning, development, operation and sales of products. IGNIS's company philosophy is "Until we impact the world, we won't be satisfied." Since its establishment in May 2010, IGNIS has launched a wide range of smartphone applications, including those for utility tools, entertainment, games and more. These applications have resulted in an accumulated 80million downloads as of end March 2015. IGNIS has succeeded in producing a number of smash hit applications which have reached more than 1 million downloads to date, showing IGNIS's ability to precisely respond to a wide range of needs from smartphone users. Through challenging and developing new genres, IGNIS aims to create internet services establishing "new standards" over and over again.

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