



August 10th, 2011
Kakaku.com, Inc.

“tabelog” launches “tabera,” an iPhone application that shares photos of restaurant dishes.

Users can process the photos to make them look more appealing and post them with restaurant information on “tabelog.”

Users can share “Everyday Delicious” dishes easily on Facebook and Twitter!

“tabelog” (<http://tabelog.com/>), a ranking and word-to-mouth gourmet site operated by Kakaku.com, Inc. (Head Office: Shibuya-ku, Tokyo, Representative Director & President: Minoru Tanaka, TSE code: 2371, hereinafter called “kakaku.com”), launched “tabera” (free of charge) on Wednesday, August 10th, 2011, an iPhone application that lets users process photos of restaurant dishes and share them on Facebook and Twitter, along with restaurant information on “tabelog.”

“tabera” is an innovative photo-sharing application unique to “tabelog” that focuses on food, based on the “Share Everyday Delicious” concept.

Existing photo-sharing applications do not have a feature to finely process photos in a way that makes food look more appealing. “tabera,” however, is equipped with various features such as filtering and brightness control optimized for shooting dishes. These features allow users to process photos taken when dining out, into something more attractive and appetizing. Also, by using “tabera,” users can post photos on Facebook and Twitter along with abundant information on approximately 0.65 million restaurants on “tabelog.” Users can easily share photos of restaurant dishes as well as restaurant information with friends, without having to separately search and attach restaurant information and links.

The main purpose of providing “tabera” is to let users utilize the abundant information on “tabelog” with social media such as Facebook and Twitter, which its users are increasing as easy-to-use communication platform.

About “tabera”

■Process photos in a more appealing way using extensive processing features optimized for photos of dishes

- Brightness control: Feature to control the brightness of dish photos, which tend to turn out dark.
- Filtering: Feature that controls tint, clarity, and brightness to make dishes look more appealing.
- Framing: Eight frames that make photos appear stylish, such as with a retro photographic paper taste, or with a film taste.
- Feathering: Feature that makes dishes look more appealing by feathering the background.

■Registering restaurant information as well as comments on photos in collaboration with “tabelog”

Users can search for the restaurant where they dined with current location and keyword, write comments (up to 90 characters), and rate it on a five-point scale.

*Reviews input via “tabera” are not reflected in the restaurant review on “tabelog.”

■Easy posting on Facebook and Twitter

Posted photos can be put on Facebook and Twitter using a dedicated web page. Restaurant name, rating, and an excerpt of the comment are posted. Users can check the photo and the entire comment registered, in addition to the restaurant review on “tabelog,” address, and phone number by clicking the link.

* “tabera” can be found on App Store and can be downloaded for free.

* Users need to log in with a user ID of Facebook or Twitter.

■Future development

“tabera” plans to allow users to find restaurants that are popular among friends, and restaurants that

are visited by users of similar taste and interest. This will be realized by providing a feature that allows users within “tabera” to follow each other. We are planning to make “tabera” a social platform in the gourmet / restaurant genre.

“tabelog” will continue to create a communication platform across the restaurant industry by incorporating opinions of both users and restaurants, and provide a place to gather information that connects users to restaurants.

■How to use (image)



Posting on Facebook (image)

 **タベログ 太郎**
 ★4.1 うな重を食べてます。脂が乗ってて美味しい！ やっぱり夏はうなぎだね！

 **食部炉具亭**
 うなぎ / 恵比寿、代官山、中目黒

 2秒前 (食べらから) · いいね！ · コメントする

Posting on Twitter (image)

 **tabelog_tarou** タベログ太郎
 ★4.1 うな重を食べてます。脂が乗ってて美味しい。やっぱり夏はうなぎですね。at 食部炉具亭(恵比寿) <http://bit.ly/xx00xx>

 26秒前

View page of posted photograph (image)

 **食べら**
 毎日の美味しいを共有しよう



 **tabelog_tarou**
 ★ 4.1
 うな重を食べてます。脂が乗ってて美味しい！ やっぱり夏はうなぎだね！

1時間前

 ツイートする **0**  いいね！ **1**

うなぎ 恵比寿駅
食部炉具亭
 ★★★★★ 3.03 [口コミ: 12件]
 TEL 00-0000-0000
 住所 東京都渋谷区恵比寿0-0-0

["tabelog" data]

Launched in March 2005 with "Reliable Restaurants Choice" as its concept.

Covers 47 prefectures, with approximately 0.65 million restaurants registered.

There are approximately 2.64 million reviews and 7.08 million photos registered.

The number of users per month (PC) is approximately 23.68 million, and the number of page views per month is approximately 574.81 million (as of July-end 2011).

[Contact for press release]

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