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**Digital signage deployment in over 20,000 locations in Japan  
&  
Opportunities in 2020 Tokyo Olympics**

Hitachi, Ltd. Infrastructure Systems Company  
Industrial Solutions Division

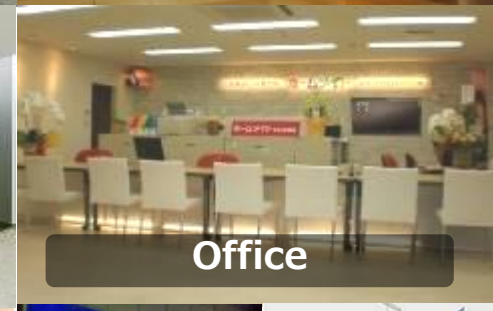
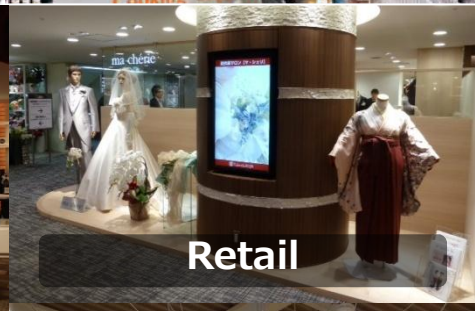
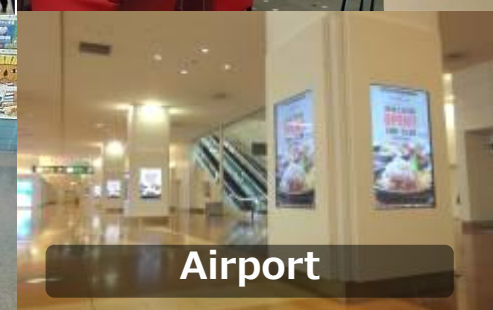
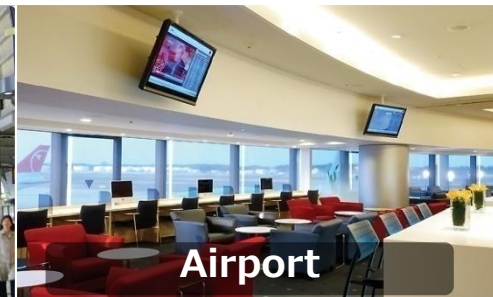
Takeshi Enokibori

- Digital Signage's position in M2M fields
- Major case examples in Japan
- Digital Signage for the future

Corporate Name	Hitachi, Ltd.
Established	February 1, 1920 [Founded in 1910]
In-house Company System	<ul style="list-style-type: none"><li>•Healthcare Company</li><li>•Power Systems Company</li><li>•<b><u>Infrastructure Systems Company</u></b></li><li>•Industrial Products Company</li><li>•Rail Systems Company</li><li>•Urban Planning and Development Systems Company</li><li>•Defense Systems Company</li><li>•Information &amp; Telecommunication Systems Company</li><li>•Energy Solutions Company</li></ul>

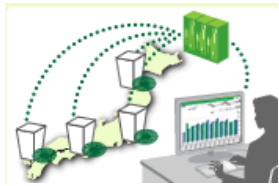
Capital	458,790million yen (as of end of March 2015)
Number of employees	33,500 (as of end of March 2014)
Consolidated number of employees	320,725 (as of end of March 2014)

# Our results - over 20,000 locations in Japan -

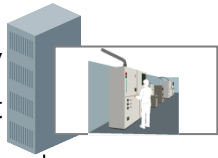


# Our Typical Industrial M2M solutions

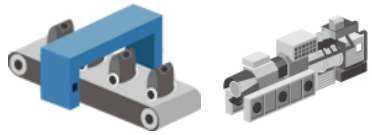
~M2M services took many running costs for each services.~  
(ex.Operation,Server, and Networks)



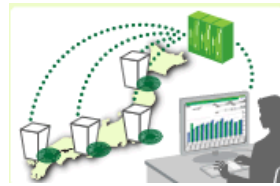
**Facility**  
Management



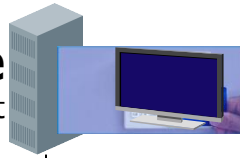
**Energy**  
Management



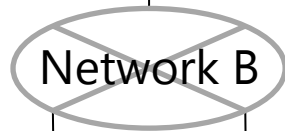
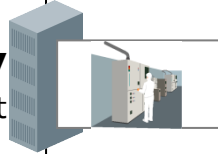
**Factory**



