

## About Us

- Corp. name : impactTV Inc.  
(Impact HD GROUP)
- Head office : 〒150-0002  
8th Floor, To-tate International Building 2-12-19 Shibuya,  
Shibuya-ku,Tokyo
- Est : July 30th , 1986
- Capital : 10,000,000 JPY ( as of the 4<sup>th</sup> Jan,2024 )  
\*Capital reserve 349,698,376JPY
- Employees : 50 ( as of the end Dec 2023 )
- Business description : Provision of store-front management total solutions  
focusing on digital signage(Planning, Manufacturing, Salsas, Support, Marketing)

## Clients (Excerpts)

### Manufacturer

[Pharmaceuticals] Alinamin Pharmaceutical Co., Ltd. /Eisai Co., Ltd./Santen Pharmaceutical Co., Ltd./DAIICHI SANKYO COMPANY, LIMITED/Mitsubishi Tanabe Pharma Corporation/Zeria Pharmaceutical Co., Ltd. (Zeria Shinyaku Kogyo K.K.)/  
[Foods] ASAHI BREWERIES,LTD./Ezaki Glico Co., Ltd./Calbee, Inc./Kirin Holdings Company, Limited/Suntory Holdings Limited/NISSIN FOODS HOLDINGS CO.,LTD/Coca-Cola(Japan)Company, Limited/Nippon Suisan Kaisha, Ltd./HOUSE FOODS CORPORATION/FUJICCO Co., Ltd./MORINAGA MILK INDUSTRY CO., LTD. /Yamazaki Baking Co., Ltd.  
[Chemistry] Earth Corporation/S.T. CORPORATION/Kao Corporation/Kobayashi Pharmaceutical Co., Ltd./Shiseido Company, Limited/Mandom Corporation/Unicharm Corporation/Lion Corporation/LEC, INC.  
[Electronics] iRobot Corporation/ELECOM CO.,LTD./Dyson Limited/Panasonic Corporation  
[Others] KING JIM CO.,LTD./TOMY COMPANY,LTD./PILOT CORPORATION/BANDAI CO.,LTD.

### Retail / Distribution etc.

[Retailing] I.K CO., LTD./ASAHI CO.,LTD./AEON CO., LTD./CAINZ CORPORATION /  
Keyo Co., Ltd/Kojima Co., Ltd./COSMOS Pharmaceutical Corporation/G-FOOT/HUB CO., LTD./  
Plenus Company Limited/Heiwado Co., Ltd./LIFE CORPORATION/ Toys"R"Us-Japan, Ltd.  
[Service] Aozora Bank, Ltd./H.I.S.Co.,Ltd./WEST JAPAN RAILWAY COMPANY/Kyushu Railway Company

## CEO (Director, Impact HD Co., Ltd.)

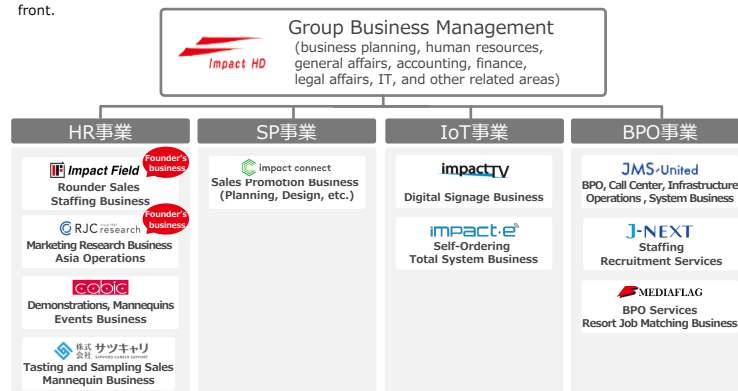
### 川村 雄二 (Yuji Kawamura)

- 1992 Work start at GOLDWIN INC.
- 2007 Work start at Sears CO., LTD. (Has been changed the CompanyName to impactTV CO., LTD.)
- 2014 Work at impactTV Inc. As a director
- 2017 Work at impactTV Inc. As a president-director
- 2020 Work at Impact HD Co., Ltd. As a Corporate Officer
- 2023 Work at impact-e Co., Ltd. As a president-director
- 2024 Work at Impact HD Co., Ltd. As a senior executive officer



