

**MetaMoJi Press Kit – 2014**

**OVERVIEW: TECHNOLOGY**

**Design inspiration**

The MetaMoJi team has a long history of offering remarkable functionality in feature-rich applications with elegant design. In NA (or SA), the user's attention is focused on the "blank canvas" workspace at the center of the app, but all the tools are "a pop-up away" -- unobtrusive, but easy to access and easy to use. This is a case where the app succeeds in adding dimensionality by hiding it, discreetly, "in plain sight."

**Technology innovation**

The MetaMoJi team has a long history of technology invention and record of innovation and achievement. The team culture reflects a commitment to engineering excellence. Eighty percent of the core staff are principal- and senior-level developers, who have collectively been awarded hundreds of patents. The team is never content to rest, but practices continuous product improvement. Per-capita, MetaMoJi might have the highest level of software-engineering competence in the world.

**Productivity app experience**

The MetaMoJi team comprises the core leaders who, historically, invented the "productivity app" category in the Japanese market -- thirty years ago. They have more experience working continuously on document and information management systems than virtually any other group in the world. They have focused that experience on the challenges of reinventing productivity for mobile (and small-form-factor) devices, going beyond the keyboard to give touch and gesture an intuitive role in the production and use of documents.

**Hybrid technologies of mobile and cloud**

The MetaMoJi team recognizes that the greatest power of modern technology derives from a balance of functionality shared between mobile devices and cloud-based servers. The devices support native applications with an enormous range of features; the cloud provides storage and horsepower for supplemental processing that goes far beyond what a personal processor can offer.

This is especially true when the requirements of work go beyond personal productivity to the workgroup. Effective collaboration at all stages of idea development and document production is possible only when work (and workspaces) can be shared and used in real time interactions. Simple peer-to-peer device sharing cannot support such collaboration; a seamless integration of the device and cloud is required. The MetaMoJi team has achieved this -- and more.

**Natural language processing**

The MetaMoJi team recognized from the beginning (more than thirty years ago) that handling language gracefully is the most important core functionality of a productivity app. The MetaMoJi team invented the most widely used keyboard entry system in the Japanese (and Asian?) market: ATOK. With every stroke of a key, the system uses a rich model of the underlying language, in all its variety of expression, to anticipate and offer the user word and phrase choices that fit the current context. This requires an integration of natural-language processing (NLP) into the interpretation of typed language.

The MetaMoJi team now has applied its experience in creating "keyboard intelligence" to the problem presented by mobile devices, which present new barriers to simple word processing. In particular, the MetaMoJi team has created, in addition to smart keyboard input, "writing intelligence" -- making it possible for users to enter digital text via touch-screen handwriting. Indeed, sophisticated multi-language NLP lies behind NA's (and SA's) multiple modes of interpreting user input, whether by keyboard or by "stroke." Such hidden power is not found in rival apps, yet is gracefully (and unobtrusively) integrated into MetaMoJi products.