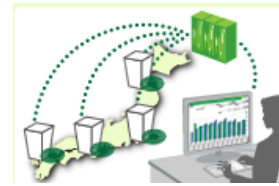
**Signage**  
Management



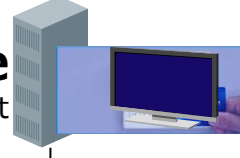
**Facility**  
Management



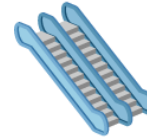
**Building**



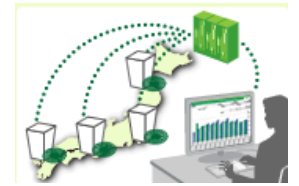
**Signage**  
Management



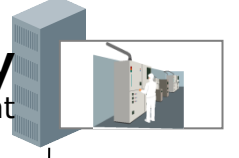
**Energy**  
Management



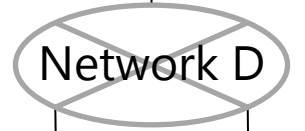
**Retail**



**Facility**  
Management



**Energy**  
Management

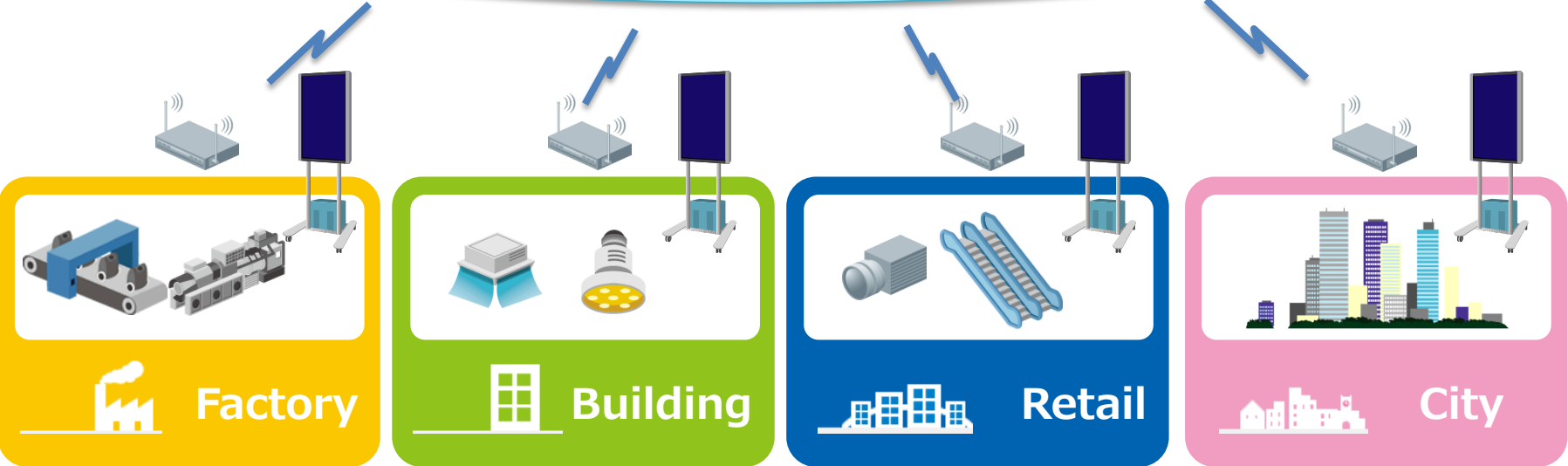


**City**

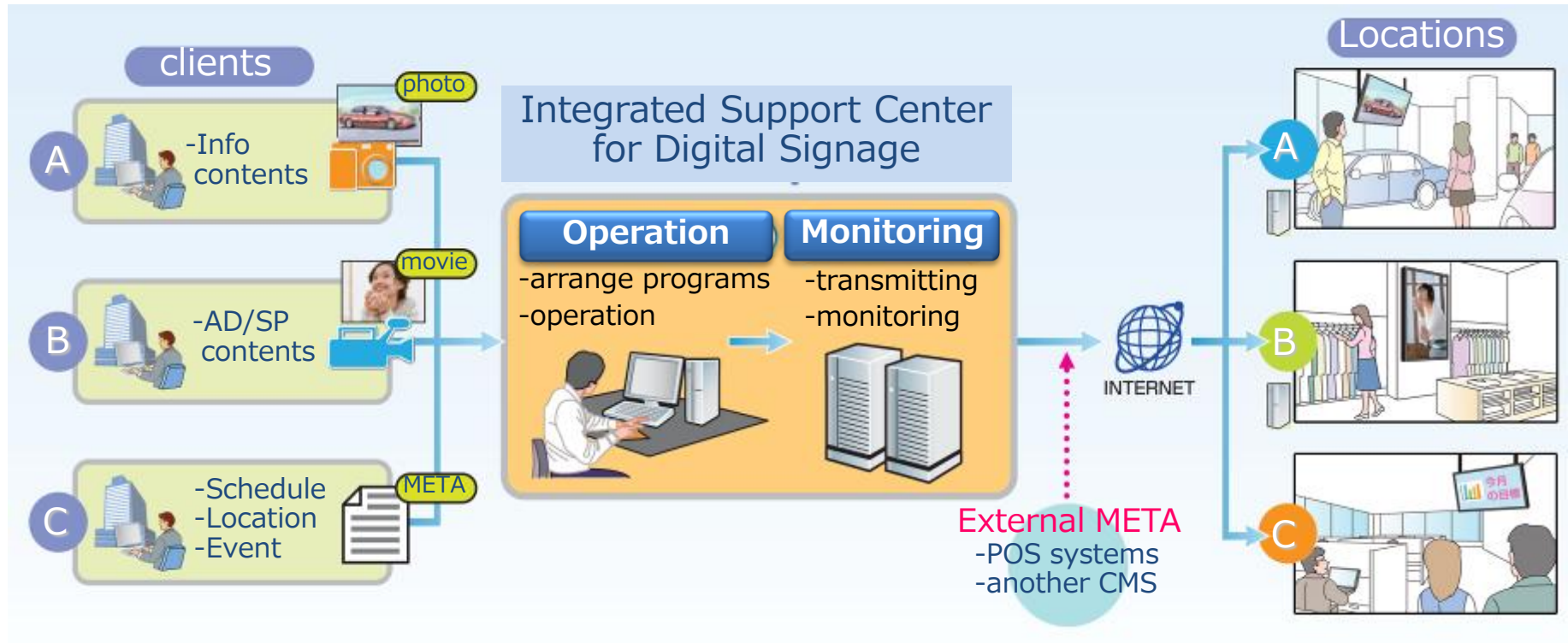
**Providing Industrial M2M Service platform for Digital Signage  
(Operation service and Mobile Network service)**



**Industrial Mobile Private Network (MVNO)**



## Highly Specialized center to operation and monitoring for multiple locations



- Digital Signage's position in M2M fields
- Major case examples in Japan
- Digital Signage for the future



# Case introduction #1 –Station media-



## Shinjuku station

Number of screens **44**

Screen size **65** inches



## Nagoya station

Number of screens **100**

Screen size **60** inches

# Case introduction #1 –Station media-



Ikebukuro-station (4K 84inch\*24screens & 70inch\*40screens)



Shibuya-station (70inch\*28screens)

# Case introduction #2 –Transportation status- HITACHI Inspire the Next

**千代田線**  
折返し運転  
原因 信号トラブル  
運転区間 綾瀬～西ヶ岡

**Chiyoda Line**  
status Shuttle operation  
cause Accident  
in service between C-19 and C-08

振替輸送 東京メトロ 都営地下鉄 JR 東急



**山手線**  
品川・渋谷方面  
Yamanote Line

16:30 運転再開見込  
Cause 人身事故

中央・総武各駅停車  
上下線  
Chūō Line, Sōbu Line (Local Train)

