

FOR IMMEDIATE RELEASE

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**Dentsu Launches Digital Signage Dynamic Content  
Delivery Service Triggered by Real Time Data  
– Content Distributed in Accordance with Weather, Temperature,  
Time and Location Information –**

Dentsu Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Toshihiro Yamamoto) is collaborating with Densan System Co., Ltd. (Head Office: Chuo-ku, Tokyo; Representative Director & COO: Yasunori Tanaka) and Cyber Communications Inc. (Head Office: Chuo-ku, Tokyo; Representative Director, President: Akio Niizawa) to launch a digital signage dynamic content delivery service able to distribute content triggered by real time data such as weather, temperature, time, location and other information. The first phase involves Tokyo Metropolitan Bureau of Transportation Toei Bus digital signage operations, which will begin content delivery on April 3, 2017.

At present, in the world of out-of-home media advertising (OOH), the digital signage market is growing. Up to now, signage typically consisted of data uploaded in advance and displayed for a predetermined period. Utilizing Google's cloud service and other technologies, this new signage platform is able to distribute advertising content in accordance with weather and temperature conditions, as well as time in one-minute time increments and location information. As it is possible to display messages tailored to the surrounding environment, advertisers will be able to provide information with an appeal that is more relevant to the intended audience.

Displaying information in accordance with weather, temperature and time of day enables the deployment of advertising that perfectly matches current conditions. For example, when temperatures rise above a certain level, chilled product advertisements are displayed. And, when temperatures fall below a certain level, warm product advertisements are displayed. Furthermore, displays triggered by location information will deliver advertising near areas where events are taking place, enabling the promotion of different content in each area.

Going forward, Dentsu will aggressively promote new initiatives using dynamic digital OOH in Japan.

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