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ARUZE Subsidiary Receives Good Design Award for “CAIWA,” A Natural Language Processing Conversation Engine

ARUZE GROUP hereby announces that PtoPA Inc. (Headquarters: Ariake, Koto-ku, Tokyo; Representative: Shengyang Huang, President & CEO), which conducts the group’s “human interface development business,” has received the “2008 Good Design Award (G-mark)” sponsored by Japan Industrial Design Promotion Organization (JIDPO).

Recognized by this award was “CAIWA,” a natural language processing conversation engine that has been in development for years and makes full use of artificial intelligence (AI) technology. “CAIWA” is a form of software engine that allows Japanese language-based communication with computers and robots even without the possession of AI knowledge. Upon receiving input in natural Japanese through either speech or text, CAIWA matches this input against a knowledge database accumulated within its software, and provides an appropriate response.

Through converting it into a human interface to be closely implemented in the everyday lives of people, ARUZE GROUP believes that “CAIWA,” once it has been popularized, will contribute to improving the convenience of people’s daily routines.

What is the “Good Design Award?”

Representing Japan’s sole, comprehensive design recognition and recommendation system, the “Good Design Award (G-mark)” is a continuation of the “Good Design Selection System” established by the Ministry of Economy, Trade and Industry in 1957, and has been conducted as a program sponsored by JIDPO since 1988. Over the last fifty years, for the purpose of bringing about a culture and way of life under a new era, the award had been developed as a means of bringing about “a richer lifestyle” and “good business,” and features the participation of numerous businesses and organizations from both within and outside Japan. Additionally, the “G-mark” symbol associated with the “Good Design Award” is widely and popularly recognized as being synonymous with superior quality.

PtoPA Inc.: Company Outline <http://www.ptopa.com/>

Company Name: PtoPA Inc.

Location: Ariake Frontier Bldg. A 11th Floor, 3-1-25 Ariake,
Koto-ku, Tokyo

Established: July 2000

Capital: 222,297,475 yen (As of March 31, 2008)

Representative: Shengyang Huang, President & CEO

No. of Employees: 77 (As of April 30, 2008)

Description of Business: Proposal/planning and development of various application systems utilizing "CAIWA," an AI conversation engine; development of various conversation applications and provision of "CAIWA" engine license; development and sales of various conversation systems; construction of and consulting pertaining to various conversation-based knowledge databases