遅延  
Cause 車両故障

止まっている区間 Stopped area  
遅れている区間など Delayed area など  
平常運転区間 Usual operation area

16:00

振替路線 東京メトロ 全路線 都営地下鉄 全路線 小田急線 新宿 町田 全路線 京王線 全路線 東武野田線 柏 船橋 1/2



# Case introduction #3 –retail chain-

## For advertisement



## AEON Channel

Screen size **32** inches  
size **60** inches

Number of screens **1,500**

## For sales promotion



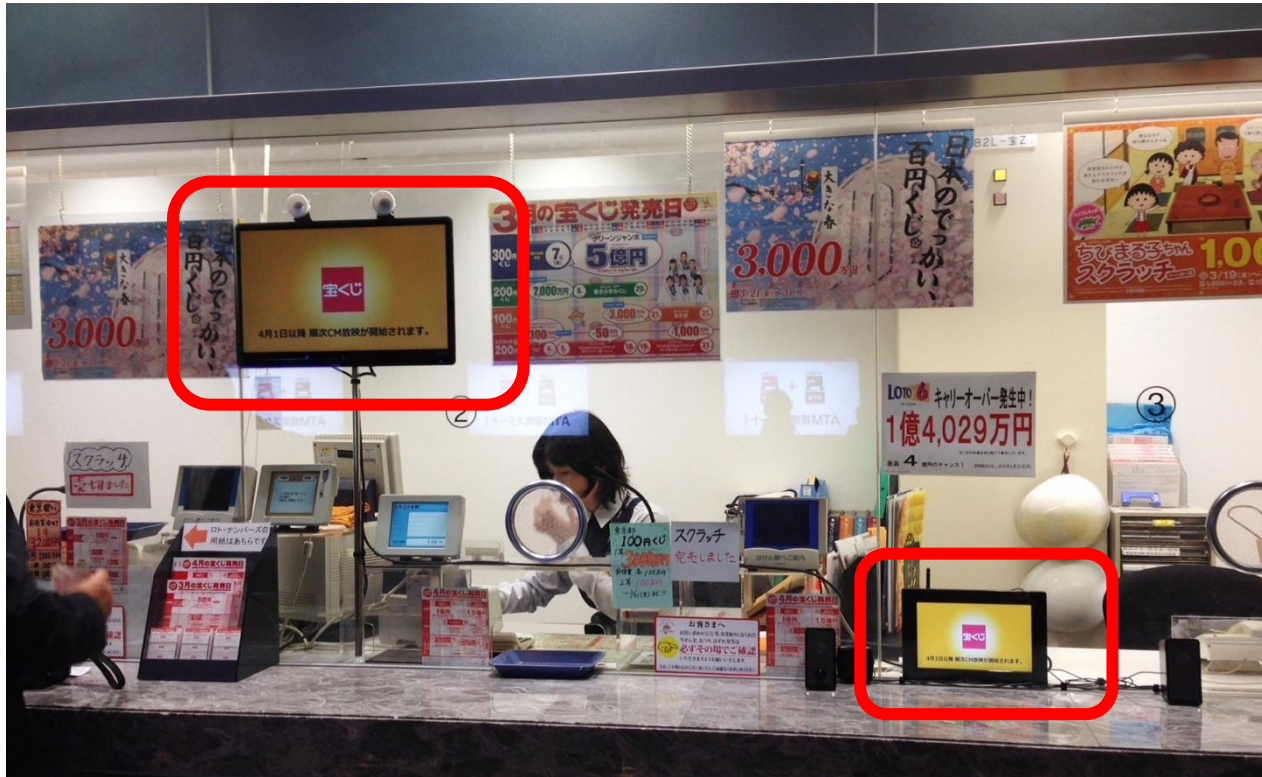
## Vending Machine



## Information



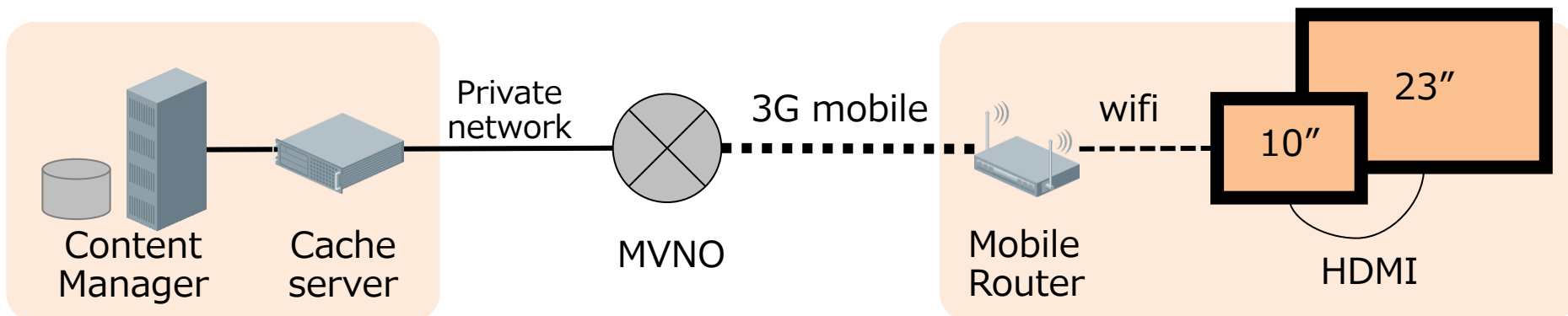
# Case introduction #4 – Multiple locations-



