

Digital Signage By Android Device Hikari Signage I-A Series

Dec . 13 ,2011

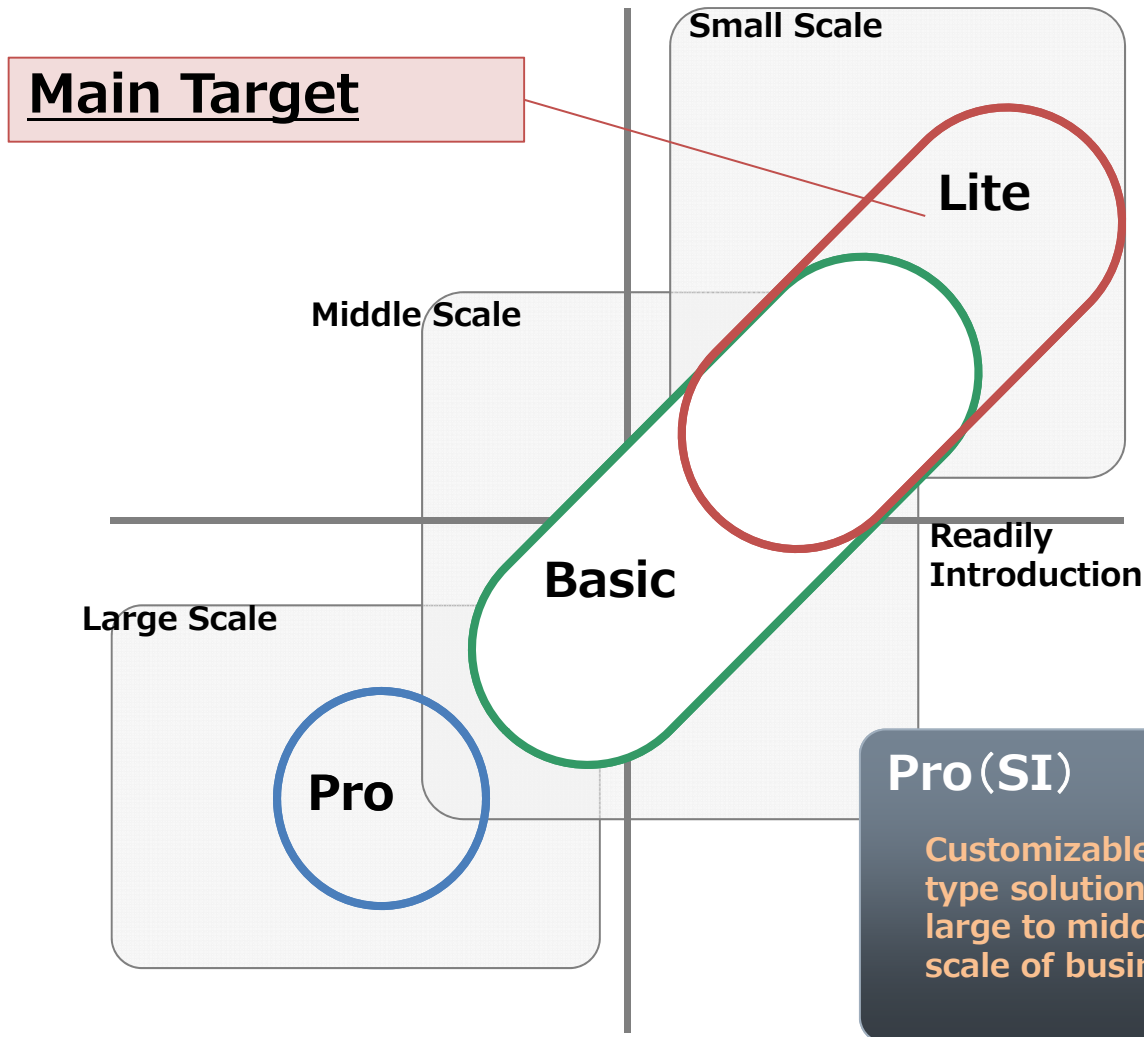
NTT IT CORPORATION

What is Hikari Signage?

- An NTT Group service providing digital signage over network.
 - High-quality
 - Timely delivery
 - Easy Content updating
 - Low initial and running costs


Product Lineup

Cost Competitiveness




Lite (SaaS)

Simple SaaS type solution, easy to operate, for middle to small scale of business




Basic(SaaS)

Solution, easy to introduce, for large to small scale of business



Pro(SI)

