



For Immediate Release

January 10, 2012

iNAGO releases U.S. beta for its smart digital assistant “mia”

TOKYO — January 10, 2012 — iNAGO Inc. today announced the U.S. release of “mia”, its new mobile digital assistant powered by its industry leading interactive agent technology “netpeople”. This new release provides an unparalleled level of ease in searching for information on your smartphone by allowing you to have a conversation with, or just give instructions to, mia in order to hone in on what you need in a few, quick steps.



mia debuted in Japan in July 2011, where mia is known as “netpeople:a” and is available exclusively on Samsung smartphones and tablets. This U.S. release marks the first time that mia will be made available to all Android users. The decision to make the U.S. release publicly available was made in part due to the excitement and positive consumer response surrounding the launch of applications similar to mia, such as Apple’s SIRI.

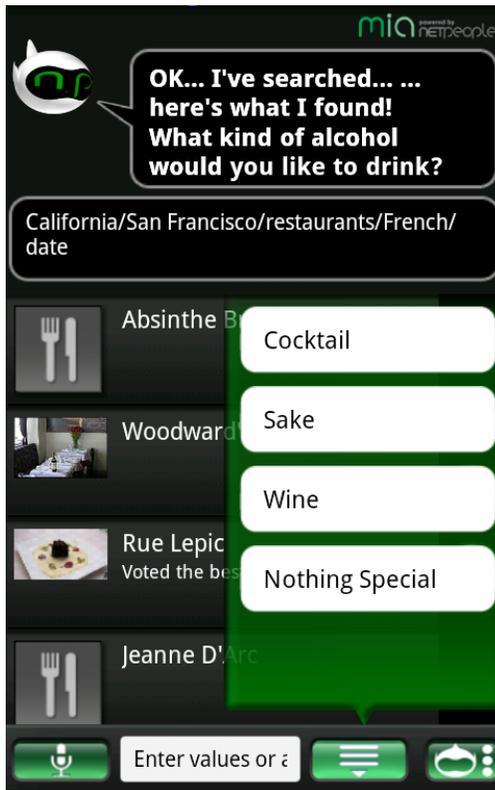
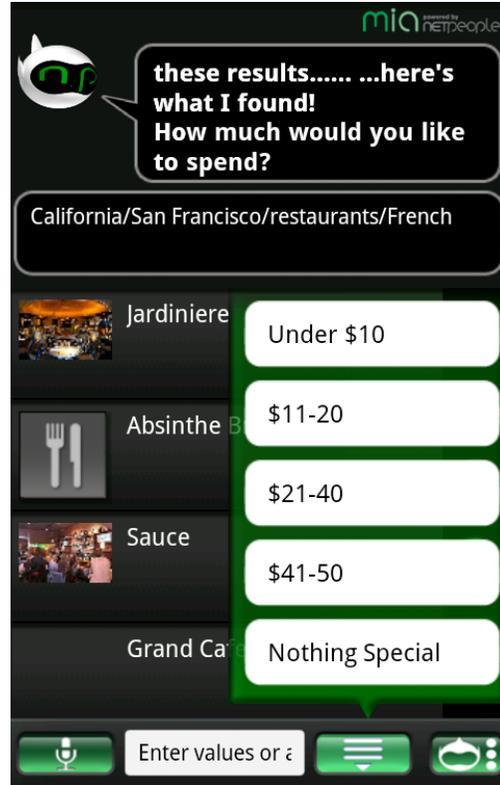
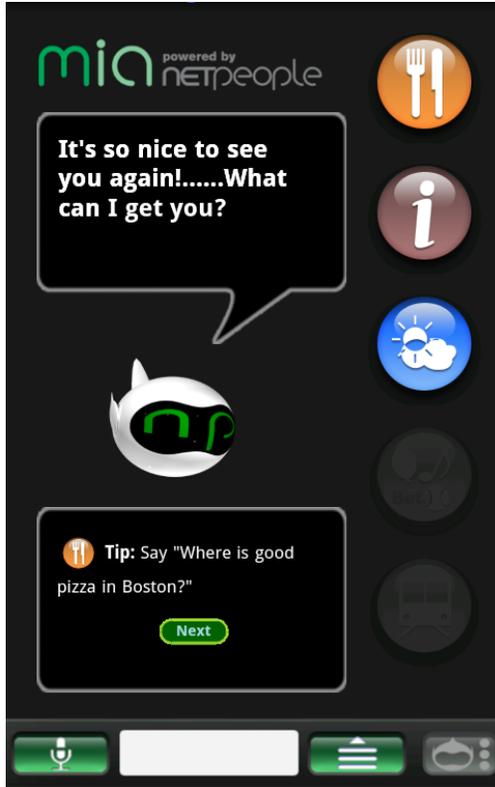
Different than other digital assistants on the market, mia is fully interactive. Designed to understand the nature of the information it is accessing for you, mia can think on its feet, proactively helping you cut down the options when there are too many or find more options when there are too few, all through conversation. mia does this through the magic of netpeople, which empowers mia to track both the context of the search or interaction while keeping track of the goal, to get you what you want when you want it.

mia is currently available for Android smartphones with additional OSes scheduled to be supported early this year. “We are extremely excited to launch mia’s beta version in the U.S. as the first stop in the global rollout of our services,” said iNAGO CEO Ron DiCarlantonio, “while outside of general web search this release only includes such content as restaurants, local businesses and weather, we are working hard to integrate new and interesting content with music, movies, events, public transit, taxi, and calendar management soon to follow.” iNAGO’s CEO also indicated “our goal is to make smart devices easy and fun to use for everyone and mia is just the beginning.”

To download mia, please visit:

www.mia-netpeople.com/download

iNAGO





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About iNAGO

Founded in 1999, iNAGO Inc. is a pioneer in the development of human-computer interaction systems. Its NetPeople Platform has received many accolades for its cutting edge innovation over the years integrating with mobile phones, kiosks, car navigation devices, and IVR systems to create easier, simpler and more natural conversational interfaces. iNAGO's goal is to make computers more human-like to allow people to interact with machines like interacting with a friend.

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