



## **myGengo and FlutterScape Partner to Offer Translation for Product Sellers**

**TOKYO, Japan - January 14, 2011** - FlutterScape and myGengo jointly announced today the launch of the first ever integration of myGengo's human-powered translation API on a social commerce platform. FlutterScape sellers can now easily offer Japanese products to an international audience by ordering translation of product titles and descriptions into English — all without leaving the FlutterScape website.

FlutterScape uses English as the common interface language for product posting, sharing, and selling to foreign buyers living overseas. Before the integration of myGengo's API, a Japanese seller needed to provide their own English explanation of an item to be able to sell it. Now, Japanese sellers can post a product with their existing Japanese explanation, and have the English translation ordered through myGengo from just 3 cents per character (around \$4 for most product listings).

### **Background and Context for Partnership**

FlutterScape was launched in January, 2010, as a window into the world of Japanese products. Foreign residents in Japan highlight Japanese products and cultural items they feel would be popular with buyers outside Japan. Over the past year the number of FlutterScape sellers in Japan has grown to over 1,500, these sellers have posted over 5,000 products, and there are now approximately 50,000 overseas buyers.

With the interest from overseas buyers of Japanese products growing significantly, FlutterScape is positioning itself to capitalize on the trend, and the myGengo API integration will allow Japanese-speaking sellers to sell to English-speaking buyers. FlutterScape CEO Takehiro Kakiyama is excited about the possibilities: "By integrating myGengo's human translation platform into our product posting process, FlutterScape sellers are guaranteed a more receptive audience of buyers. This is hands-down a win-win for both myGengo and us."

As an example of the popularity of Japanese products overseas, France's annual "Japan Expo 2010" last year attracted over 180,000 attendees. This type of attention has influenced the growth in Japanese sellers, who have in turn created demand for language assistance in translating Japanese product descriptions into English — spurring the myGengo API integration.

myGengo CEO Robert Laing shares: "This type of integration is exactly in line with our vision of making human translation accessible and convenient, allowing simple and affordable cross-border communication. FlutterScape is doing great things and we're excited to be a part of their growth."

### **Going Forward**

Through this alliance, FlutterScape intends to greatly expand its pool of Japanese sellers and aims for 50,000 products by June, 2011. This is the first live partnership with a social commerce platform for

myGengo, who aim to bring online an additional five integrations with partner companies over the next six months.

FlutterScape is a social commerce platform headquartered in Tokyo, Japan. The company was founded by CEO Takehiro Kakiyama and CTO Ari Awan in May of 2010, and recently received a round of seed funding by investors including Digital Garage and NetPrice.

myGengo is a technology platform providing scalable human translation. The company was launched in December of 2008 and is headquartered in Tokyo, Japan. myGengo closed a round of seed funding in August of 2010 and has doubled revenue each quarter over the past year.

The screenshot shows the FlutterScape website interface for a translation service. At the top, there is a navigation bar with the FlutterScape logo, a search bar, and menu items: Browse, Learn, Requests, and Blog. Below the navigation bar, there are category links: Antiques & Collectibles, Anime/Manga, Books, Cameras and Photos, Electronics, Fashion, Health & Beauty, Miscellaneous, and Toys & Hobbies.

The main content area is titled "Translate: Japanese to English" and is powered by myGengo. It shows the following details:

- Title:** ZOJIRUSHI IH炊飯ジャー極め炊き【3合】NP-GD05-XJ ステンレスブラウン
- Description:** ♦強い火力で炊飯するIH内釜自体が発熱するので、熱効率がよく、内釜全体が均一に温められるので、炊きむらもなく、強い火力でおいしく炊き上げます。♦強火で炊き続け、うまみを引き出す「豪熱沸とう」ふきこぼれを気にせず、沸とう後も強火でご飯を炊き続け、うまみを引き出します。♦まる厚釜厚さ：1.7mm炊きムラが少なく、熱効率のよいまる厚釜で、ご飯を炊き上げます。♦栄養価の高い雑穀米が炊ける

Below the input fields, there is a summary table showing the pricing for the translation:

Summary	Rate per character	Price
Title: 43 characters	US\$ 0.03	US\$ 1.29
Description: 506 characters	US\$ 0.03	US\$ 15.18
<b>Total</b>		<b>US\$ 16.47</b>

A red "confirm" button is located at the bottom left of the interface.