## Impact HD GROUP

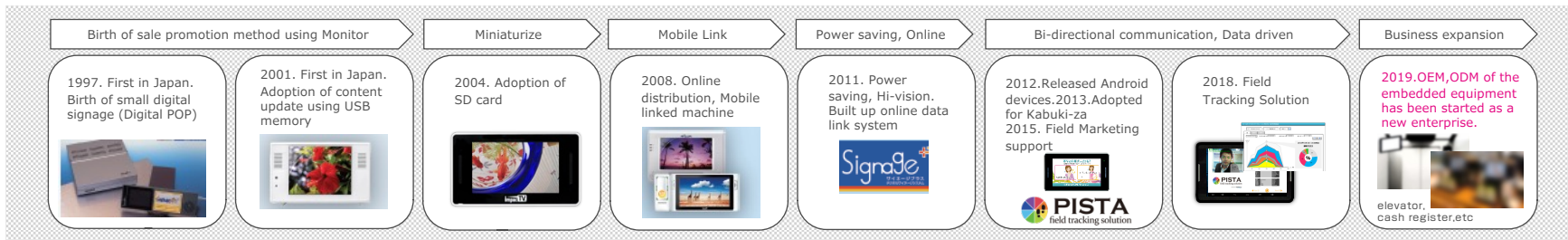
Impact HD GROUP is providing various field marketing services in regards to store-front.



## Our History

Established as a marketing sales promotional company in 1986.

Since 1997, we have been selling digital POPs, and **as the pioneer of specialized small digital signage manufacturers** in Japan.



## Our Achievement

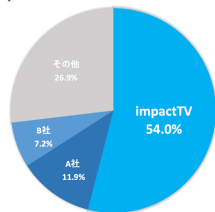
Sales of Digital POP is over **2.05 million units**

We have piled up store-front through over **1,500 clients** over 25 years.



## Share in Japan

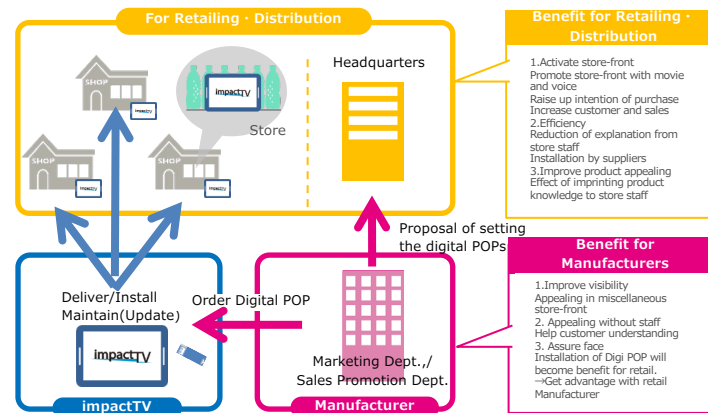
Domestic sales share is **over 54%**.  
Approximately **93%** of customers are repeaters



Source : CHUNICHI The domestic shipment quantity of small type signage/Digital POP 2021

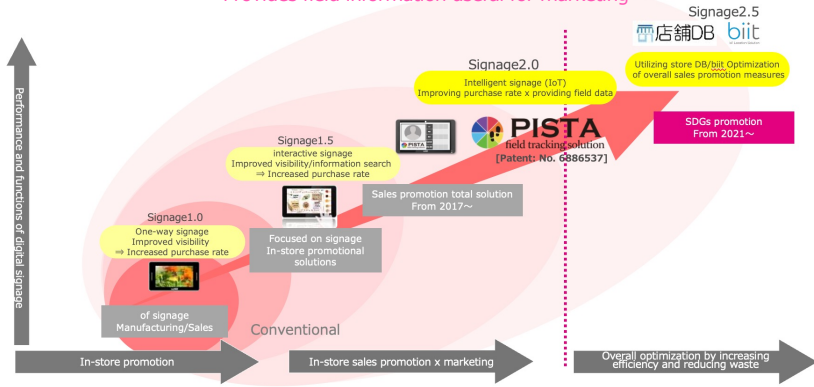
## Benefit for Client | Business model

Activate store-front and improve work efficiency in addition to having started sales and information appeal. Digital POPs is a ACE card for manufacturers in negotiating with Retail.



