

Air Guitar, Evolved:

直感ギタ  
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Chokkan Band



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Taito Corporation

ON!AIR Business Div.

Overseas Sales Dept.

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# ★ Air Guitar: a booming hobby!



Air Guitar is back, and more popular than ever!

## CAMPAIGNS

·Mobile Suica “Mobile ROCK!” – JR Ads showing the Suica penguin performing a rock solo on a mobile phone.

·Pringles Potato Chips Ad Campaign – Featuring Air Guitar World Champ Dienoji. The campaign also included a webcam air guitar contest (Feb.–April 2008) and performances by Miss Air Guitar finalist Hitomi Aizawa.

## TOYS & GAMES

·AIR GUITAR PRO – This Takara–Tomy toy uses infrared beams to sense hand movement, playing chords or pre-loaded songs in response.

·ROCK TAMASHII – These guitar pick-shaped gadgets include two songs, complete with vocals. Simply strum with the “pick” to play the song.

·GUITAR HERO, ROCK BAND, etc.

Next: The latest development in Air Guitar!

CONFIDENTIAL

# ★ Air Guitar has evolved: Chokkan Band



*Don't just act like a guitarist, SHAKE for a musical performance!*

*Hold band sessions with friends, with more than 1,000 available songs!*

## ■ The Chokkan Band Line-up



■ It's easy! Shake your phone in time with the song to produce chords, solos, and other musical effects. The timing of your movement is matched with the appropriate sounds, resulting in exhilarating **Air Guitar!** **Air Drum!** **Air Bass!** performances!

### **Chokkan Guitar**

Grip the phone like a guitar's neck with your left hand, making strumming motions with your right!



### **Chokkan Drum**

Hold your phone like a drumstick, shaking it in the same way you would strike a high hat, snare drum, or cymbal!



## ★Chokkan Band Features



### ★Easy to play! Just shake to the music!

- These applications were designed with fun and ease-of-use in mind, allowing players to fully enjoy their favorite songs while adding their own flashy performances.
- No knowledge of chord progression required! Simply shake with the music and the right sounds are produced. Even those who have never held an instrument can play like pros!

### ★Download songs from a rich collection of compatible tracks!

- Music data is available for download from dedicated sites, allowing users to perform their favorite hits.
- More than 1,000 songs available, with new tracks added weekly!

### ★Form an instant band with the Session feature!

- The included Session Mode allows multiple players to easily synchronize their performances.
- Form an instant "Chokkan Band" with friends filling Guitarist, Bassist, Drummer, and Vocalist roles!



## ★Downloadable Applications

### 直感ギター<sup>\*\*</sup> 直感ベース<sup>\*\*</sup>

**Chokkan Guitar** and **Chokkan Bass**: air guitar for mobile phones! Users can play either by holding the phone in one hand and strumming with the other, or by holding the phone in one hand and shaking it to the rhythm.



### 直感ドラム<sup>\*\*</sup>

**Chokkan Drum**: mobile phone air drumming! Simply grip the phone like a drumstick, and swing it like you would strike a high hat or snare drum.



Compatible with NTT DoCoMo FOMA 904i series (or newer)

Chokkan Game-compatible phones