

To members of the press

Press release

November 2, 2022

LIVE BOARD,INC.

VACAN, Inc.



Toilet Signage Media, “AirKnock Ads” is now available on the LIVE BOARD Marketplace from November 7th



LIVE BOARD,INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”), announced a partnership with VACAN, Inc. (Headquarters: Chiyoda-ku, Tokyo; CEO: Takanobu Kawano; hereinafter, “VACAN”), known as a toilet signage media operator with about 6,250 screens installed in toilet stalls in offices and retail stores, called “AirKnock Ads”. Through the partnership, starting with “AirKnock Ads” inventories around Tokyo with about 600 screens are now available on the LIVE BOARD Marketplace from November 7th. Accordingly, VACAN plans to provide the inventories not only in Tokyo area, but across the nation (in offices and retail stores).

Since the end of 2020, when VACAN started full-scale commercial operation of the toilet signage media network, VACAN currently has the largest network in the market^{※1} in terms of the number of screens installed in toilet stalls. LIVE BOARD collaborates with a variety of media partners, including outdoors, in-trains, stations, taxis, and convenience stores. With this partnership, brings the total number screens available on the LIVE BOARD Marketplace to approximately 16,900^{※2}. LIVE BOARD will continue its efforts to develop an environment that gives more flexibility to advertisers who activate OOH campaigns.

※1 According to VACAN

※2 As of the end of October 2022

◆About the toilet signage media network, “AirKnock Ads”

A new toilet media network reaches businesspeople.

“AirKnock Ads” is a new signage media network designed for delivering ads in toilet stalls, deploying approximately 6,250 screens※ in the places such as offices, and retail stores around Tokyo, especially in urban area. A toilet stall is an ideal space to clearly deliver messages to the users as it’s nature as 1 on 1 private space. With the sensor installed in a toilet enables ads only deliver when the toilet is occupied, so that the number of plays and the result of delivery can be measured.



※ Estimated number of screens, as of the end of November 2022

LIVE BOARD,INC. President and CEO Jun Sakurai commented that

“3 years has passed since LIVE BOARD launched Japan’s first impression-based delivery in the OOH market, and as the world is increasingly digitalised, we have been expanding the network to capture the moment of audiences on the go, focusing on outdoors, indoors, in-trains, and in stations. Through this collaboration, LIVE BOARD is able to include wider variety of environments - VACAN’s “AirKnock Ads” (signage in a toilet stall), and which will give more efficient and effective ad channels for advertisers. The collaboration will start from around Tokyo area though, I strongly believe that it will be rolled out across the nation soon. Together with VACAN, LIVE BOARD commits to contribute to the OOH market.”

VACAN, Inc. CEO Takanobu Kawano commented that

Our “AirKnock Ads” does not only refer to the function of an ad delivery system, but to the solution that improves the toilet environment by visualizing toilets congestion and reducing unnecessary long stays in toilet stalls. I am strongly confident that the partnership with LIVE BOARD will give our platform a power to deliver more valuable ads for both advertisers and toilet users, through LIVE BOARD’s data-driven targeting capabilities in the digital OOH domain. We will continue to work with LIVE BOARD to contribute to the growth of the digital OOH market.”

<Media Information>

Medium : AirKnock Ads

Screens : About 600 screens in Tokyo and Kanagawa area

Size : 10 inch wide iPS

Ad duration : Maximum 30s ※ The Ad duration through LIVE BOARD Network is 15 seconds as default.