Future in-store sales promotion solutions

In addition to traditional in-store sales promotion functions, **by converting and accumulating data on consumer behavior in front of the product.**  
Provides field information useful for marketing



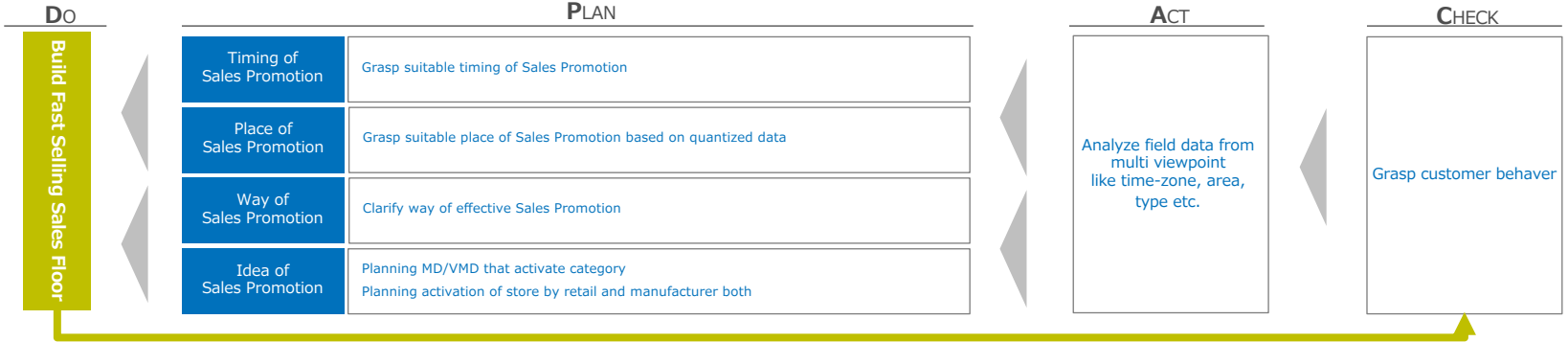
PISTA Solution

Provide wide range solutions depending on function and demanded data as a signage

BASIC	ADVANCE	PRO
Motion sensor		
	Interactive (Touch)	
		Online
		Field tracking
		Switching content by customer
<p>Touch panel Digi POP suitable for customer usability</p>	<p>Online Digi POP uniform management contents</p>	<p>Visualize and Quantize customer behavior as a field tracking data</p>

Advantage of PISTA

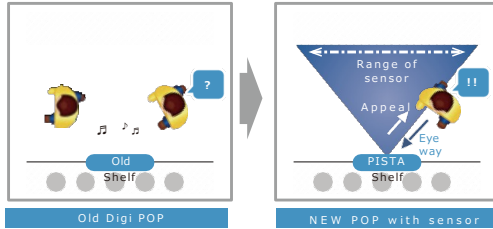
PISTA change merchandising from OLD way based on intuition or experience to NEW way eliminating subjective view based on data from PISTA  
Improving and Upgrading the store-front promotion activities



## Motion Sensor

BASIC ADVANCE PRO

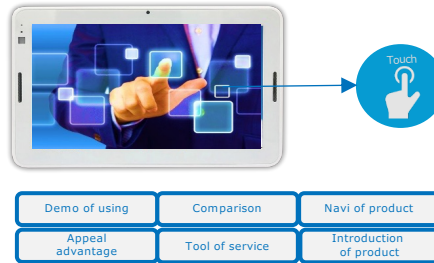
Appeal certainly. Motion sensor start movie linked customer motion.



## Touch panel

BASIC ADVANCE PRO

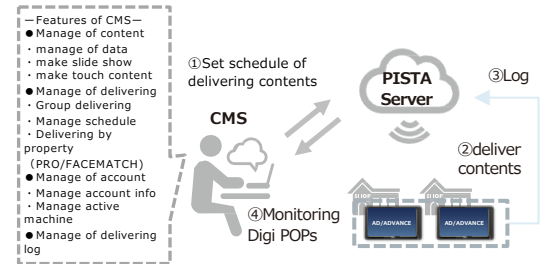
Promote touching by change of contents to much customer motion.



## Online

ADVANCE PRO

Law cost delivering data to Digi POP system by using simple way. Make movie easily by CMS on browse.



## Field tracking

PRO

Grasp customer behavior and basic info of customer. Save information worth to marketing.

### Get basic info of customer



**Data of customer behavior at front of shelf**

- Number of passenger
- Sex of viewer
- Age of viewer
- Time length of viewer

### Visualize of log



PISTA Viewer

If you are wearing a mask, it will be difficult to get accurate information

## FACEMATCH

PRO FACEMATCH

Instantly analyze sex and age by using camera. Start suitable content. Save play log

