

## About Us

- Corp. name : impactTV Inc.  
(Impact HD GROUP)
- Head office : 〒150-0002  
23rd Floor, Akasaka ARK Hills 1-12-32 Akasaka,  
Minato-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.)

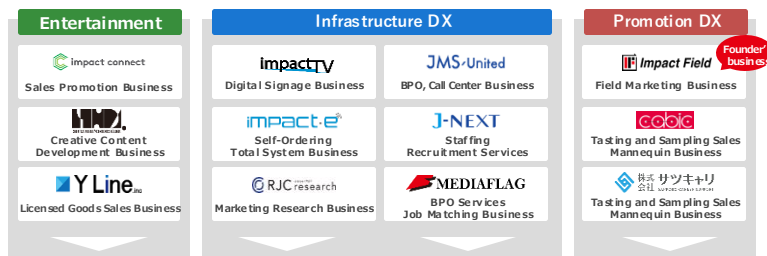
### 川村 雄二 (Yuji Kawamura)

- 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

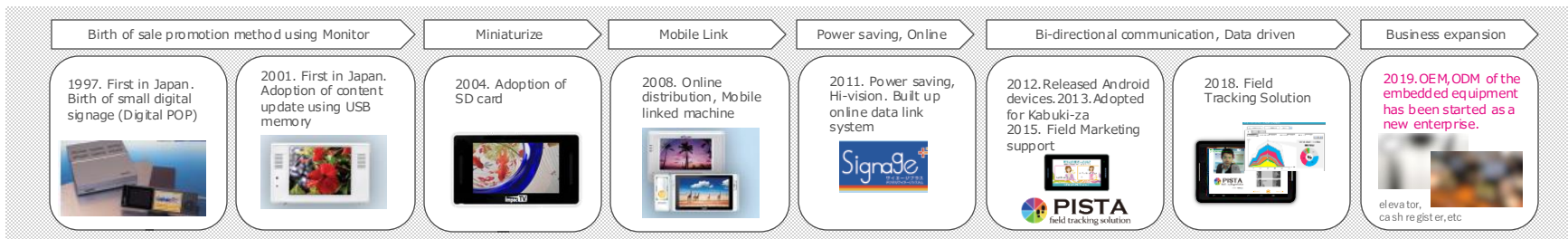
Impact HD GROUP operates under the business concept of "Energizing the Store, energizing Japan, and energizing the world!" The group specializes in supporting field marketing tailored to stores and retail locations.



## 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**

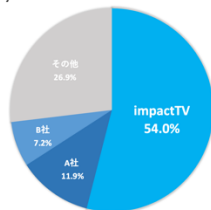
We have piled up store-front through over **1,500 clients** over 30 years.



## Share in Japan

Domestic sales share is **over 54%**.

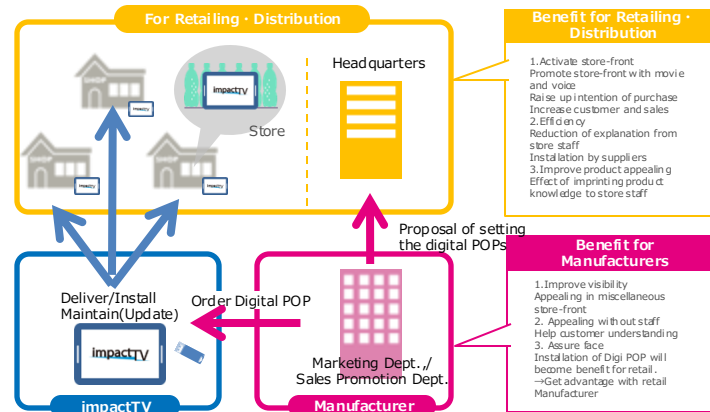
Approximately **93% of customers are repeaters**