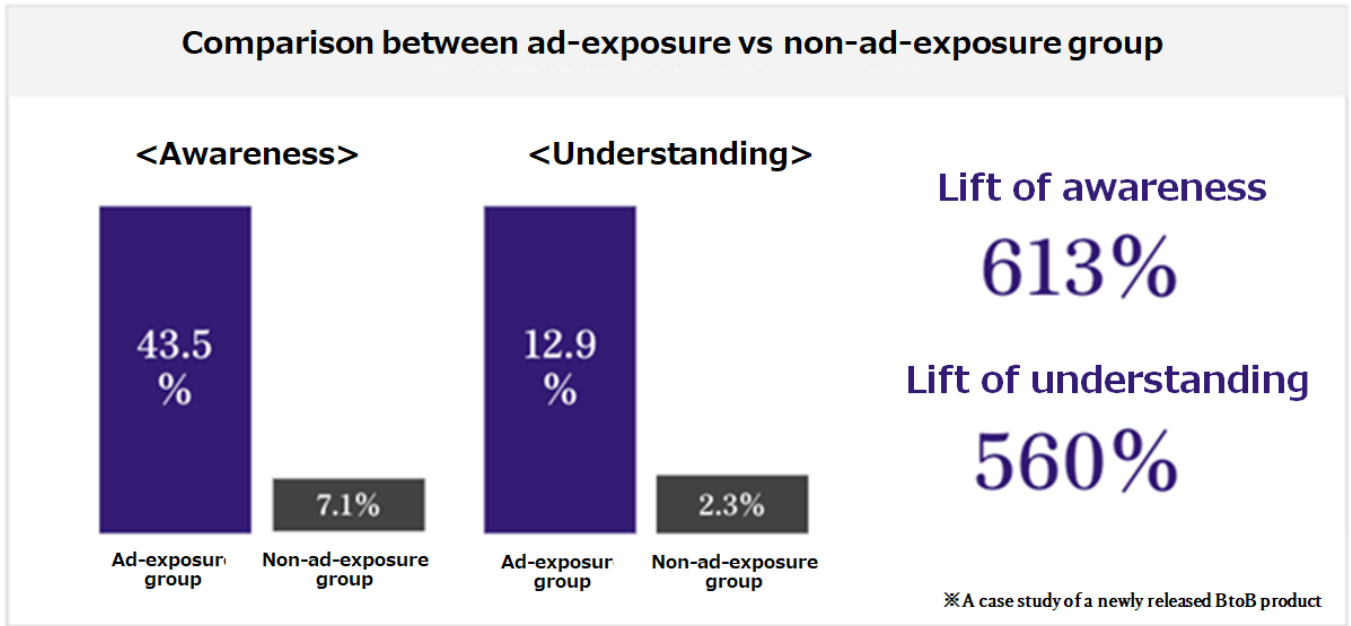
AirKnock Ads

Sound : No sound

Sales start : from Monday, November 7th, 2022

Contact us : <https://corp.vacan.com/airknockads>

<A Case Study>



◆About VACAN, Inc.



One second to know if it is available “now”, Creating a friendly world.

VACAN is a company nominated as “J-startup 2019”, a corporate support project by public and private sectors launched by the Ministry of Economy, Trade and Industry.

Using IoT and AI technology, we detect “vacancy” of all kinds of venues including restaurants, cafes, toilets, sightseeing spots, shelters, and polling stations, and provide the status through digital signages and smartphones. Not only visualising the availability, but we also provide a wide range of “no more waiting” DX services in order to reduce and control congestions.

Company Name	VACAN, Inc.
Representative	CEO, Takanobu Kawano
Location	2 nd Floor, Sumitomo Real Estate Nagata-cho Building, 2-17-3, Nagata-cho, Chiyoda-ku, Tokyo
Date of Establishment	June, 2016
Business Details	Providing “no more waiting” DX services based on availability/congestion information
Website	https://corp.vacan.com

◆About LIVE BOARD,INC.



A digital OOH ad network operator achieving data driven targeting and effectiveness verification.

LIVE BOARD is the first company in Japan to achieve impression-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when the patterns of movement of people are prone to change. In addition, by combining big data from Japan's largest carriers with our proprietary network that comprises a wide range of digital OOH throughout Japan, including outdoor, indoor, train, and station OOH ads, we have enabled the delivery of personalized ads such as targeting by gender and age, which was not feasible with conventional OOH.

Company Name	LIVE BOARD,INC.
Representative	President and CEO, Jun Sakurai
Location	7 th Floor, Daiwa Aoyama Building, 3-1-30, Jingumae, Shibusawa-ku, Tokyo, Japan
Capital	2.5 billion yen
Date of Establishment	February 1 st , 2019
Business Details	DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales
Website	https://liveboard.co.jp

<Media Contact>

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