## Lottery retailer

Screen size **10** inches  
                  **23** inches

Number of locations **5,000**



- Digital Signage's position in M2M fields
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## Shinjuku Way-finder & Information

**227** inches **Multi**-Display

**70** inches **4K**-Display


**32** inches **4K**-Display



<Special Feature>

- Universal Design
- 4K resolution MAP
- Output to 70" from 32" touch panel
- MULTILINGUAL SYSTEM (four languages)

# Market scale of Digital signage in Japan

Domestic market scale	2012 (million yen)	2020 (million yen)	growth rate
System development	47,100	59,000	1.3 times
Contents production & Managed service	13,800	33,000	2.4 times
<b>Advertisement</b>	<b>21,400</b>	<b>160,000</b>	<b>7.5 times</b>
OOH + transportation	17,200	71,000	4.1 times
<b>In-store media</b>	<b>4,200</b>	<b>89,000</b>	 <b>21.2 times</b>
<b>Total</b>	<b>82,200</b>	<b>252,000</b>	<b>3.1 times</b>

(Source : Fuji-Kimera-soken "Digital Signage Report 2013")



## -Digital Posters-

- combine STB(PC) and mobile communication(4GLTE) into display
- Light and durable
- Setup easily anywhere in stores or stations



# (Plan#2) for outdoor Digital signage



- Type of harsh environment
- Need for 4K(8K?) resolution
- Durable touch panels
- Fanless STB

## -Highly integrated CMS for digital signage-

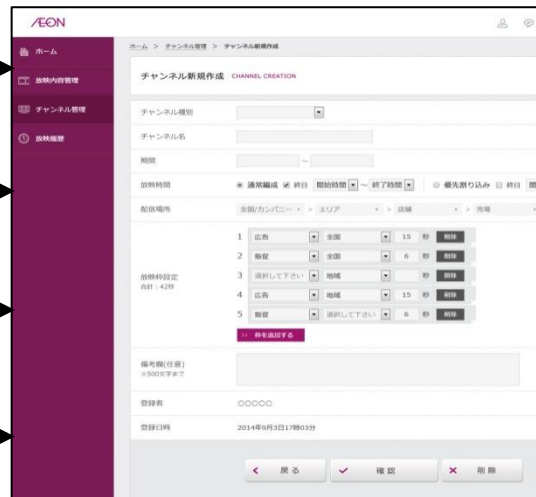
- For an advertising agency (price/schedule/location/log...)
- For Sales Promotion division (campaign/bargain/events...)
- For individual stores (stores information / emergency information...)

In-house division

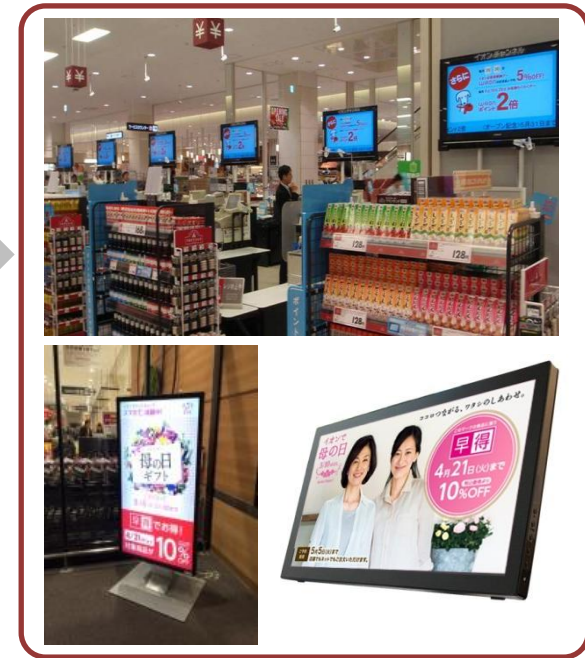
Individual stores

Ad agency

Contents creator



Integrated CMS



stores