

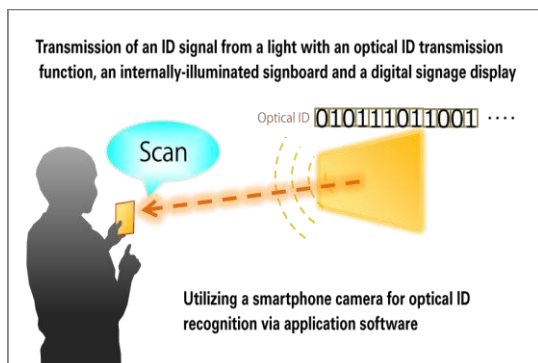
**TOKYO BIG SIGHT is the first to introduce multi-language digital signage using optical ID communication technology**

On March 29, 2016, Tokyo Big Sight Inc. was the first to install and commence operation of multi-language digital signage using optical ID communication technology in Tokyo Big Sight and other facilities.

Optical ID communication technology makes it possible to swiftly receive a range of information when the user simply positions their smartphone camera over the LED light source and display a language to suit the language settings of the phone. This makes it a system which can offer the same information in different languages to a high number of users all at once.

This digital signage supports Japanese, English, Chinese and Korean and promptly informs visitors from both within Japan and overseas of various information, including the events held at Tokyo Big Sight, an introduction to the facility, map and sightseeing tips for the surrounding area and even information on traffic and natural disasters.

\* This equipment utilizes the subsidization scheme of the Project for the Promotion of Tokyo Rinkai Fukutoshin Hospitality run by the Bureau of Port and Harbor, Tokyo Metropolitan Government.



\* Optical ID communication technology: A technology which utilizes an [Optical ID] platform to link digital signage or LED self-illuminating signboards to smartphones in order to provide detailed information



\* The world's first entrance hall digital signage to utilize optical ID  
\* Developed and sold by Panasonic System Networks, Co., Ltd.

- Optical ID apps can be downloaded from March 29<sup>th</sup> at the below links
- App Store: <https://itunes.apple.com/us/app/tokyo-big-sight/id1098178169?l=ja&ls=1&mt=8>
- Google Play: <https://play.google.com/store/apps/details?id=jp.big-sight.lightidapp>



(App Store)



(Google Play)

- For smartphones on which operation has been verified, please review the "App-supporting OS and Devices" on the next page.
- Digital signage locations: 4 locations at Tokyo Big Sight and 3 locations at TFT Building

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### App-supporting OS and devices

<b>OS</b>	<b>Version</b>	<b>Devices (for which operation has been verified) *1, *2</b>
<b>iOS</b>	<b>9.X (latest)</b>	<b>iPhone5S, iPhone6 series *3</b>
<b>Android</b>	<b>Android 5.X (upon factory dispatch)</b>	<b>Galaxy S6, Nexus5, Aquos, isai</b>

\*1 May not operate on some models.

\*2 May operate on devices other than those for which operation has been verified due to an OS-provided function being used.

\*3 Does not operate on iPhone5 and iPhone5c. Has not been verified on iPhone SE.

(As of March 2016)