

**NEWS RELEASE****FOR IMMEDIATE RELEASE****August 11, 2008**

## **Dentsu to Participate in MIT Media Lab's Research Consortium "Things That Think"**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and Information Services International-Dentsu, Ltd. (President, CEO and COO: Koichi Mizuno; Head Office: Tokyo; Capital: 8,180.5 million yen; hereafter "ISID") announced today that they will participate in Things That Think (TTT) (see Note 1), a research consortium at the Massachusetts Institute of Technology (MIT) Media Lab (see Note 2), to conduct research and development on future communications technologies and the basic technologies that support them. The results of this research will be used to seek solutions that meet client needs in an evolving and diversifying media communications environment.

MIT Media Lab is an institution conducting joint research with the support of more than 60 sponsors, including some of the world's leading corporations. Its fields of research are extremely wide-ranging, including not only the development of new technologies and communication methods, but research on solving social issues as well, such as environmental problems, the digital divide, and other issues of social responsibility. Results generated by the research are provided to sponsors of the MIT Media Lab in a timely manner through conferences and other means.

Dentsu and ISID, while conducting R&D on a wide range of promising technology seeds in cutting-edge areas of technology that continue to evolve on a daily basis, hopes to nurture core technologies that will energize Japanese marketing and communications activities and allow them to build up their solutions services.

During the initial stages, a team drawn from related departments from throughout the Dentsu Group will participate in the consortium. Through deliberation among related divisions and companies, the team will clarify the research themes and other details over the course of the year, and begin full-scale research activities. Going forward, Dentsu will actively engage in personnel exchanges with the MIT Media Lab, conducting research that also seeks to fuse theory and practical experience across international borders.

**Note 1: Things That Think (TTT)**

TTT is a consortium begun by the MIT Media Lab in 1995 that works to create the future digital society. With an aim to realize its vision, TTT embraces things that utilize computational capability, and serves important human priorities such as facilitating creativity and productivity, taking control of individual health, improving safety and

well-being, and enhancing interaction and learning. The consortium is a group of faculty representing a wide range of disciplines, including science, engineering, design and art, conducting research that transcends traditional boundaries. TTT is continuously developing innovative new devices and enabling technologies, such as incorporating digital technology into clothing, jewelry, and other articles used in daily life.

**Note 2: U.S. Massachusetts Institute of Technology Media Lab**

The MIT Media Lab is a research institution established in 1980 by Professor Nicholas Negroponte and former MIT President and Science Advisor to President John F. Kennedy, Jerome Wiesner. Part of MIT's School of Architecture and Planning, the lab focuses on "human adaptability," and conducts research in the areas of digital technology that utilize art and communication. Its latest initiatives include the development of US\$100 laptop computers for children in developing countries, the establishment of E-Ink Corporation, a venture company for electronic paper technology, and other projects that extend beyond research to actual business activities.

Contact: Yukihiro Oguchi  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: yukihiro.oguchi@dentsu.co.jp

#####