

PRESS RELEASE

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

**Live Board**

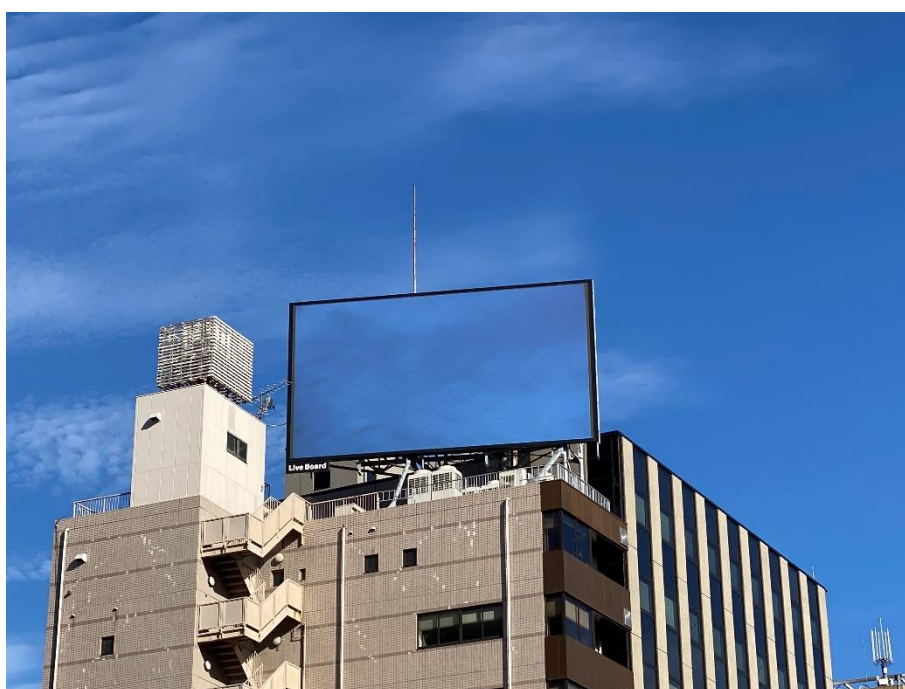
## **LIVE BOARD, Dentsu, and Dentsu Creative X partner to develop new AI Adaptive Billboard System**

LIVE BOARD,INC., Dentsu Inc. and Dentsu Creative X Inc. have jointly developed AI Adaptive Billboard System using generative AI, and will begin offering the service today.

Currently, various applications of generative AI technology are being explored in advertising production. In the outdoor vision landscape, the evolution of live broadcasting technology has enabled the opportunity for advertising expressions to be naturally tailored to the moment and surrounding environment which is attracting a great deal of attention.

Against this backdrop, the three companies have developed a new offering AI Adaptive Billboard System by combining LIVE BOARD's live broadcasting technology for outdoor visions with Dentsu and Dentsu Creative X's expertise in utilizing generative AI.

The AI Adaptive Billboard System begins by capturing images of the scenery including the outdoor vision at regular intervals, and using the image generation AI's API (Application Programming Interface: a tool for linking software), the outdoor vision portion of the image data is then filled in so that it organically blends in with the background sky and landscape. Then, the filled-in image data is projected on the outdoor vision in real time using LIVE BOARD's live broadcasting technology. As a result, a seamless connection blending advertising and the surrounding landscape.



The test of AI Adaptive Billboard System at LIVE BOARD's outdoor vision (Urbanmates Building in Tsukiji, Tokyo)

Furthermore, creative possibilities are endless by applying and devising prompts and compositing products and text in the foreground. For example, a wide range of advertising expressions can be realized, such as characters and products floating in the sky, or dynamic effects like the appearance of a monster.

This AI Adaptive Billboard System will open up new opportunities for advertisements, drawing the attention of consumers to advertisements that change in real time and automatically generate creative expressions. This is the first technology of its kind in Japan<sup>\*1</sup> and is expected to be used in a variety of industries.

#### Role of each company

Company Name	role
LIVE BOARD	Provide live streaming service and DOOH <sup>*2</sup> media surface
Dentsu	Production and provision of AI-based creative technologies
Dentsu Creative X	Content Creative Production

※1 According to LIVE BOARD.

※2 Abbreviation for Digital Out of Home. An advertising medium that utilizes digital signage installed in transportation, outdoor advertising, commercial facilities, etc.

#### ◆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

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