

Activities of the Digital Signage User's Forum

- In Preparation for the Standardization of the Signage System -

December 13, 2012

DSUF Secretariat

■ Outline of the Digital Signage User's Forum

○ Objectives

▪ As a voluntary organization formed by digital signage operators who are the users of digital signage systems, the forum is intended for the operators to (1) share information on actual use and needs and exchange information to give shape to the requirement definition and required specifications process, as well as to (2) lower prices in the future, expand the use of digital signage, and turn it to a formal medium through the above-listed activities.

○ Background

- June 2010: Activities started (a meeting held about once a month)**
- April 2011: Meetings transitioned to the joint meetings with DSC (Digital Signage Consortium) International Standardization Strategy Task Force.**
- * In the wake of the Great East Japan Earthquake, the forum members spent March to June 2011 intensively exchanging information and discussing ways to share information in a disaster and to operate digital signage in an environment where power has to be saved.**

■ Outline of the Digital Signage User's Forum

○Members

(Listed in the Japanese alphabetical order)

○Signage operators (16 companies)

ID's Co., Ltd.	Tokyu Corporation
Aeon Integrated Business Service Co., Ltd.	Doutor Coffee Co., Ltd.
NTT Urban Development Co.	Nippon Telegraph and Telephone East Corporation
Cross Ocean Media, Inc.	Japan Car life assist inc.
Shibuya Television	Mitsui Fudosan Co., Ltd.
JR East Water Business Co., Ltd	Mitsubishi Estate Co. Ltd.
East Japan Marketing & Communications, Inc.	Media Contents Factory
Tully's Coffee Japan Co., Ltd.	Mori Building Co., Ltd.

○DSC (12 companies)

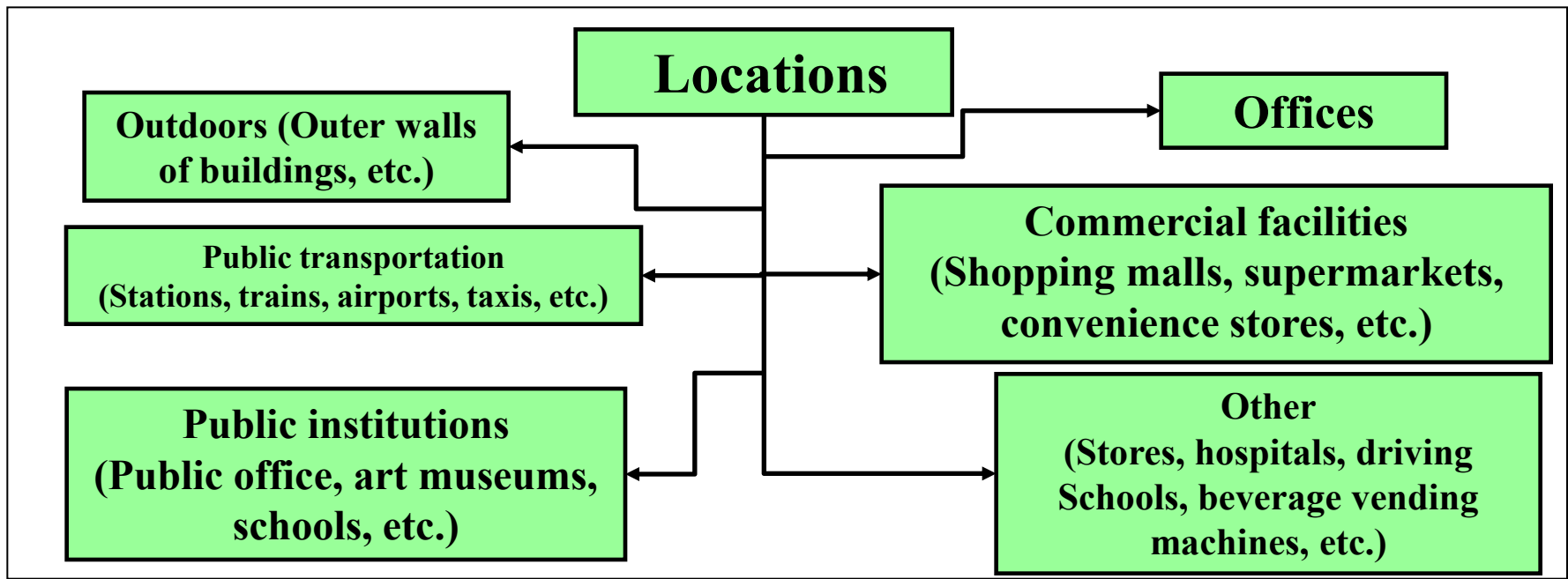
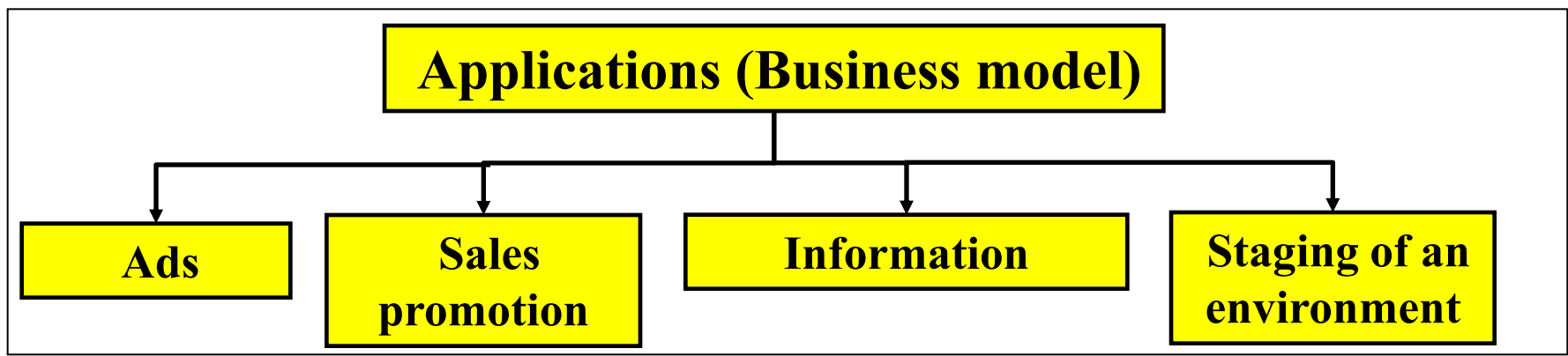
Oki Electric Industry Co., Ltd.	Newspace Com Co., Ltd.
KDDI Corporation	Newphoria Corporation Inc.
Cisco Systems G.K.	Panasonic Corporation
SoftBank BB Corp.	PDC Co., Ltd.
Nippon Telegraph and Telephone Corporation	Hitachi, Ltd.
NEC Corporation	Mitsubishi Electric Corporation

