



Neural Pocket



Financial Results Briefing Material FY2022 (ended Dec 31st, 2022)

Neural Pocket Inc.
February 10, 2023

Translation of original Japanese version

FY2022 ended Dec. full year highlights

Business scale

Net Sales
+185% Growth

Annual revenue YoY%

Profitability

Second half of fiscal year

Operating profit,
Net income

V-shape recovery in progress

Corporate

Neural Marketing Inc.

M&A execution
and PMI

Realization of business expansion
and group synergies

Overseas Biz

Overseas
expansion

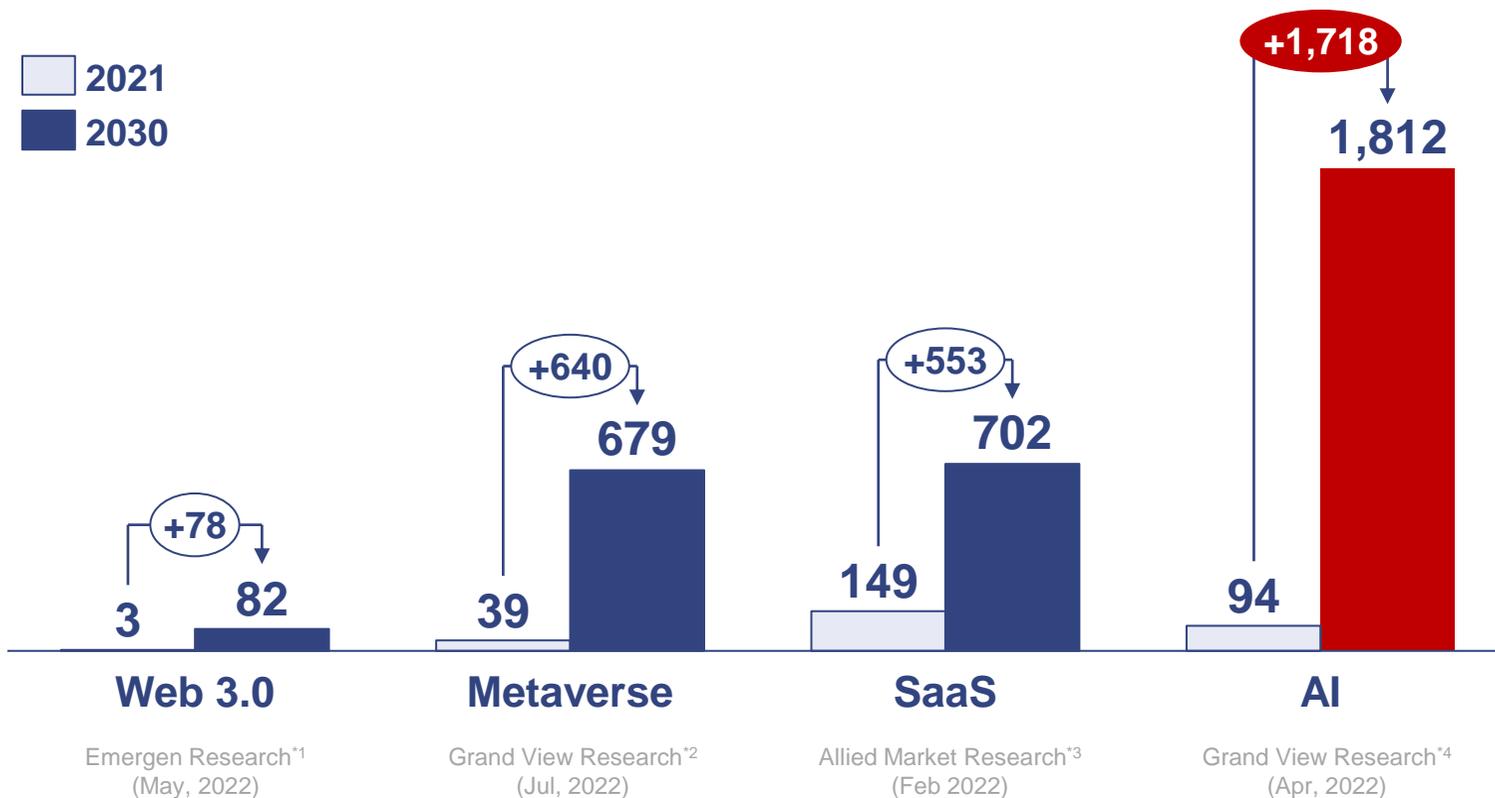
Initiated smart city business
activities in Southeast Asia
entering Thailand

