

News Release

WORLD BIZNet launches “VIVA! Shanghai” video exhibition event in Fukuoka Airport’s international terminal with multi-language, auto-flyer-distribution, mobile data communication digital signage.

WORLD BIZNet
June 2, 2010

WORLD BIZNet (Kyoko Ishikawa, Founder & CEO, Otemachi, Chiyoda-ku, Tokyo, Japan) has co-launched a video exhibition event together with Fukuoka Airport Building Co., Ltd. called “VIVA! Shanghai Fukuoka ⇔ Shanghai” in Fukuoka Airport’s 2nd floor international terminal. The exhibition will last from May 29 (Sat), 2010 to October 29 (Fri), 2010. (See attachment1-1,1-2)

This service is designed for Japanese and foreign passengers (especially Chinese passengers) to enjoy their waiting time prior to departure of their flight.

Passengers can enjoy official video contents of the 2010 Shanghai EXPO and sightseeing videos of China, particularly of Shanghai, in the exhibition. In addition, passengers can also acquire paper/digital flyers via an attached printer, or download to their mobile phone or iPhone. (See attachment2-1,2-2) These fliers contain valuable information and coupons for use in Shanghai.

【Benefits for passengers】

- Enjoyable waiting time before departure.
- Passengers can acquire valuable information and coupons for restaurants and souvenir shops in Shanghai, which allow the customer to make more detailed travel plans in advance, prior to departure, or even during their flight.
- Flyer information is written in three languages, Japanese, Chinese, English, to enable a greater number of passengers to understand the flyer information, and for local people in Shanghai to understand the contents.
- Foreign passengers can bring back new information about Japan which may be an incentive for them to plan additional trips to Japan while enjoying fresh and pleasant memories of their current trip. These passengers can also bring back valuable information and coupons for use during their next travel to Japan.

【Benefits for commercial sponsors】

- Fukuoka Airport serves itself as “the gateway to Asia.” About half of the international passengers in Fukuoka Airport are Asian. Japanese companies and tourist attractions which target high-end Asian clients travelling overseas privately or on business are able to market to these valuable customers in the screened target segment.
- Foreign companies and resort business players especially in Shanghai which target Japanese travelers are able to market to an ideal pre-screened target segment.
- All sponsors can expose their commercial videos to their focused target market segment as well as distribute PR



information and coupons to the market via auto-flyer-distribution function.

- Sponsors are able to know PR results quantitatively such how many flyers were distributed and the distribution trend.

【Technology Features】

- The digital signage system maintenance and content updates are made remotely through the mobile data communication network. This infrastructure design provides no restrictions for the display site as cable construction is not needed.
- When sponsors are changed or updated, the PR video on the monitor display, paper flyers, and mobile / iPhone information will be changed accordingly in the three languages.
- This system is designed to use open-source and general-purpose machines as much as possible which provides low cost benefits in development and maintenance.

■ WORLD BIZNet

WORLD BIZNet is an IT venture company, established in Feb 2008. At the forefront of digital video streaming technology and international communication capability, WORLD BIZNet provides “one-stop-shop” service which designs, develops, and maintains business communication. This allows for quantitative performance analysis preceding cultural and language barriers.

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