

PRESS RELEASE

Tokyo, Japan/ February 17, 2025, LIVE BOARD,INC.



Live Board

LIVE BOARD Marketplace now connected to AI Omiya Higashi Vision at Omiya Station East Exit Square



AIJAPAN co.,ltd., SAITAMA SHINBUN JIGYOSHA Co.,LTD. and LIVE BOARD,INC. will connect AI Omiya Higashi Vision, a digital signage display installed at Omiya Station East Exit Square, into the LIVE BOARD Marketplace*¹ starting March 1, 2025. The screen is managed and operated by AIJAPAN and SAITAMA SHINBUN JIGYOSHA.

In addition to the conventional sales method of specifying the delivery periods and frequencies, NTT DOCOMO's location data and analysis technology will enable this digital media to sell impressions (VAC)*² based on the estimated number of actual viewers.

Omiya Station is the busiest transportation hub in Saitama Prefecture , accommodating approximately 650,000 passengers*³ per day. As a major junction connecting all Shinkansen bullet train lines from Hokkaido to Tokyo, the station serves as a key gateway to eastern Japan, making it a highly strategic location for advertisers seeking extensive audience reach.

AI Omiya Higashi Vision is positioned at the Omiya Station East Exit roundabout and features two high-visibility screens - one facing Omiya Station and the other facing Takashimaya to the area includes a taxi pool and 23 bus routes, as well as major commercial facilities such as Takashimaya, OMIYA KADOMACHI and OMIYA RAKUUN, ensuring high exposure to

commuters, shoppers and visitors. The signage system is also equipped with - a total of seven strategically positioned speakers - four on the main structure and three on the rooftop – allowing multi-directional audio broadcasting. This enhances advertising impact and engagement, ensuring that campaigns achieve a stronger presence in high-traffic environments.

Through this initiative, AIJAPAN, SAITAMA SHINBUN JIGYOSHA and LIVE BOARD will continue to create new value in the OOH market by implementing effective and efficient management of transport advertising while further promoting advertising solutions tailored to diverse lifestyles.

*1 This refers to the entire DOOH advertising space (inventory) handled by LIVE BOARD, including its own and other companies'.

*2 LIVE BOARD uses impressions that take into account the visibility rate based on visibility surveys (VAC = Visibility Adjusted Contact / total number of people who saw the ad), as recommended in the OOH Global Measurement Guidelines. Of the number of people in the viewing area of a medium (OTS = Opportunity to See), the number of people who may come into contact with an OOH ad (OTC = Opportunity to Contact / takes into account the direction of movement within the viewing area and the presence of obstacles) is defined. The number of people who are likely to actually see the advertisement (VAC) is estimated by adding the visibility rate for each media to this number.

*3 Reference: 2025 Saitama Prefecture ranking of stations with the highest number of daily passengers.

◆Media Information

Media name: AI Omiya Higashi Vision

Date of collaboration: March 1, 2025

Location: 1-26 Daimon-cho, Omiya-ku, Saitama-shi, Saitama Prefecture

Size: 1 side W5,500mm x H3,000mm (16.5m²) / 2 sides total 33m²

Display hours: 7:00-25:00

Audio: Available *No sound from 7:00-8:00/21:00-25:00.

◆LIVE BOARD inventories across the nation

Currently LIVE BOARD has over 64,600 screens and continues to expand the network with not only its owned and operated, but also aggregating screens from partners across the nation.

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

◆About AIJAPAN co.,ltd.

Seeing, Hearing 'Beyond'

The company operates 41 Eye Glasses and STYLE CLOSET retail outlets for glasses, hearing aids and contact lenses, mainly in Saitama Prefecture. It also operates an advertising business using large outdoor visions, and a digital services business selling digital solutions for corporate customers, such as smart glasses with degree insert lenses and the AI FITTING MIRROR, which judges the suitability of glasses.

Company Name: AIJAPAN co.,Ltd.

Business Details: Sales of spectacle frames, spectacle lenses, contact lenses and hearing aids.

Website: <https://www.aijapan-net.co.jp/>

◆About SAITAMA SHINBUN JIGYOSHA Co.,LTD.

We do our best to support you.

The number of different advertising media is increasing.

Each has its own characteristics and it is important to use them in different ways depending on the situation.

Saitama Newspaper Company will make proposals for more effective advertising from the advertising media introduced here.

Company Name: SAITAMA SHINBUN JIGYOSHA Co.,LTD.

Business Details: Advertising proposals for print and radio media, as well as video and web production.

Website: <https://sai-media.co.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>

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