

# **FUJITSU CORPORATE BACKGROUNDER**

## **-- Fujitsu in Multimedia --**

Today's multimedia revolution is breaking down barriers of long-established industries and opening up unprecedented new possibilities for such varied fields as business, entertainment, education, medicine and government. Digitized information media and broadband communications have made this revolution possible. As the world's second largest computer company, Fujitsu has taken the lead in introducing new multimedia-related technologies and applications, from the first commercial broadband ATM central office switches to the first multimedia personal computers.

From the beginning, Fujitsu has regarded multimedia as a total market which encompasses infrastructure, hardware and software. The company has not only targeted multimedia as a special growth area but has also committed itself to be a "total supplier" of multimedia.

### **Commitment and Organization**

#### **Backbone Technology: Fujitsu and the Information Superhighway**

#### **Individual and Home-Use: Multimedia PCs and Software**

#### **On-Line Information Services and Cable Television**

#### **Business: Groupware, Premises-Based Broadband Networking**

# **Commitment and Organization**

Fujitsu has committed itself to making multimedia a major engine of growth for the company. A reorganization at Fujitsu headquarters last year strengthened multimedia activities by creating two new groups: the Multimedia Business Group, which concentrates on support infrastructure for multimedia information services (which includes the newly launched Cultural Technologies division); and the Digital Media Group, where multimedia software and 3-D graphics animation developers focus on introducing new interactive multimedia information services.

**INFORMATION CENTER**

**BACKGROUNDER**

# **Backbone Technology: Fujitsu and the Information Superhighway**

Core switching and transmission systems will constitute the infrastructure for the interactive multimedia networks of the future, making many advanced communications services a reality today. Thanks to its pioneering efforts in the development and commercialization of two key enabling technologies -- ATM digital switching and SONET fiber-optic transmission -- Fujitsu has become the vendor of choice for many communications providers in North America, Asia and Europe. Fujitsu's North Carolina-based Fujitsu Network Switching unit delivered the first ATM broadband switch to a U.S. central office for trial use as early as 1991.

Fujitsu is part of a consortium led by Mitsui & Co. that has been awarded a tender from Singapore Telecom to supply Singapore with a Video On Demand (VOD) trial system. As system integrator, Fujitsu will supply the ATM switch and optical transmission system, while Hewlett-Packard will supply the video server and Phillips the set-top boxes for home installation.

# **Individual and Home-Use: Multimedia PCs and Software**

Fujitsu has played a pioneering role in multimedia personal computers since introducing the first multimedia PC in Japan -- FM TOWNS -- five years ago. Since then, Fujitsu's FM TOWNS has been Japan's leading multimedia PC. Fujitsu also has a leadership position in the multimedia software field in Japan. Nearly 1,000 CD-ROM software titles have been developed for FM TOWNS, including about 200 titles developed by Fujitsu in cooperation with outside experts in various fields. Fujitsu is actively expanding its "content" business. To make its multimedia software available to more users and to promote further development, the FM TOWNS platform has been extended to a Windows environment.

**INFORMATION CENTER**

**BACKGROUND**

# **On-Line Information Services and Cable Television**

Fujitsu has been an active player in the on-line information service field for some time. NIFTY-Serve, which Fujitsu established together with Nissho Iwai in 1987, has over 1.2 million subscribers as of October 1995, and is Japan's leader in on-line information service. Fujitsu also offers G-Search data base service and, since last June, InfoWeb commercial Internet service. In the future, NIFTY-Serve plans to further strengthen and expand its multimedia information services by offering them in broadband form.

Since 1990, NIFTY-Serve subscribers have been offered Habitat, a multimedia on-line virtual community. Originally developed by Lucas Arts and Entertainment Company, Habitat allows users to adopt or modify personalities of their choice and through them, interact with others while taking part in a variety of social activities.

Fujitsu is also expanding its multimedia on-line service business on the international stage. Using the underlying Habitat Technology, Fujitsu's U.S.-based Cultural Technologies division has introduced a completely redesigned animated on-line community -- WorldsAway. The new service is offered through CompuServe, the leading worldwide provider of consumer on-line services. After an initial release in the U.S., U.K, and Europe, plans call for introducing WorldsAway in Japan as Habitat II.

Cable television is another vehicle for multimedia information services that Fujitsu is actively pursuing. In cooperation with several of Japan's leading cable operating companies, Fujitsu is participating in the first comprehensive testing of commercial delivery of cable television-delivered multimedia services in the Japanese marketplace. The tests will give Fujitsu, an equity investor in eight such operating companies, the opportunity to create content and provide multimedia services to support its extensive multimedia-related hardware business.

## **Business: Groupware, Premises-Based Broadband Networking**

In cooperation with U.K.-based Fujitsu Group member ICL Industry Systems, Fujitsu has developed and is marketing next-generation groupware such as TeamOFFICE desktop conferencing. This program permits business people at different locations to share information and work together in a LAN-based environment. Moreover, Fujitsu and ICL have agreed to jointly develop next-generation multimedia groupware, such as Video Clipping Service, a new type of shared-information reference tool that utilizes images as well as words.

Founded in 1935, Fujitsu Limited is the world's second largest computer manufacturer and international leader in telecommunications, semiconductors and other electronic devices. The company offers a broad line of information processing systems, ranging from the world's fastest super computers to the smallest palmtop computers. The Fujitsu group of technology, software and services companies posted global revenues of more than \$36 billion in the fiscal year ending March 1995.