

**FOR IMMEDIATE RELEASE**

## **APPLIYA BRINGS SAMURAI SWORDS TO THE iPhone**

*Tokyo-based Appliya Inc. brings authentic sword-swinging action to the iPhone with **Katana**.*



**Tokyo, Japan, February 13, 2009** - Appliya Inc., a leading publisher of Japanese mobile applications, has just launched the “Katana”, a digital sword application that lets you unleash your inner samurai. “Katana” is now available at the iTunes Application Store. The app is normally priced at \$2.99, but users can download the app for only \$1.99 until February 28<sup>th</sup>, 2009. Learn more at <http://appliya-inc.com/en/catalog/katana/>



The “Katana” lets users enjoy the thrill of samurai sword fighting either alone, or with friends. The app was created after four months of research, and it remains faithful to the traditions of the samurai and the designs of real Japanese swords.

Pull out your sword by dragging the scabbard on the touch screen, and as you swing your iPhone/iPod Touch, you’ll hear realistic sword-fighting sounds. Return the blade to its scabbard to hear your defeated enemies fall to the ground. Users can experiment with different swinging movements for various sound effects, and also simulate real samurai sword techniques from laido—the traditional Japanese sword-fighting art.

Through the “Katana” application, Appliya aims to provide a fun interpretation of Japanese culture to Japanophiles worldwide, as well as users who are not familiar with Japanese culture. Appliya plans to release many more Japanese-themed applications in the future, including products that feature traditional Japanese art and anime-related applications.



### **“Katana” Application Details**

Application for: iPhone, iPod Touch

Released: February 13th, 2009

Price: \$2.99 (receive a 33% discount until Feb. 28th)

Please note:

- This application involves swinging your iPhone/iPod Touch in rapid movements. Please note that overly rigorous actions can lead to accidents. Make sure that you grip your device tightly while using Katana, and ensure that you are not in a dangerous environment when using this application.

## **About Appliya Inc.**

Appliya specializes in the production and publishing of iPhone and iPod Touch applications, and has released 26 iPhone applications since October 2007. The company, with the support of the MOVIDA group, has recently partnered with Japanese mobile industry giant Softbank Mobile Corp. to bring the unique elements of Japanese culture to an international audience through mobile applications. Their efforts include exclusive licensing deals with major anime and manga producers. Appliya will also have collaborations with Japanese artists and photographers, Haraju-ku fashion related applications, Akihabara otaku related apps, and other applications focused on more traditional aspects of Japanese culture.

## **About Movid**

MOVIDA Inc (<http://www.movidainc.com/>) develops and invests in businesses producing new media content. Movid also promotes the planning and development of new entertainment businesses that especially focus on music and comics.

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