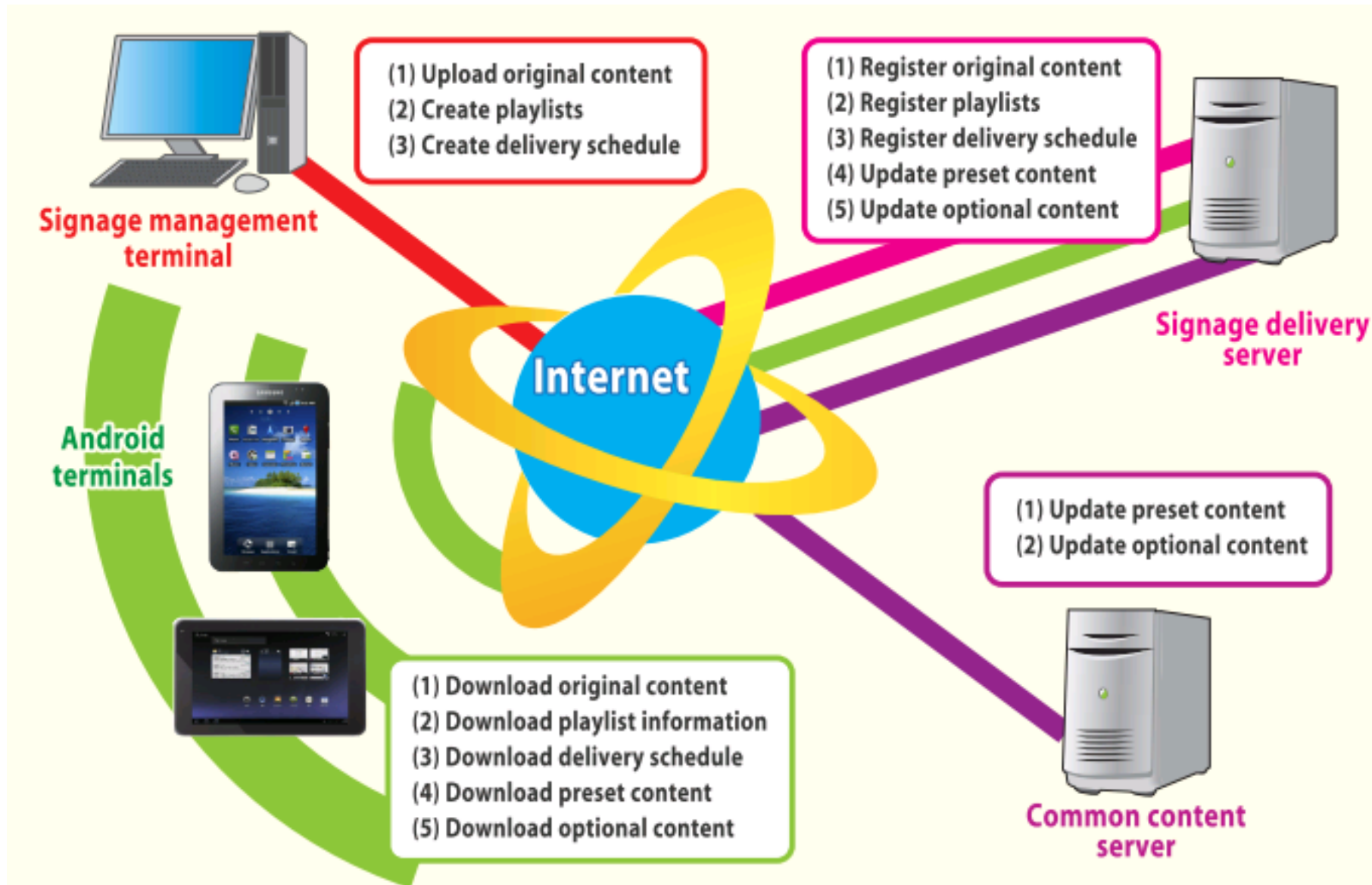
Customizable SI type solution for large to middle scale of business



Signage on the Tablet

- Hikari Signage I-A Model at Lite-series
- App software enabling Android tablet to display digital signage
 - Use of ordinary Android terminals
 - Download the app and make use of SaaS
 - Scheduled and on-demand play

Signage on the Tablet(con't)



Display at DSJ2011 in June 2011



Use case of Lite-series



Use case of Lite-series(con't)



Use case of Lite-series(con't)



Use case of Lite-series(con't)



Use case of Lite-series(con't)



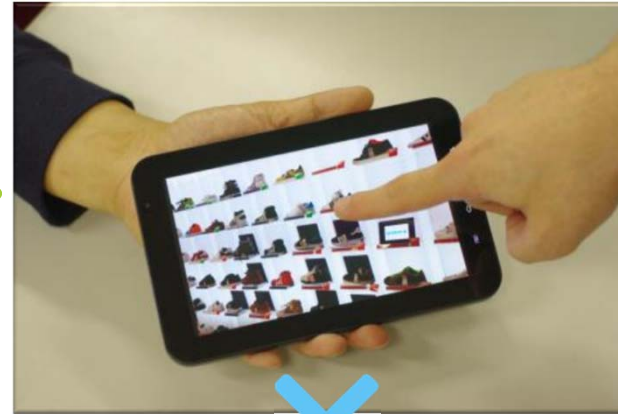
Use case of Lite-series(con't)



Use case of Lite-series(con't)



Effect of touching – unique to a tablet



Our Aim

- Android Tablet

Extend the use of signage-screens

– Part/Start of the Multiscreen

- Android STB

Accelerate the spread of Digital signage

– Decrease the STB-Price