

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 4th 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.)

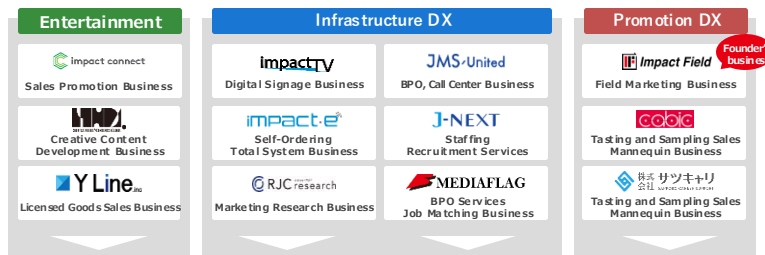
川村 雄二 (Yuji Kawamura)

- 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

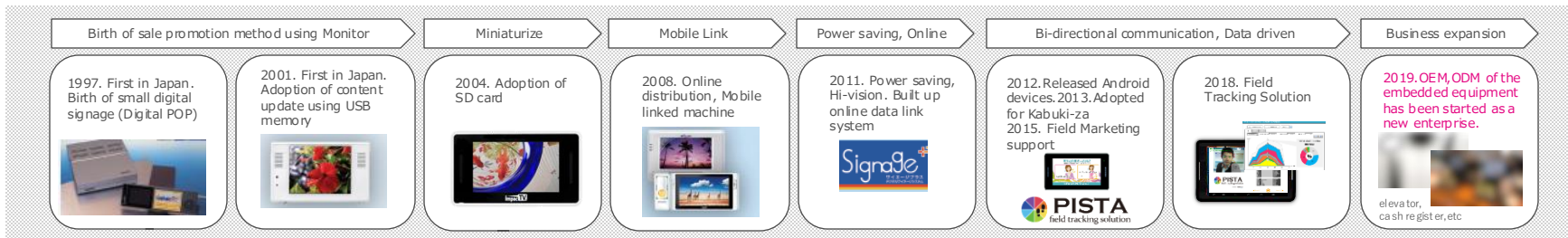
Impact HD GROUP operates under the business concept of "Energizing the Store, energizing Japan, and energizing the world!" The group specializes in supporting field marketing tailored to stores and retail locations.



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

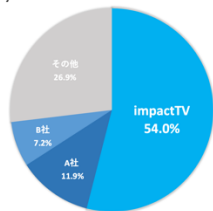
Sales of Digital POP is over **2.17 million units**

We have piled up store-front through over **1,500 clients** over 30 years.



Share in Japan

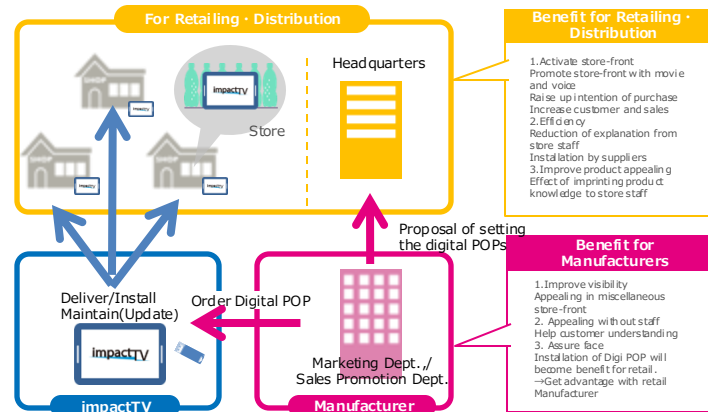
Domestic sales share is over **54%**.
Approximately **93%** of customers are repeaters