- **AI Industry Trend and Company Advantage**
- FY2022 Highlights
- FY2023 Business Growth Themes
- AI Service Progress

AI industry is expected to grow to an overwhelming market size compared to other growth areas

Global market size comparison

(Billion USD)



*1 Emergen Research, Web3.0 Market Size, Share, Trends (May, 2022)

*2 Grand View Research, Metaverse Market Size, Share & Trends Analysis Report (Jul, 2022)

*3 Allied Market Research, Software As A Service (SaaS) Market Statistics: 2030 (Feb, 2022)

*4 Grand View Research, Artificial Intelligence Market Size, Share & Trends Analysis Report (Apr, 2022)

The AI industry is shifting from selling “AI tech itself” to selling “AI-enabled services”

AI tech provider : Selling AI itself



Project commission from clients



AI tech experiments



Sales of AI licenses



Revenue share

Catering to the needs of individual companies, providing customized technology

AI service provider : AI-enabled services



Various AI tech



100% standard accuracy



24/365 operations



Expansion of use cases



Data versatility



Easy installation and pricing



Security and privacy



Customer satisfaction

Scaling of AI services that address society's pain points

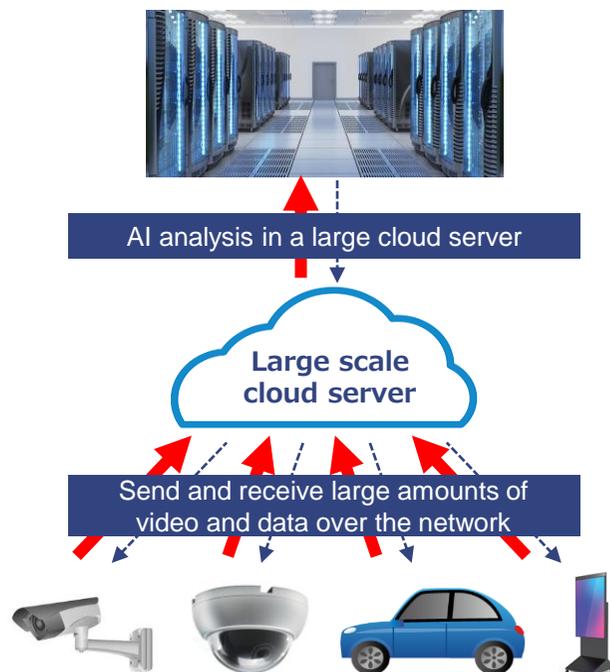
- High AI accuracy and quality are prerequisites
- AI engines utilized for long-term actual operations with reliability
- Services are used by consumers daily and unconsciously

Our company's focus

AI technology is evolving along with the industry's growth

Cloud AI

Conventional approach

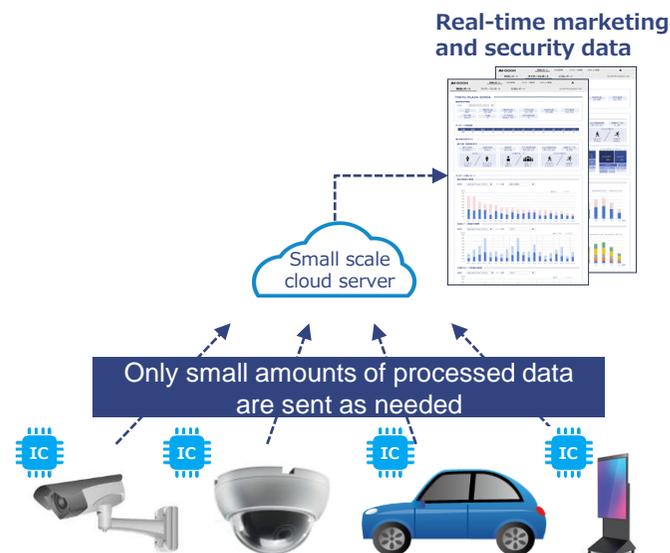


- **High costs** (Communication and maintenance)
- **High latency** (High network load)
- **High electricity consumption**

Edge AI

Our approach

- Original data (video, etc.) before AI analysis
- Metadata after AI analysis (text data)



- **Low costs**
- **Low latency**
- **Green/ low electricity consumption**

Also greatly contributes to privacy protection



Adoption of edge AI technology is accelerating at many global leading companies

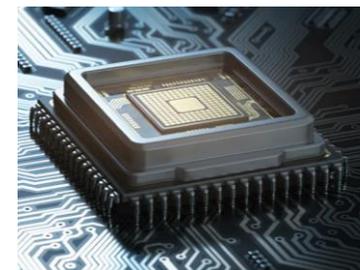


Accelerate development of edge devices for autonomous driving to achieve low latency and safety unaffected by the communication environment.

