

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 : 359,698,376JPY (as of the end Dec 2021)
- Employees : 49 (as of Dec. 2022)
- 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.)

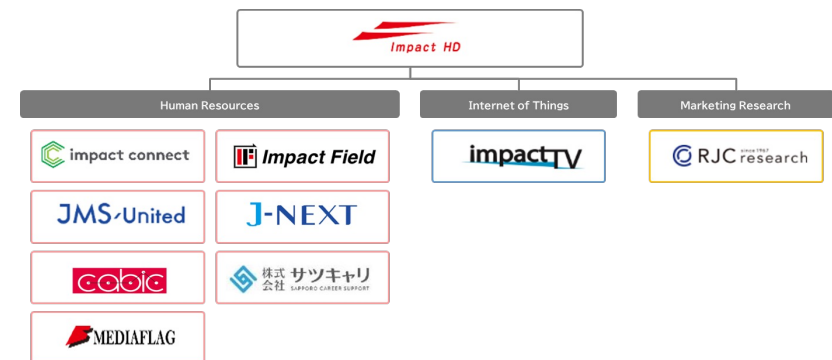


川村 雄二 (Yuji Kawamura)

- 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
- 2022 Work at Impact HD Co., Ltd. As a director

Impact HD GROUP

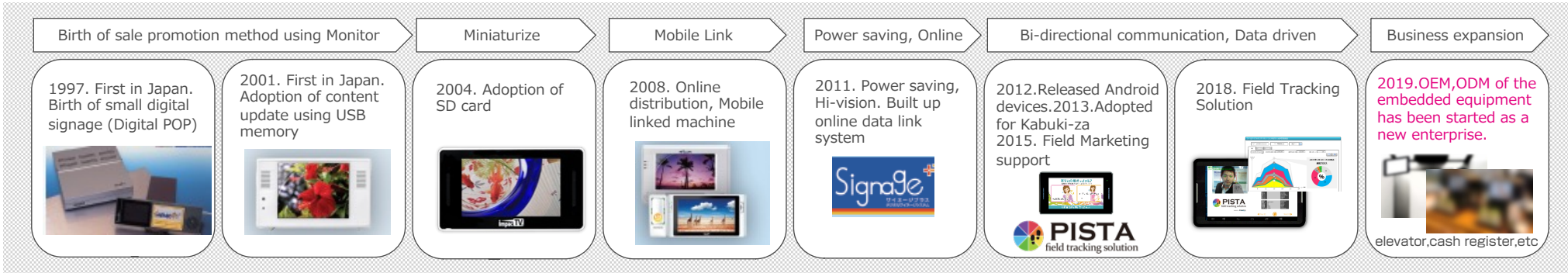
Impact HD GROUP is providing various field marketing services in regards to store-front.



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 **1.94 million units**

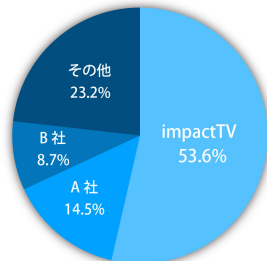
We have pilled up store-front through over **1,500 clients** over 25 years.



Share in Japan

Domestic sales share is **over 53%**.

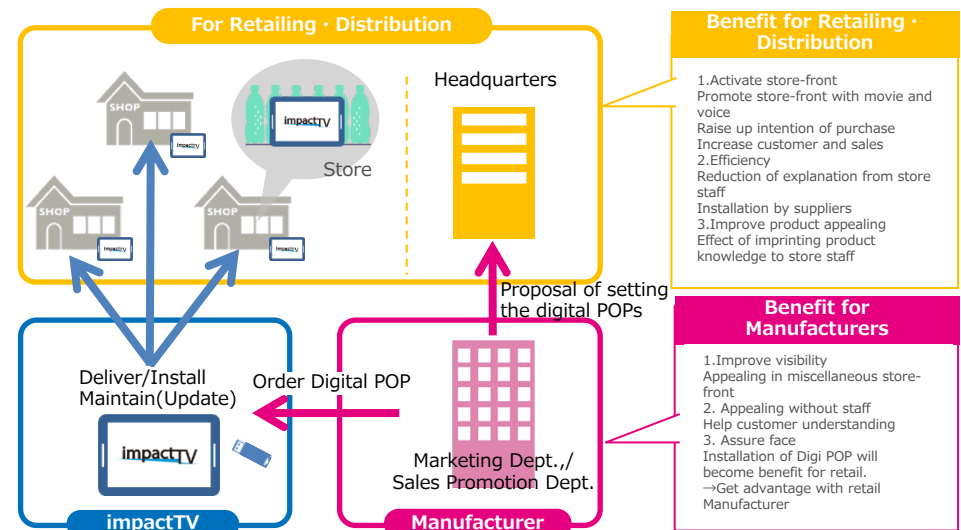
Approximately **93%** of customers are repeaters



Source : CHUNICHI The domestic shipment quantity of small type signage/Digital POP 2019.

