

Live Board

The newly installed “UMEDA BS3D VISION” is now officially launched and available to buy by the impression (number of viewers).



LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, LIVE BOARD) announced that “UMEDA BS3D VISION”, a curved digital billboard sized over 100 square meters, which is newly installed in Umeda, Osaka, and managed and operated by PAS Communications, INC. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Niro Hoshino) will be integrated into the LIVE BOARD Marketplace^{※1} and available to buy by the impression (number of viewers) of DOOH^{※2} from Monday, 16 January, 2023.

※1 Ad inventories aggregated by LIVE BOARD

※2 An abbreviations which stands for “Digital Out of Home”. All media formats using digital technology specifically intended to reach audiences outside of home such as transport ad, outdoor ad, and retail ad.

◆About UMEDA BS3D VISION

“UMEDA BS3D VISION” is a large digital billboard of approximately 104 square meters screen, which is visible from the pedestrian deck connecting JR Osaka Station and Hankyu Umeda Station. As a curved LED screen easily employs optical illusions to make an object appear 3D, it provides an optimal environment for viewing 3D visuals – adding further impacts to the digital billboard screen and effectively creating excitement for audiences. Needless to say that as “UMEDA BS3D VISION” is one of the largest digital billboards in the Umeda area, not only 3D ads, but also normal 2D ads have a great impacts on the audience.

◆Medium Details

Name: UMEDA BS3D VISION

Location: 1-1-26, Shibata, Kita-ku, Osaka-shi, Osaka

Nearest train station: Umeda Station

Size: Approximately 104 square meters

Number of screens: 1 screen

Operating hour: 7:00~23:00

Audio: Available ※No sound available on the LIVE BOARD Marketplace

Further Details : <https://pas-com.co.jp/newsumeda1221>

◆About LIVE BOARD, INC.



An operator of a digital OOH ad network that achieves 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 people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalised ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name	LIVE BOARD, INC.
Representative	President and CEO: Jun Sakurai
Location	7 th Floor, Daiwa Aoyama Building, 3-1-30, Jingumae, Shibuya-ku, Tokyo
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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