NVIDIA DRIVE AGX Xavier



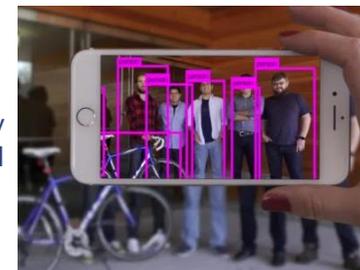
Ethos NPU series, Edge-oriented chips specializing in deep learning to achieve high-speed inference with low power consumption.



Many research results of edge AI for low latency processing of metaverse equipment.



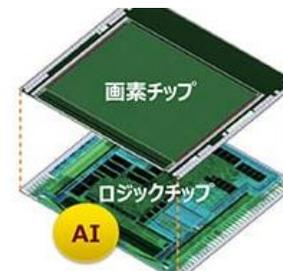
Acquired XNOR.ai, a company with technology for high-speed AI execution on edge devices, for USD 200 million.



Dedicated Edge AI chips are standard in smartphones, and their performance is advancing every year.



Practical application of image sensor-integrated edge AI chip for real-time image recognition and metadata conversion.



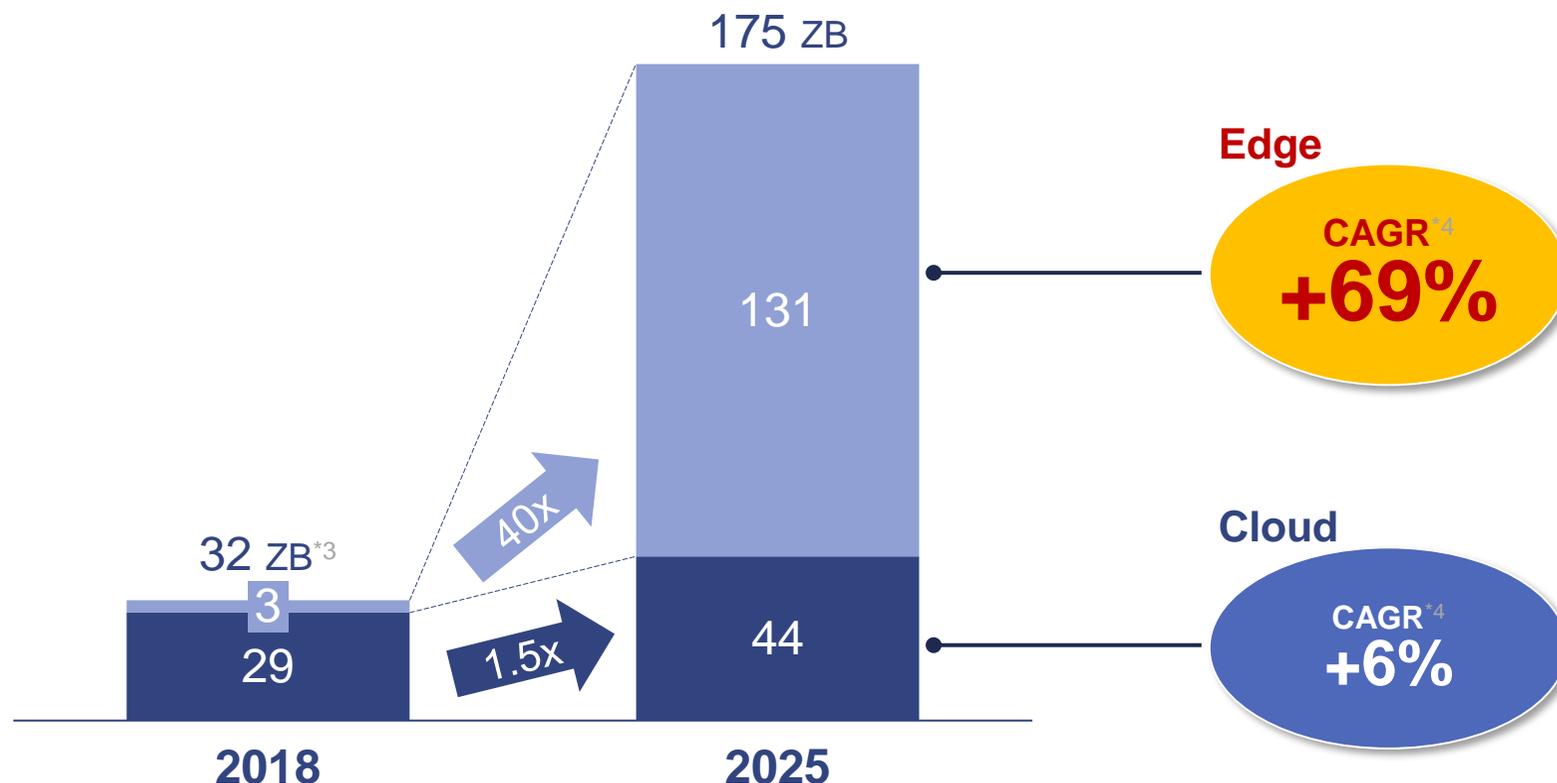
Edge processing is rapidly expanding

Total data processed at the edge vs in the cloud^{*1*2}

Through 2018 to 2025

Growth forecast

Through 2018 to 2025



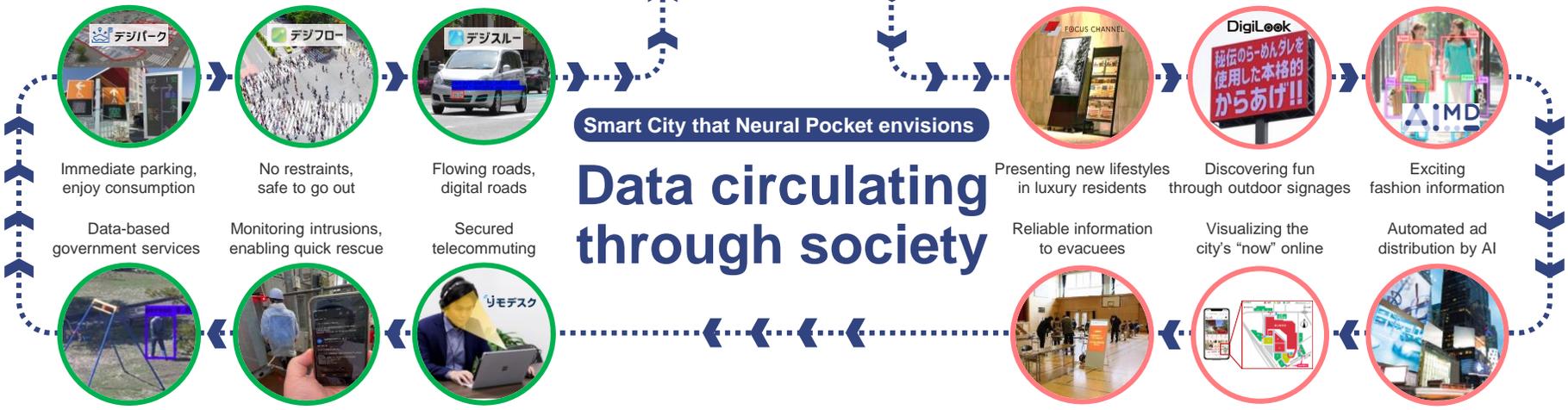
*1 Source for Edge share: What Edge Computing Means for Infrastructure and Operations Leaders, Gartner (Oct 2018).

*2 Source for amount of data: Data Age 2025 Whitepaper, IDC (Nov 2018), accounts for all data created, captured, and replicated globally.

*3 Zetabyte. Unit of data. Equivalent to 10⁹ TB (terabyte).

*4 Compound annual growth rate.

We enable smart cities with edge AI – Our edge AI platform allows for the circulation and utilization of data in physical spaces



Smart city we are creating: 1

Eliminating waiting time

Data analysis using AI technology allowing for fun and peace of mind

Smart city we are creating: 2

Encountering information

Information delivery customized to local regions and individuals, with AI-enabled viewer behavior analysis and automatic distribution



Neural Platform is a comprehensive environment to facilitate AI software development and day-to-day operations



