

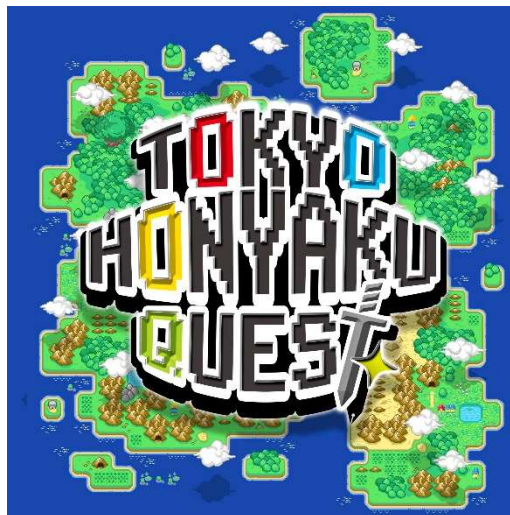


9th July 2019

bitFlyer Blockchain, Inc.
IID, Inc.
Tokyo Otaku Mode Inc.
Otaku Coin Association

The Blockchain Proof of Concept Project for Crowdsourcing the Translation of Anime Related News Articles by a Global Fanbase is being Rolled Out

~ a Collaborative proof of concept by bitFlyer Blockchain, IID, Inc.,
Tokyo Otaku Mode Inc. and Otaku Coin Association ~



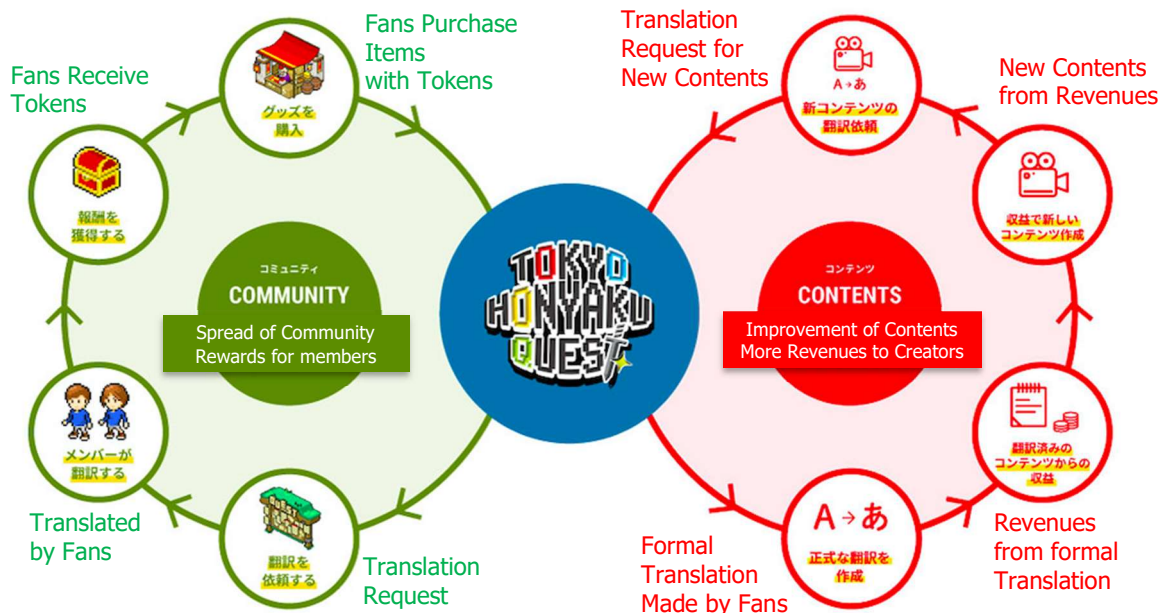
bitFlyer Blockchain Inc. (Head Office: Minato-ku, Tokyo, Representative Director: Yuzo Kano et al., bitFlyer Blockchain), IID, Inc. (Head Office: Shinjuku-ku, Tokyo, Representative Director: Hiroshi Miyagawa and below, Eid), Tokyo Otaku Mode Inc. (Headquarters: Delaware, U.S.A.; Representative: Tomohide Kamei; CEO: Naomitsu Odaka; hereinafter referred to as TOM), and Otaku Coin Association started a proof of concept of blockchain translation platform "Tokyo Honyaku Quest".