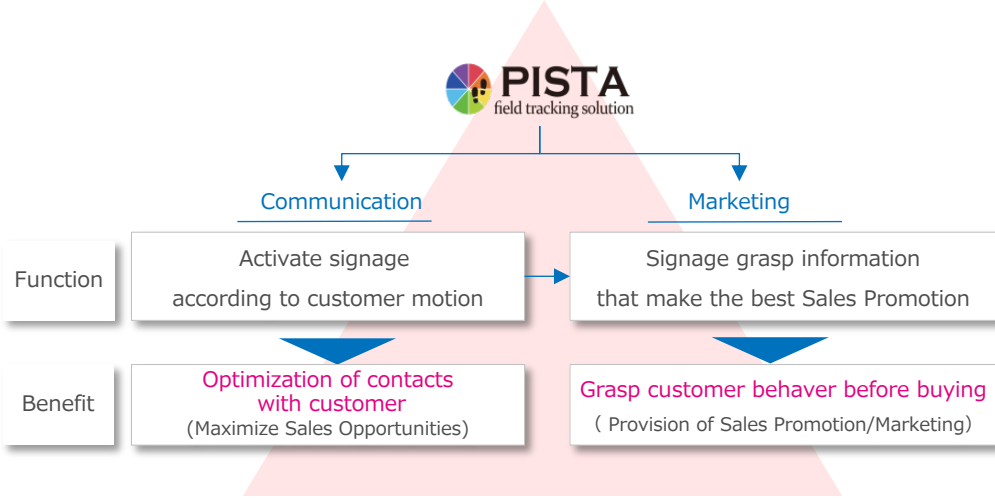
Benefit for Client | Business model

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.






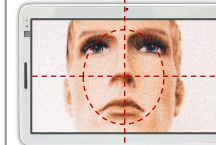
■ What's PISTA?

Sales promotional solution including hardware and software.
PISTA makes "communication that maximize opportunities of sales and appealing and "information of customer moving as a marketing tool" using Digi pop.



■ PISTA Solution

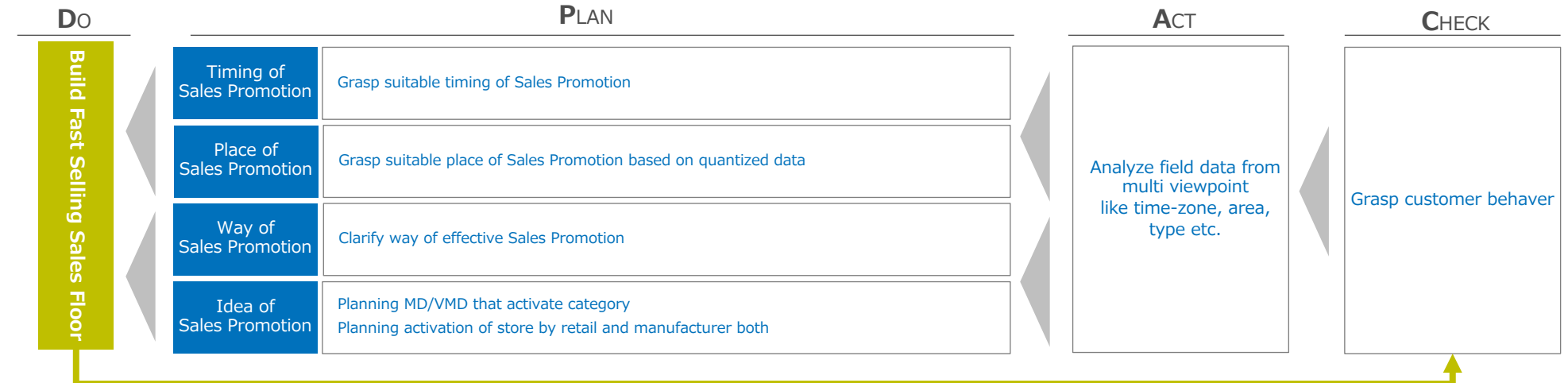
Provide wide range solutions depending on function and demanded data as a signage