Functions		Image and overview	
Service, application building features	AI service mngm't	 <ul style="list-style-type: none"> Manage and provide AI services (AI models), such as people flow analysis and vehicle analysis, with a smartphone app store approach Services can be easily uploaded as developers updates the AI program 	Equipment mngm't, alive monitoring <ul style="list-style-type: none"> Real-time management of operational (alive/ dead) status of edge devices Operational status and error logs of AI services in each device managed
	AI dev. environ.	 <ul style="list-style-type: none"> Development environment for internal and external developers to conduct AI dev. (annotation, model selection, training etc.) Application dev. environment to run on various edge devices and apps, as well as smartphones 	
Content application functions	Content play and display (CMS)	 <ul style="list-style-type: none"> Programs to play content (text, photos, video, audio, etc.) essential to AI services Information communicated in real time through LTE network to and from edge devices. 	Security ware <ul style="list-style-type: none"> Prevent attacks on edge devices by diagnosing security vulnerabilities for h/w and s/w Encrypt data and communications and monitors attacks Automatic video deletion for privacy protection
	Data analysis	 <ul style="list-style-type: none"> Stores data sent from edge devices and analyzes data to influence people's behavior. Various display formats, enabling data analysis to be conveniently performed on a web browser. 	

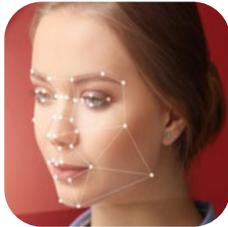
We develop proprietary AI libraries/ edge-related implementation technologies to enable AI smart cities

People attribute analysis

Gender/ age estimation



Facial recognition



Line-of-sight detection



Fashion analysis



People emotion and thought analysis

Facial expression, emotion analysis



Voice/ emotion analysis



Natural language processing

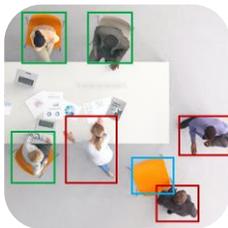


People movement and behavior analysis

Congestion analysis



Vacancy detection



Safe monitoring



Intrusion detection crime prevention



Vehicle analysis

Traffic analysis



Parking occupancy



License plate detection



Technologies related to social implementation of AI

Edge AI



Edge security



Ad delivery optimization



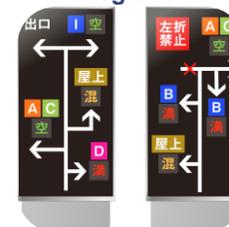
AI-enabled product recommendation



Data analytics



Digital signage integration



Mobile app integration



Our AI libraries operate on a variety of technical standards, contributing as an Edge AI Platform developer

Examples of edge devices running our edge AI



 **NVIDIA** JETSON Xavier NX

Processor

OS

Language



 python™  **Rust**



 **NVIDIA** JETSON Nano



 python™  **Rust**



 **NVIDIA** JETSON TX2



 python™



 **intel** **arm**

Processor

OS

Language



 python™



 **QUALCOMM**

 ios  android

 Swift  Java



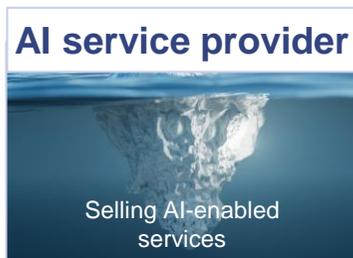
 **QUALCOMM**



 python™

As business models in the AI industry diversify, we have established our position as an edge AI platformer

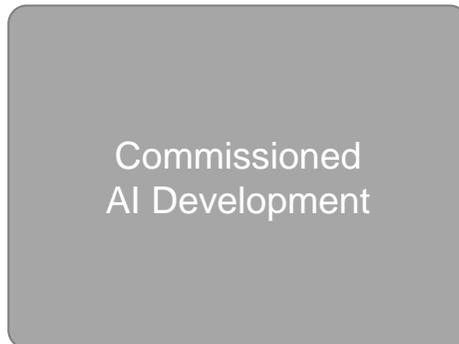
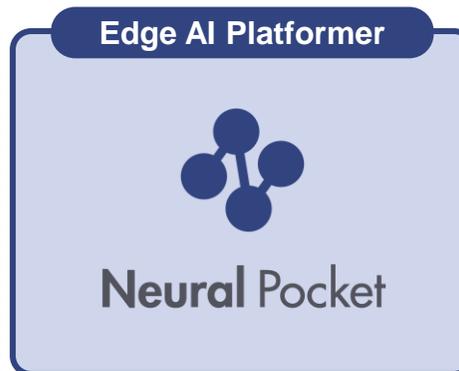
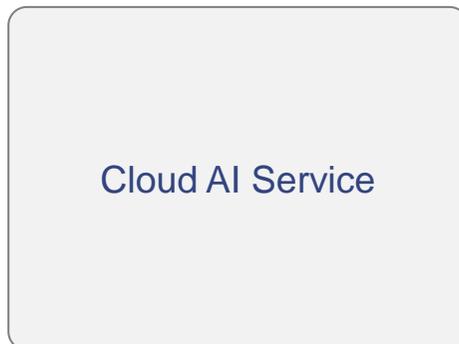
Business model