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

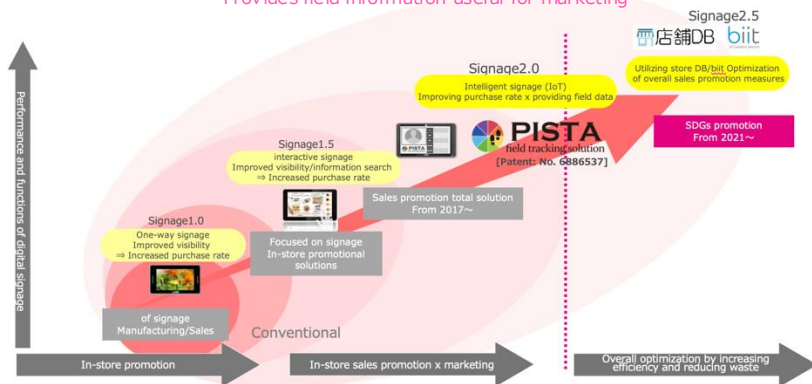
## Benefit for Client | Business model

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

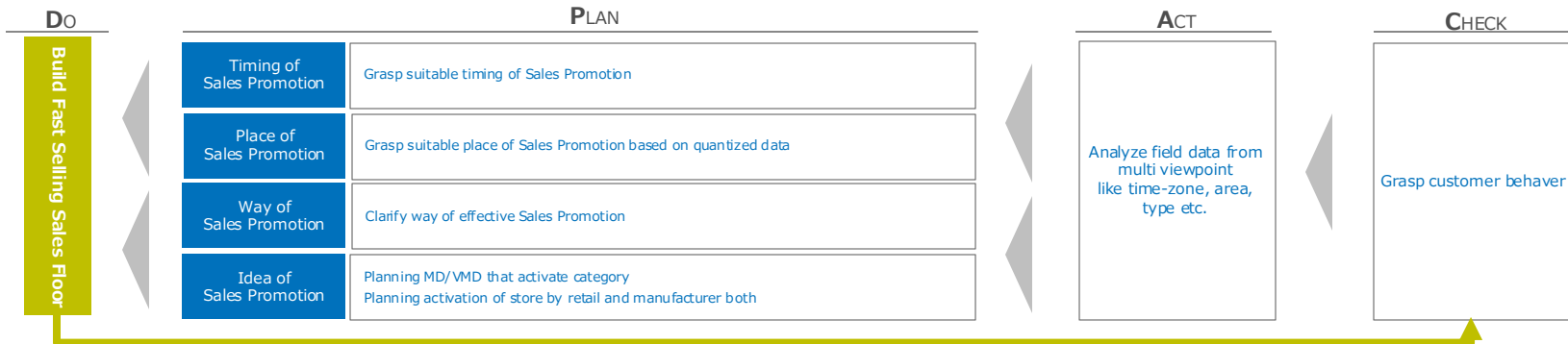
In addition to traditional in-store sales promotion functions, **by converting and accumulating data on consumer behavior in front of the product.**  
Provides field information useful for marketing



## ■ 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
<b>Motion sensor</b>		
	<b>Interactive (Touch)</b>	
		<b>Online</b>
		<b>Field tracking</b>
		<b>Switching content by customer</b>
 <b>Touch panel</b> Digi POP suitable for customer usability	 On line Digi POP: uniform management contents	 Visualize and Quantize customer behavior as a field tracking data

# Five Features of PISTA



BASIC

ADVANCE

PRO

FACEMATCH



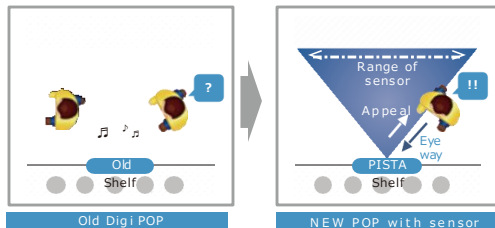
## Motion Sensor

BASIC

ADVANCE

PRO

Appeal certainly. Motion sensor start movie linked customer motion.



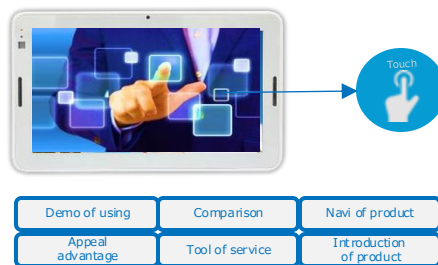
## Touch panel

BASIC

ADVANCE

PRO

Promote touching by change of contents to much customer motion.

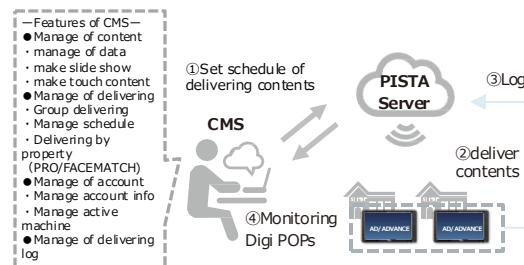


## Online

ADVANCE

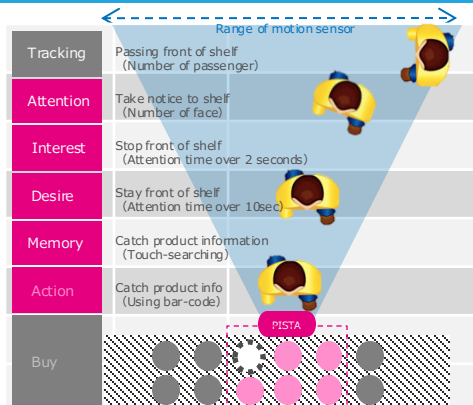
PRO

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



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

