

October 2004

## *A Multi-Media Collaboration Core* **Announcing a Concept Model of “UKIFUNE”**

ITOKI CO., LTD. (President: Akira Suzuki) announces “UKIFUNE” as a concept model for the office communication of the next generation that will generate creative communication and gathering.

In the era of a full scale arrival of so-called “ubiquitous society”, an office providing the “mobility” that meet with changes immediately and the “creativity” to survive severe international competition is looked for, as the communication and collaboration are thought to be vital for the “creation of intellect”.

The “UKIFUNE” consisted of symbolic stage-like units equipped with double-armed PJ, whiteboard, stools, counters and accommodates PCs and AV equipments. By fully utilizing these equipment needed for collaboration, you can meet with the ever changing communication modes.

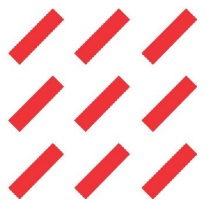
### **【 PRODUCT FEATURE OF UKIFUNE 】**

- A mobile structure centering around a stage unit with a projection screen which also serves as whiteboard and with changeable lighting environment. An optional software for controlling the presentation can be packaged. The communication environment using multiple media is readily available.
- The wiring space under the stage not only accommodates heavy wires, cables and equipment for various IT media but allows easy maintenance. The unit can be moved leaving these wires and equipment as they are.
- Meanings of the Brand Name are twofold.
  - Ukifune is a name of a beautiful young heroine in “The Tale of Genji” written 1,000 years ago. The brand “UKIFUNE” wants to attract many people like her.
  - The literal meaning of ukifune is “floating boat”. Like a floating boat on water, “UKIFUNE” can be moved around as a communication package inside the creative office space.

Refer to next page for product detail.

### **CONTACT DETAILS**

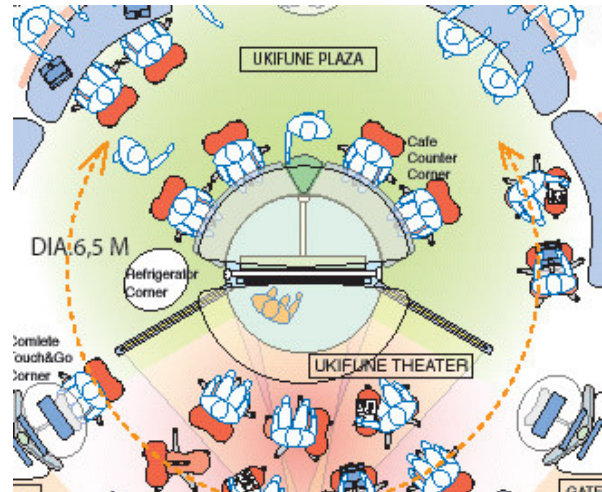
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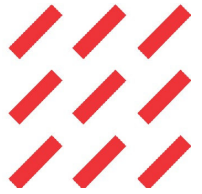
# Press Information

## PRODUCT OUTLINE

Taking into account of the centripetal elements of the theater and the plaza such as symbolism, openness, light, information, amenity, events, changes and so on, UKIFUNE intends to attract people, to create a flexible gathering space in the office and to support smooth progress of collaborative works.



- Brand Name: UKIFUNE
- Launching: Spring 2005
- Product Line:
  - Basic set (set of lightings and AV package) . . . ①
  - ① + software package set (laptop PC + presentation software package)
- Specifications:
  - Stage – melamine board surface
  - Main structure – melamine plated steel with silver metallic coating
  - Canopy – fabric

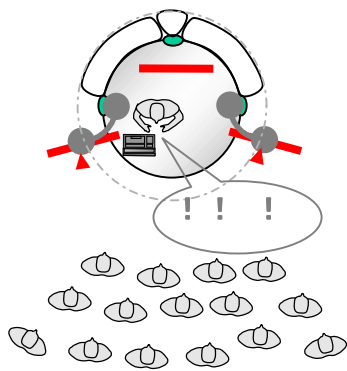


## < Communication Island >

UKIFUNE is a communication island in the office that meets the needs for meetings with few to many attendants and for various types of communications.

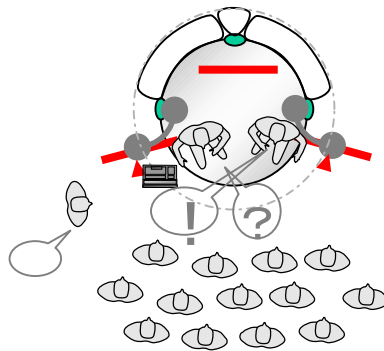
### ■ For Presentation

Effective presentation can be performed utilizing the height of stage, lightings and multi-usage screen.



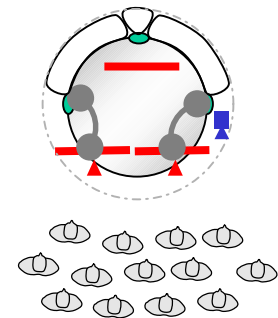
### ■ Talk show

Talk show and panel discussion can be performed setting two stools on the stage.



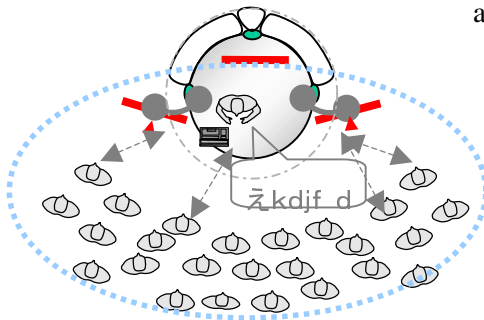
### ■ As a Theater

It can be used as a theater with multi-screens. Further, a TV conference can be held with projectors and cameras.



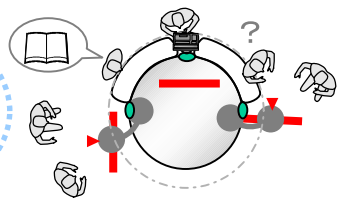
### ■ For Lecture

It can be used as a lecture space for max. 40 people by using two screens at the same time.



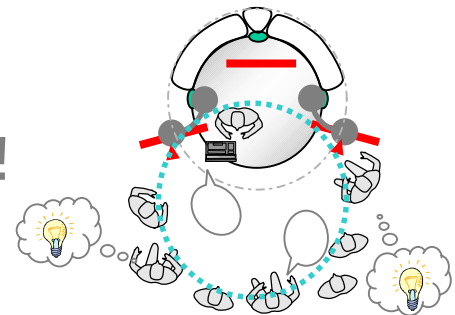
### ■ For Information

It can be used as information corner by relocating monitors and projectors freely. At the back counter, you can use it as Internet and Coffee counter.



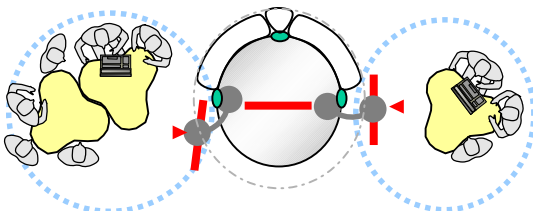
### ■ For Brainstorming

Effective brainstorming can be performed utilizing projectors and White Board.



### ■ For Separate Meeting

It is possible to hold two meetings by turning each screen to outer side.



### ◇ Relocation

It is easy to relocate and turn UKIFUNE as making space and changing scene.