"Tokyo Honyaku Quest" allows anime fans all over the world to become translators and translate anime related content. The translated text is recorded into the blockchain as a formal translation of the content, along with the translator's ID.

As an experiment, the Japanese animation news article of "Anime! Anime!" run by IID, Inc. is the subject of translation, and the translated article will be published in (Initially available only in English) which is the global version of the newly launched "Anime! Anime!" "Anime Anime Global".

Translators and Editors receive special tokens "HON *" in return. In the future, we will grant "HON" to those who have cooperated in the dissemination of articles and those who have viewed translated articles, with the aim of creating an autonomous, non-centralized token economy within the global community of content translations and their construction. The original token "HON" will be exchangeable with the community currency "OTAKU COIN *" issued by the Otaku Coin Association.

< Conceptual image of Tokyo Honyaku Quest >



The experimental translation platform "Tokyo Honyaku Quest" is based on bitFlyer Blockchain's own private blockchain "miyabi", which designs and develops blockchains. Tokens issued within the platform "HON" are exchanged through a smart contract on "miyabi".

This project has also been selected as one of the "Support for development and verification of systems for content distribution utilizing blockchain technology" under the Ministry of Economy, Trade and Industry's (J-LOD, Japan content Localization and Distribution) project to promote the creation of global demand for content, and the government expects that blockchain technology will contribute to the revitalization of the content business.

"Otaku culture" such as anime, manga and games, are loved by fans all over the world as global contents originating in Japan. TOM has over 20 million likes. We are trying to communicate the world of otaku culture through Facebook pages and e-commerce sites "Tokyo Otaku Mode Shop", but there are still language barriers and information distribution alone is not enough. Through this translation platform, we aim to revitalize information distribution in the content domain.

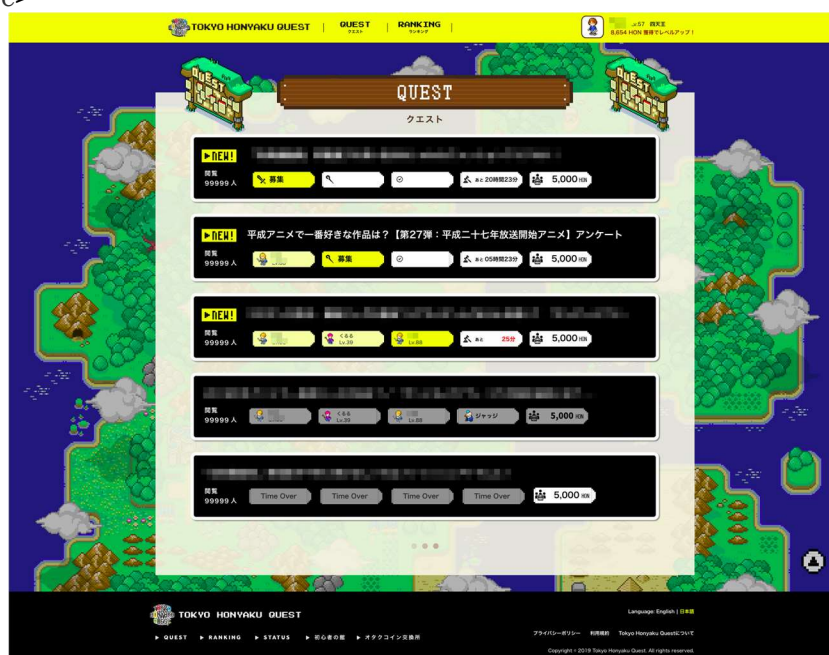
In the future, we will aim to become a non-centralized translation platform for not only anime news articles but all other texts and languages.