○Observers

○Secretariat

Ministry of Internal Affairs and Communications	Mitsubishi Research Institute, Inc.
Ministry of Economy, Trade and Industry	

■ Classification of digital signage



■ Aeon Channels, a signage system inside an Aeon Commercial Facility :Aeon Integrated Business Service



○152 shops in Japan (1250 screens)

○Number of customers passing by cash registers of food section

≡ about 480 million per year

■ **UDX Large Vision of Akihabara UDX : NTT Urban Development**



■ Glico Vision Shibuya at the intersection in front of Shibuya station : Shibuya Television



■ Next-Generation Drink Vending Machines inside one of the JR East Stations : JR East Water Business



■ Signage in Tully's Coffee Tokyo Big Sight Store : Tully's Coffee Japan

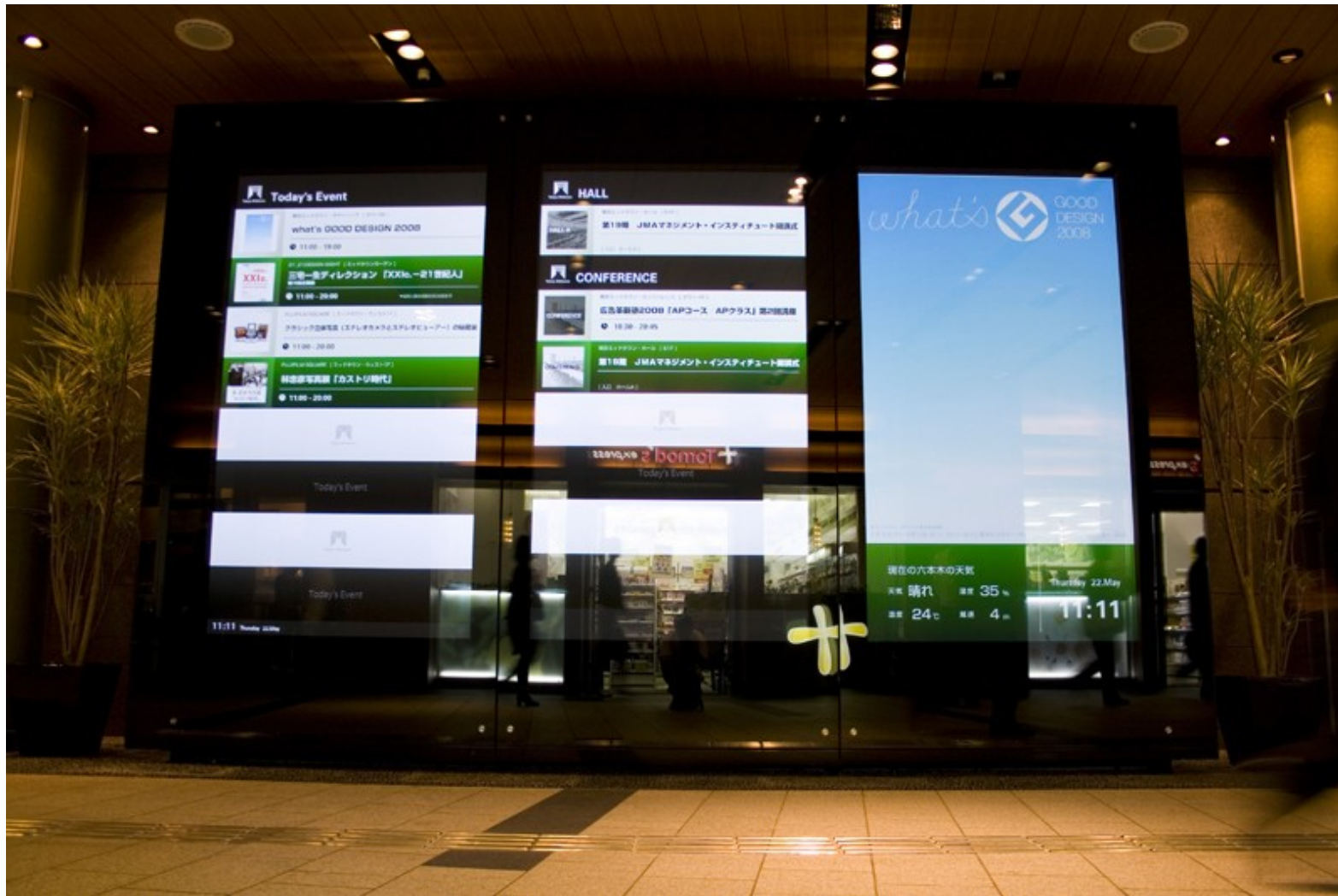


■ Q'S EYE at the intersection in front of the Shibuya Station

: Tokyu Corporation



■ Triple Plasma Displays in Tokyo Midtown : Mitsui Fudosan



■ Marunouchi Vision MARUCUBE, 1F Marunouchi Building

: Mitsubishi Estate Co.,Ltd



■ Office signage in the NTT East Tokyo Branch : Nippon Telegraph and Telephone East



■ Signage in Doutor Coffee Shibuya Center-Gai Store : Doutor Coffee



Behind the counter inside the store



Right beside the entrance

■ HILLS VISION in Roppongi Hills etc. : Mori Building



200inch LEDアストロビジョン

■ Medicaster, a signage system for hospital applications : Media Contents Factory



Reception counter



Waiting room

Site of Delivery	Editing	Delivery System	Delivery Setting	STB	Monitors
Signage Network "A"	Editing	Company A's System	Inputting and Setting	Company A's Delivery Software	Company X
