

## = A Serial Introduction Part 4 = Winners of ITU-AJ Encouragement Awards 2019

In May every year, The ITU Association of Japan (ITU-AJ) proudly presents ITU-AJ Encouragement Awards to people who have made outstanding contributions in the field of international standardization and have helped in the ongoing development of ICT.

These Awards are also an embodiment of our sincere desire to encourage further contributions from these individuals in the future.

If you happen to run into these winners at another meeting in the future, please say hello to them.

But first, as part of the introductory series of Award Winners, allow us to introduce some of those remarkable winners.

### Welltool Co., Ltd.

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Fields of activity: Multilingual real-time automatic translation



### Multilingual communication tool will help achieve SDGs

It is a tremendous honor to receive the ITU-AJ Encouragement Award. Thank you very much!

We have now presented Welltool services at several international conferences since 2017 including PTC and ITU, and we were shortlisted as an Innovation Award finalist at PTC 2019. We were also represented at the World Summit on the Information Society (WSIS) in April 2019, and received “Recognition of Excellence Certificate” at ITU Telecom World held in Hungary in September 2019.

The beauty of the Welltool system is that, by simply adding a *multilingual translation API Well translation tag* to an existing website, the page is immediately converted to a multilingual site! Welltool recognizes whatever language the viewer is using on his or her device, and instantly translates incoming data to the viewer’s language without changing any settings. Any errors or mistranslations can be

easily corrected and saved right on the screen.

Another service, *Welltool Chat*, gives monolinguals a voice by enabling them to communicate using their own native languages.

Then in March 2020, we rolled out a multilingual “Disaster Prevention System” in Kanazawa City that provides assistance to all city residents, regardless of their languages, in the event of a disaster.

A major challenge in pursuing international cooperation and sustainable development goals (SDGs) is how to overcome the language barrier in multilingual environments. Smooth communication and the ability to convey information in real time is critically important in medical and educational fields, in responding to disasters, and in a host of other situations. We believe that Welltool’s multilingual communication suite represents a major contribution from Japan to society and to the world at large.

### NTT Solmare

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Fields of activity: Gaming industry, digital comic service



### Seeking to enrich people’s lives all over the world

It is a great honor to receive the ITU-AJ Encouragement Award!

NTT Solmare’s primary mission is to enrich people’s lives here in Japan and around the world by providing exciting, action-packed digital content.

After debuting our first title for English speakers in 2013, Solmare games are now available in 167 different countries, and most recently in December 2019 we released “Obey Me!,” a character-building game for female English speakers. This is a simulation game in which players receive text messages and phone calls from the characters, which allows players to develop a special intimacy with them. We have an exciting new game in the pipeline targeted towards English-speaking males that is scheduled for release in 2020.

After launching a digital comic service in 2004, we began editing and distributing our own original digital comics in 2011 through our

e-book service, *Comic Cmoa*, now the largest e-book provider in Japan. We then began distributing comics in Korea based on this content the following year in 2012, and then in Taiwan in 2019 so that the allure of Japanese comics could be experienced around the world.

In 2018, NTT Solmare joined four other e-book sellers in organizing the Japan E-Bookstore Association (JEBA) to promote a more robust e-book marketplace, to fight against pirated sites, and to raise awareness of the importance of supporting and purchasing legitimate copies of digital content.

We remain committed to our corporate philosophy through all of these activities, which is “to deliver new kinds of surprise and plenty of excitement to our customers, contributing to enrichment of our society.”