

# TOPPAN FORMS

August 2, 2010

## NEWS RELEASE

### **Toppan Forms Co-develops Digital Signage Media “Taxi Channel” installed in Taxis**

- Contents are Transmitted Wirelessly to Signage Media Installed in Taxis
- Incorporates New Features such as Smart Card Reader and Audio Visual Advertising with Touch Panel Functionality

Toppan Forms co-developed a new signage media, the “Taxi Channel”, installed in taxis throughout Tokyo in conjunction with Nihon Taxi-Ad (Chiyoda-ku Tokyo), Telecom Service Co., Ltd. (Toshima-ku Tokyo), Softbank Mobile Corp. (Minato-ku Tokyo), and TV Tokyo Corporation (Minato-ku Tokyo) who contributed in providing their expertise and newest technology.

Preparation such as infrastructure building, test operation of communication and systems, and advanced sales of program and commercial slots are targeted for official roll out in December.

#### **Nihon Taxi-Ad**

The company will install, operate, and manage the “Taxi Channel” media on 4,000 taxis throughout Tokyo. It will handle all aspects covering sales of commercial slots, contents management, and transmission operation. As part of “Taxi Channel” service, the company plans to provide wider range of services such as wireless LAN and emergency casualty information coupled with GPS navigation system.

#### **Toppan Forms**

Toppan Forms will provide the NFC Reader Writer that is embedded in the “Taxi Channel” signage terminal which will allow development of technologies and applications related to payment system linked to the fare meter and “Taxi Channel” Contents.

- \* NFC is an abbreviation for Near Field Technologies which is the next generation international standard that allows different communication standards that has been used for transportation and public smart card to become comprehensive and inter-operable.

### **Softbank Mobile Corp. and Telecom Service Co., Ltd.**

Two companies will provide 3G network to transmit contents for digital signage installed in taxis.

### **TV Tokyo Corporation**

The company will provide production of “Taxi Channel” contents that contribute to increased value of media. “Taxi Channel” is comprised of 12 programs, 4 infomercials, and 32 commercials. Attractive programming is imperative to its success. As a television broadcasting company, it will create media that are beneficial for both passengers and marketers by applying program production, editing, and visual technology that has been nurtured.

The broadcast fee for 15 seconds slot for 4,000 taxis is 2 million Yen. The company intends to proactively sell 60 seconds infomercial and 180 seconds programs.

The service starting in Tokyo area is planned to be expanded to major cities across the nation such as Osaka and Nagoya.

The company also plans to promote it as information service that meets the needs of passengers and information board that contributes to the local area

### **【Reference】**

- Detailed Information Reference for “Taxi Channel”
- 1. Signage Specification
  - 7.0 inch wide monitor/Stereo Sound/Analog Resistance Film Touch Panel/Smart Card Reader Writer (NFC compatible)/Softbank 3G network wireless LAN function/Telop Display Function/On Board System Interlocked with Fare Meter
  - \* NFC is an abbreviation for Near Field Technologies which is a next generation international standard that allows different communication standards to become comprehensive and compliant for transportation and public service smart ca

- 2. Housing Equipment Image and Housing Appearance



+External appearance of the actual monitor installed may change.

- 3. Contents Transmission Method: 3G Network
- 4. Image compression method: H264
- 5. Number of units deployed: 4,000 units in Tokyo Area
- Price list

CM Spot Broadcast: 15 Sec. 4,000 taxis 1 Month Basic Fee...2 million Yen before tax (Up to 4 consecutive slots totaling 60 seconds)

\* 2,000 taxi units, 2 weeks broadcast slots also available (1 slot 70,000 yen before tax)