

PRESS RELEASE

Tokyo, Japan/ Feb 20, 2024, LIVE BOARD,INC.

Live Board

New advertising plan that includes everything from 3D creative production to broadcasting on LIVE BOARD screens!



LIVE BOARD,INC. will start selling a 3D creative package that utilizes 3D creative technology. This package will be available via 32 of our outdoor digital out of home (DOOH) and in-train vision screens nationwide (Hokkaido, Miyagi, Tokyo, Kanagawa, Aichi, Osaka, and Fukuoka). The sales of the 3D creative package, which utilizes the 3D creative technology to make appear three-dimensional, will begin on February 20, 2024. In addition, the company will also start airing fillers using this technology on the same day.

▼Filler image



[Logo](#)



[UFO](#)



[Animation & Animals](#)

▼About 3D Creative

By reproducing the positional relationship between the digital signage (outdoor vision, vision in trains, etc.) and the viewer on CG, and by perfectly matching the viewing angle, the viewer is made to feel as if the object really exists there. This is called the "illusion effect. The image in which the illusion effect is applied is called naked-eye 3D image.

▼3D Creative Package Overview

The package allows for easy and low-cost 3D creative creation, and can be used with LIVE BOARD's nationwide outdoor and in-train visions, enabling flexible and differentiated creative broadcasts according to the time of day, day of the week, area, weather, temperature, and other factors, in line with the lifeline of the target demographic. It is possible to flexibly broadcast different types of creative according to the time of day, day of the week, area, weather, temperature, etc.

Package name : 3D Creative Package

Service available on : February 20, 2024

Target media :

- 1) 32 outdoor digital OOH screens nationwide (Hokkaido, Miyagi, Tokyo, Kanagawa, Chiba, Saitama, Aichi, Osaka, Fukuoka) operated by LIVE BOARD.
- 2) In-train vision

Distribution time : 7:00 - 24:00

- * Movies will be distributed at random.
- * Please note that the start/end time of the broadcast may differ depending on the media.

Role of each company:

GADGET : Provision of 3D creative technology

LIVE BOARD : Operation and sales of digital OOH

LIVE BOARD screens nationwide

Currently, LIVE BOARD's screens have grown to more than 63,500 nationwide, and we are expanding daily not only with our own installed screens but also with other companies.

URL: <https://liveboard.co.jp/en/screen>

◆GADGET Inc.

A group of producers who design innovations using cutting-edge technologies such as synthetic voice and 3DCG.

Official Site : <https://gadgetinc.jp>

◆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 (VAC) -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 personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name : LIVE BOARD, INC

Business Details : DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales

Website : <https://liveboard.co.jp/en/>

Media Contact : info_press@liveboard.co.jp