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

■ 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

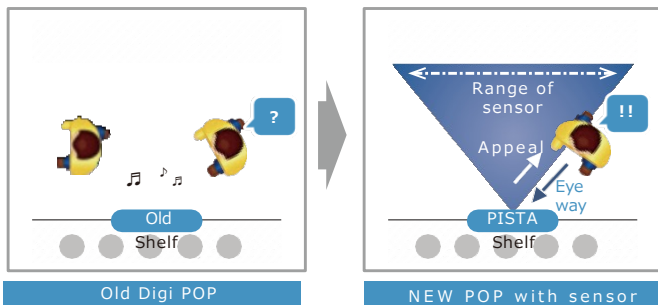


Five Features of PISTA

Motion Sensor

BASIC ADVANCE PRO FACEMATCH

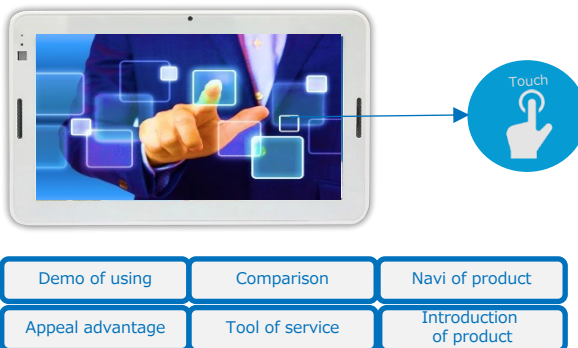
Appeal certainly. Motion sensor start movie linked customer motion.



Touch panel

BASIC ADVANCE PRO FACEMATCH

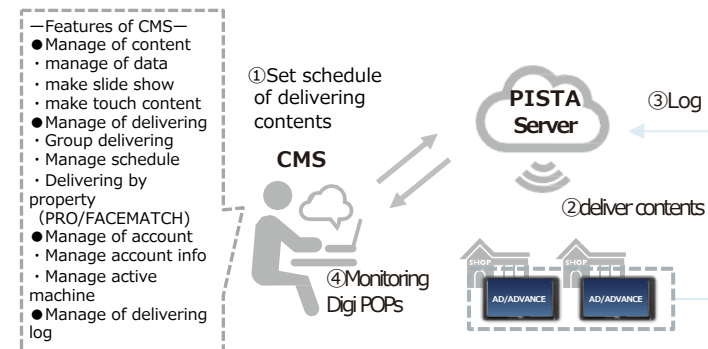
Promote touching by change of contents to much customer motion.



Online

ADVANCE PRO

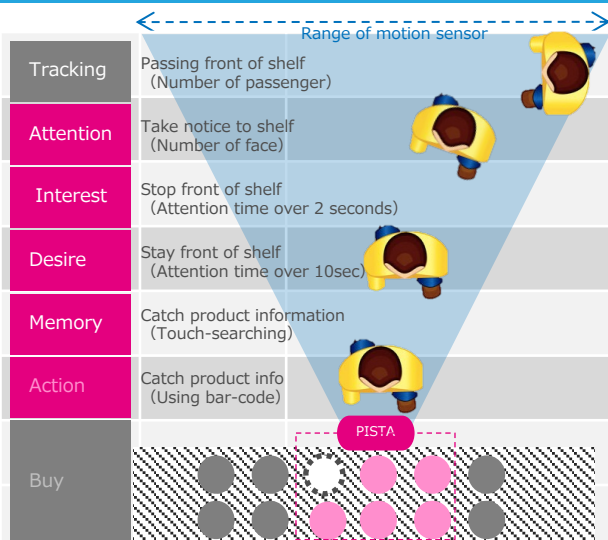
Law cost delivering data to Digi POP system by using simple way. Make movie easily by CMS on browse.



Field tracking

PRO

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



Get basic info of customer



Visualize of log



Data of customer behavior at front of shelf

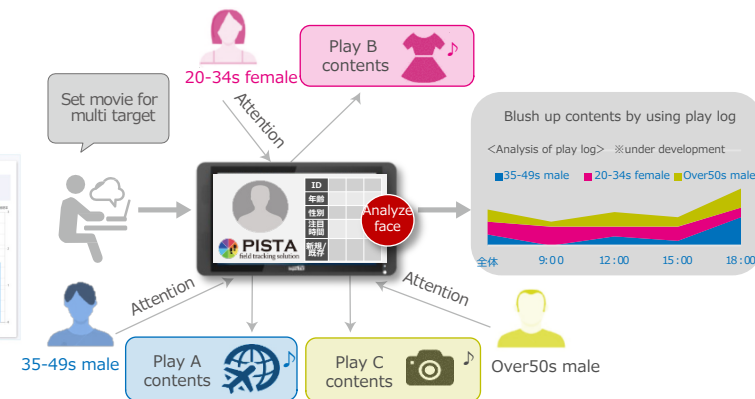
- Number of passenger
- Sex of viewer
- Age of viewer
- Time length of viewer

PISTA Viewer

FACEMATCH

PRO FACEMATCH

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



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