

## **transcosmos will begin offering “RSS Gadget Pro,” a desktop information delivery tool, as an RSS marketing solution Effective usage of RSS will strengthen customer communication for businesses.**

transcosmos inc. (Headquarters: Tokyo, Shibuya Ward, President and COO: Masataka Okuda. Hereafter, transcosmos), which supports all channels that connect businesses with consumers from the internet to real environments with IT outsourcing services, will begin offering, “RSS Gadget Pro,” a desktop delivery solution that supports marketing activities including campaigns and marketing promotions that utilize RSS technology, combined with the existing “RSS Pro2.0,” a RSS general management tool aimed toward businesses,

Through the penetration of “My Yahoo,” and “iGoogle,” as the standard RSS reader for “Windows Vista,” and “Internet Explorer,” there is an increasing trend for consumers to use RSS as an information-gathering tool over the Internet. In businesses, information distribution that utilizes RSS is essential. This is introduced as a technology to enhance customer communication by utilizing EC Services and promotion, as well as effective web-site construction and operations.

As an integration support solution for industry-related RSS, transcosmos is further improving RSS Marketing Services with “RSS Pro2.0” and “RSS Gadget Pro.” transcosmos will contribute towards increased profits and brand image improvement for corporate customers, by developing promotional activities through the following:

- Enhanced information distribution to customer
- Low cost yet effective web-site construction and operation
- Application towards SEO compliance
- Effective application of consumer out-going media interfaced with CGM/SMO
- Develop towards promotional activities according to desktop tools and Blog parts

### ■ **RSS Gadget Pro Application Example**

- Provide Gadget tools aimed at branding the business (wall paper distribution, etc.)
- Application as a download tool in the campaign site.
- As a RSS reader, delivery of press releases and new information.
- Provide product search, reference, reservation and purchase functions from Gadget tool.

### ■ **RSS Gadget Offered Price**

Initial fee: from 1,600,000 yen

Monthly fee: from 100,000 yen

※A Separate RSS delivery environment is needed.

What is RSS (Really Simple Syndication)?

RSS is a format that delivers a website’s latest information in one complete file. It is being spread as a

technology that provides the latest information immediately from CGM including websites and Blogs. In addition, by utilizing RSS technology, it is effective for efficiently reusing existing content and distinct personalized page creation for website construction. Because of these features, RSS is increasingly being incorporated into websites for industries that have frequent information updates, especially for large information distribution.

What is a Gadget?

Gadget (Widget) is a simple application that is set above the desktop or portal My Page. Personalization of portals including “iGoogle” and “Windows Live” corresponds to the spread of Google desktop, leading to rapidly increased usage of Gadgets.

**(About transcosmos inc.)**

We launched operations in 1966 as a pioneer in the information processing outsourcing business. Since then we have brought together people and technology through careful effort while striving to enhance the competitive strength of our customers' enterprises by converting high added value to superior service. Since June 2002 broadband and VOIP spread diffusely, resulting in a more direct and rich connections between enterprises and consumers, and in particular, in an era in which enterprise marketing activities were revolutionized. Recognizing this, we brought out “Marketing Chain Management Company” as an enterprise slogan and endeavored to drive business. Today, telephone, web, email, and even video communication are united through the hub of the Internet protocol and a completely new communication channel is emerging. This means Internet expertise has become indispensable in call-center and contact-center services. Moving forward, transcosmos will make the most of our distinctive strengths, always adopting the latest Internet technology and developing outsourcing services. It is our intention to promote interactive marketing services that offer speed, increased sales, cost reduction and improved customer satisfaction to our customer's enterprises. (URL: <http://www.trans-cosmos.co.jp>)

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