The service design has already been completed and a pilot version of "Tokyo Honyaku Quest" is expected to be available this summer. Prior to that, we accept pre-registration of translators on the following page. A pilot test will be conducted by translators who have applied in advance, and selected translators will be able to participate in the pilot version to be released this summer.

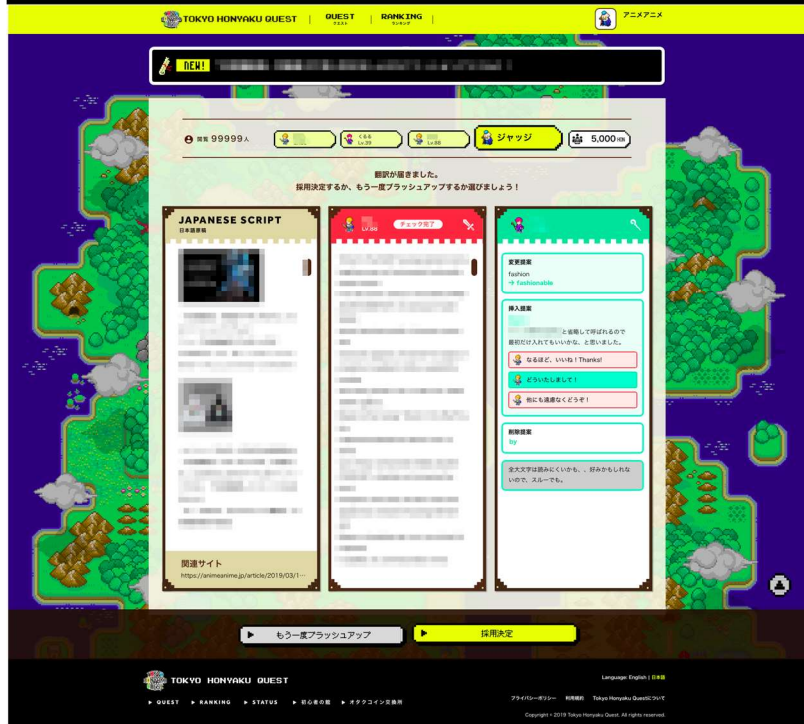
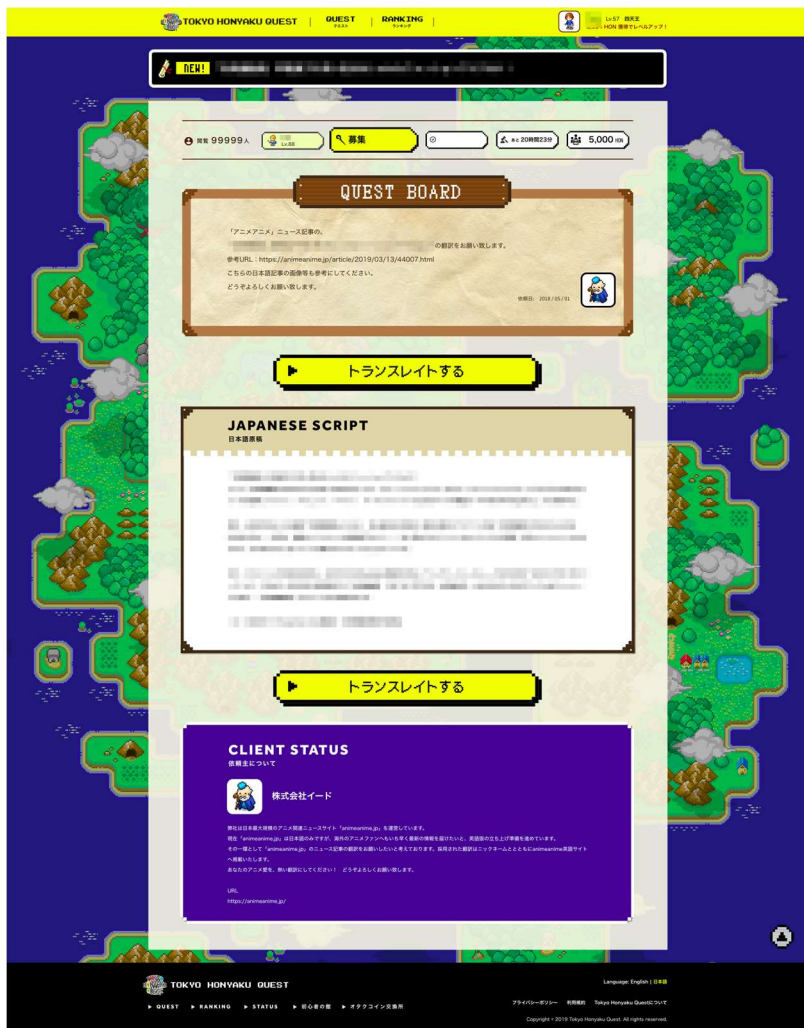
<http://bit.ly/TokyoHonyakuQuestPre>

