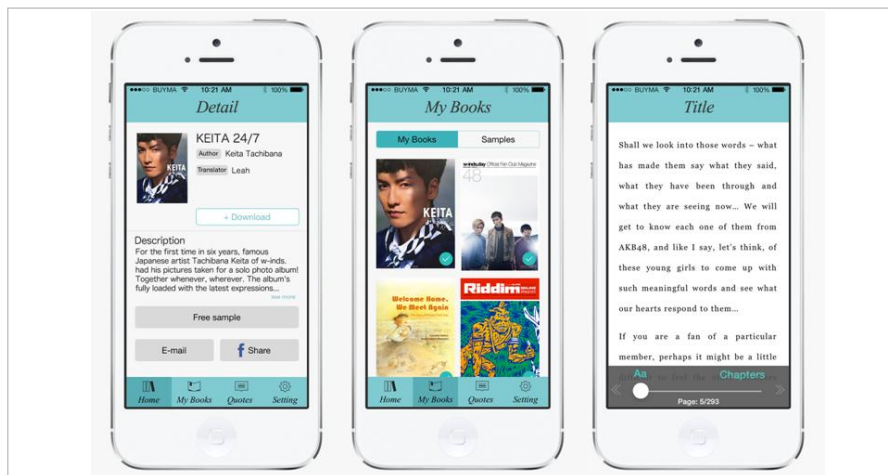


Press Release

e-book distribution platform with crowd sourcing translation

"BUYMA Books" is launched today

~"BUYMA Books " will provide fresh experience to read
untranslated books in native languages ~



Enigma Inc. (TSE Mothers, Code: 3665) is pleased to announce the public launch of "BUYMA Books" , the new platform service to translate world-wide products utilizing crowd sourcing and distribute in the form of e-book, in 7th of April 2014 and started distribution of e-books in the website.

◆ About BUYMA Books

Upon the registration of the products by the publishers and authors, these writings are translated by the Registered Interpreters of "BUYMA Books" in their native languages. Several hundreds of interpreters are already registered and started translation. Translated products are converted to electronic book files and are distributed through original platform of "BUYMA Books". Readers can read anytime anywhere through their application downloaded smart phones or tablet/personal computer.

- * The publishers and authors can register their products in "BUYMA Books" website.
- * i-phone application is available at the URL mentioned below ("About applications").
- * i-phone application will be released shortly.

◆ Service Overview

■ Japanese attractive products to the world

"BUYMA Books" is targeting to distribute global products, however, it starts from distributing Japanese books or products translated in English/Chinese.

By gathering marketing know-hows regionally, "BUYMA Books" will expand the distribution areas and languages.

■ Characteristics of "BUYMA Books" viewer application

- The application enables to read free-samples as well as the purchased products. You can also save a part of the products as "Highlights". Font size and background colors are changeable and you can choose horizontal/vertical page ejection.
- Free-samples are able to download from "Detail Information" page and you can also send the information of the book by e-mail and upload the information on facebook ™ from the page.
- You can make the list of the saved "Highlights" and draw from the list to share in the website of "BUYMA Books" or facebook ™.

【About Application】

Application Name : BUYMA Books Compatible Models : iPhone、 iPod touch iOS7 or newer

Free app App Store : <https://itunes.apple.com/us/app/buyma-books/id838805624>

For publishers, authors and interpreters

We are waiting for the registration from the publishers and authors who wish to be translated their writings; distribute them in overseas and the interpreters who are considering developing their careers. We are currently receiving applications from products such as business, non-fiction, picture book, artist content, blog and column.

We are looking forward your registrations.

BUYMA Books <http://www.buymabooks.com/>

BUYMA Books is the brand new type of platform service which enables translation of world-wide books using crowd sourcing and distribution in the form of e-book. Based on the global network and expertise in social services from BUYMA, Enigmo will provide a fresh reading experience.



Search free iPhone app "BUYMA Books" at App Store

【 About Enigmo Inc. 】

Est. 10th February, 2004

Business: Internet service provider, planner, developer

CEO: Shokei Suda

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