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

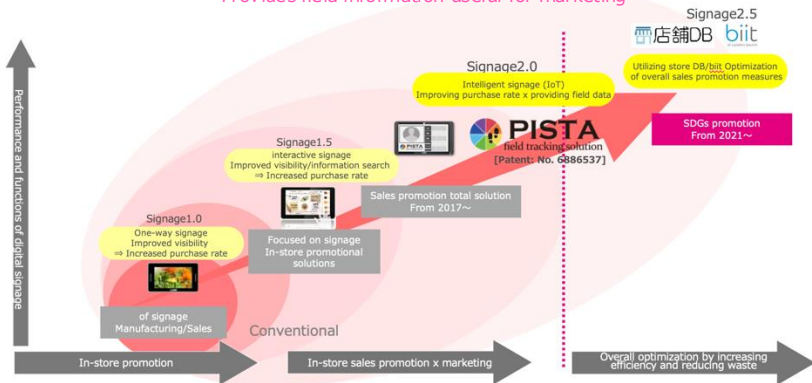
Benefit for Client | Business model

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



■ Future in-store sales promotion solutions

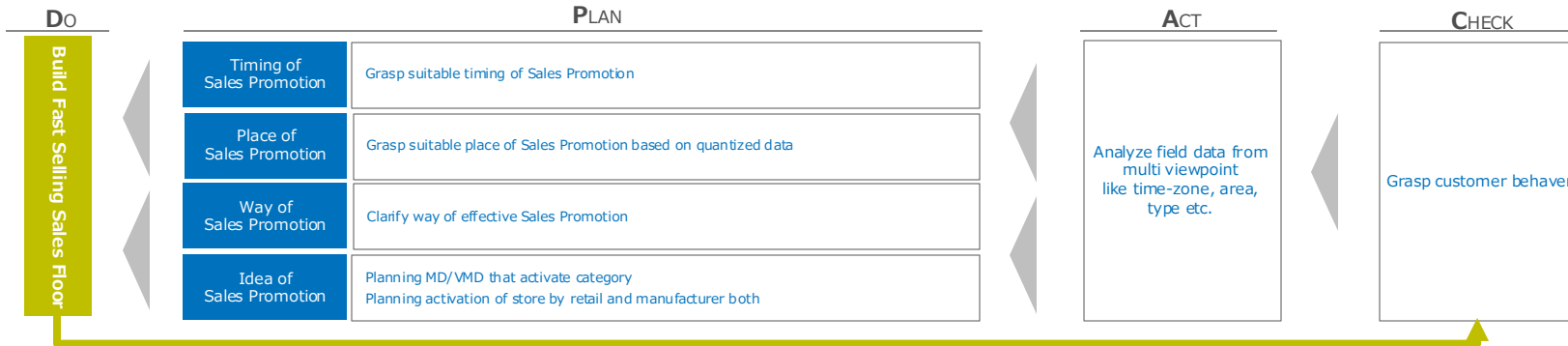
In addition to traditional in-store sales promotion functions, **by converting and accumulating data on consumer behavior in front of the product.**
Provides field information useful for marketing



■ 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



■ PISTA Solution

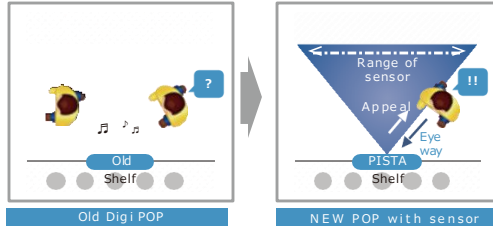
Provide wide range solutions depending on function and demanded data as a signage

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

Motion Sensor

BASIC ADVANCE PRO

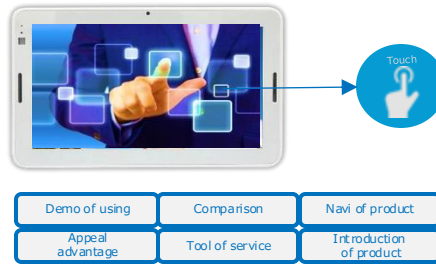
Appeal certainly. Motion sensor start movie linked customer motion.



Touch panel

BASIC ADVANCE PRO

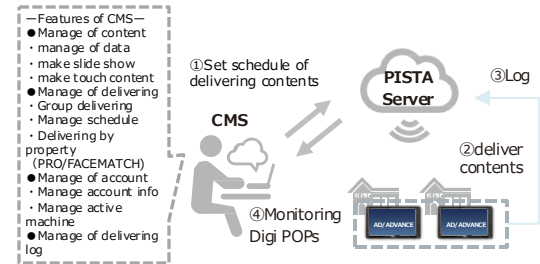
Promote touching by change of contents to much customer motion.



Online

ADVANCE PRO

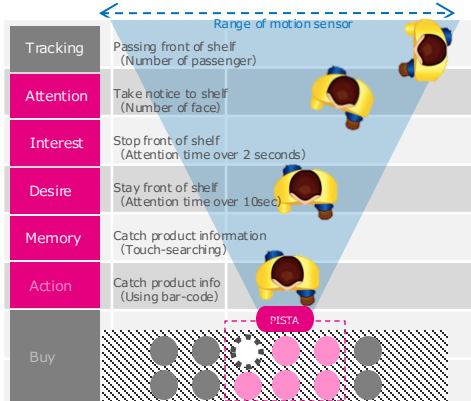
Law cost delivering data to Digi POP system by using simple way. Make movie easily by CMS on browse.



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