	Editing	Company B's System	Inputting and Setting	Company B's Delivery Software	
Signage Network "B"	Editing	Company C's System	Inputting and Setting	Company C's Delivery Software	Company Y
	Editing	Company D's ASP		Company D's Delivery Software	Company Z
Signage Network "C"	Editing	Company E's System	Inputting and Setting	Company E's Delivery Software	⋮
	Editing	Company F's ASP		Company F's Delivery Software	and more

- Current Status**
- 1) Since different systems support different input formats, separate editing is required for all systems.
 - 2) Each system has its own rules for inputting and settings.
 - 3) The lack of compatibility hinders networking among signage systems.

■ Advantages of standardization of delivery systems (Compatibility among vendors)

○ Advantages for newcomers

- 1) Able to implement a system without worrying about production reworking in the future.
=>All they need to do is to replace the current one with any new low-cost model.
- 2) Able to select a model during requirement specifications upon implementation.
=>They can add functionality when needed.

○ Advantages for existing operators

- Able to bring down costs when the current system is replaced as it becomes obsolete.
=>They can select the most cost-effective model with no attention to vendors or models.

Advantage 1: Cost reduction => Short-term recovery business model

Advantage 2: Streamlining of operations => Low-cost operations



- Expanded opportunities for market entry due to the lowered hurdles for implementation
- Improved net operating profit driven by the lowered operating costs



Widespread use and expansion of the signage business