*"HON" and "Otaku coin" have no asset value that falls under 'virtual currency' under the Payment Services Act.

<Site image>



*The screens are images. There is a possibility that the design will be changed drastically.



< Overview of each company >

【IID, Inc.】

As a company, we operate a number of specialized Web media services and magazines, including an IT general news site "RBB TODAY", an automobile general news site "Response", and a game general news site "inside". He is also involved in launching media for many outside companies. In the solutions business, we provide research consulting with strengths in EC platforms, UI and UX.

Corporate Site: <http://iid.co.jp>

【Tokyo Otaku Mode Inc.】

Tokyo Otaku Mode is developing various activities with the aim of sending "Otaku culture" such as Japanese animation, manga and games all over the world. Over 20 million likes! Japanese pop culture contents are introduced to the world through SNS and own media including Facebook page (As of October 2018). In addition, through our e-commerce site "Tokyo Otaku Mode Shop" we are delivering official goods such as figurines to people in over 100 countries around the world.

Tokyo Otaku Mode Projects is an attempt to connect Japanese companies with the rest of the world and send products from Japan beyond the realm of otaku to "fan" around the world. We will continue to send out various goods overseas and in Japan.

Please visit the corporate site for Our Company's business, including product development and delivery services.

Corporate Site: <https://corporate.otakumode.com/>

【bitFlyer Blockchain, Inc.】

bitFlyer Blockchain aims to make the world simpler through blockchain technology by offering 4 businesses: providing cloud services using blockchains, producing joint ventures or business, conducting R & D centered on its own blockchain "miyabi", and providing services in non-regulated areas. We are promoting our business so that we can contribute to the further development of the industry by fully utilizing the know-how we have accumulated in the management of sales offices of virtual currency exchanges and the investigation and analysis of blockchains.

Official Site: <https://blockchain.bitflyer.com>

About miyabi: <https://blockchain.bitflyer.com/pdf/introduction-of-blockchain-miyabi-ja.pdf>

【About Otaku Coin Association】

The Otaku Coin Association is an organization to promote "Otaku coin" a community currency that connects people all over the world who love Japanese culture such as anime, manga and games.

Otaku Coin is a community currency that connects people all over the world who love Japanese culture, including anime, manga and games, and aims to further develop Japanese culture.

By distributing and consuming these coins around the world, we hope to promote the implementation of "Community currency" that can contribute to the development of the animation, manga, and game industries that we like. As of May 2019, we are running a Bounty Campaign for Otaku Coins through a smartphone app. For more information, please visit the official Otaku Coin website.

Official Site: <https://otaku-coin.com/ja/>

Blog: <https://medium.com/@otakucoin>