Scaling service



Individually customized



 **Cloud processing**

CAGR +6%

 **Edge processing**

CAGR +69%

AI analysis technology

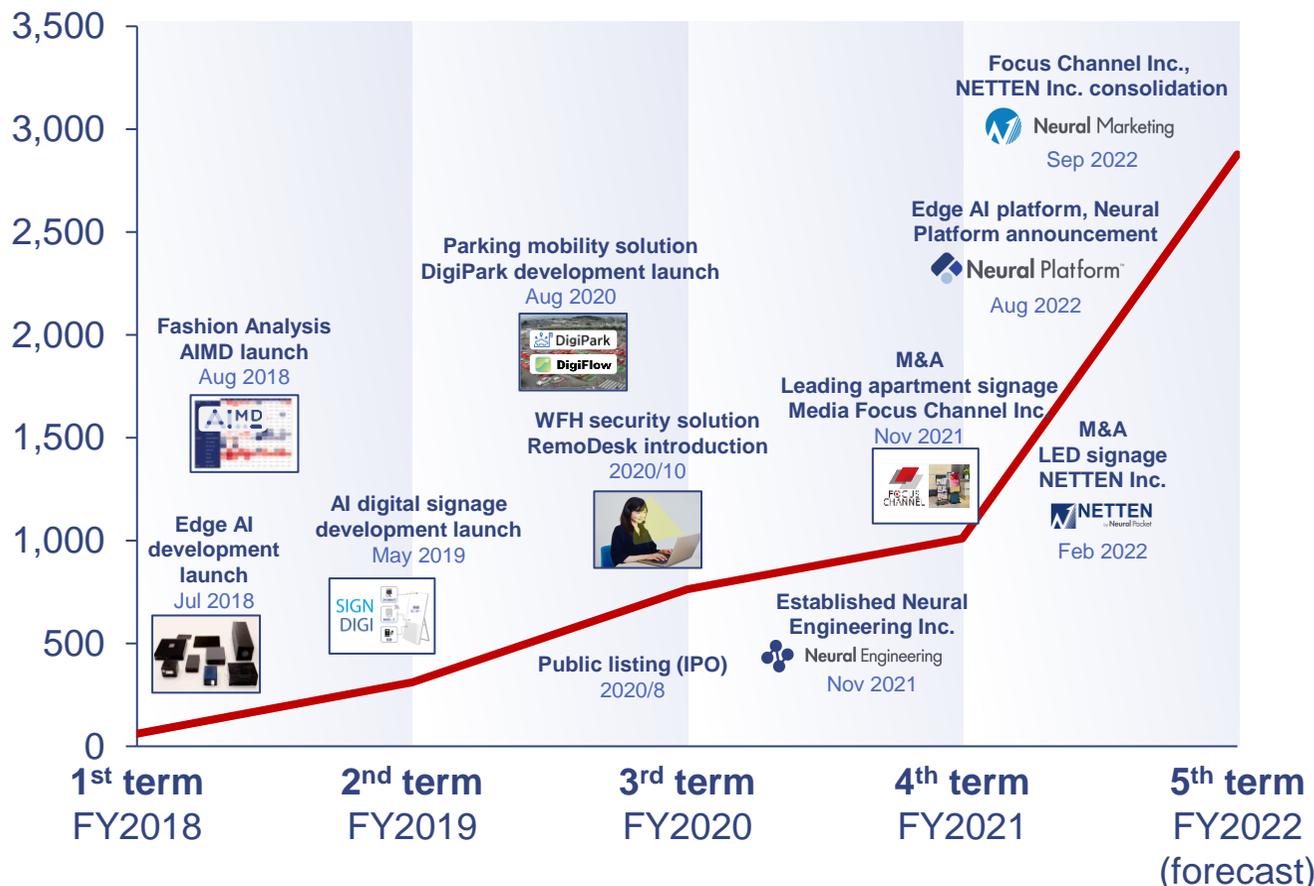
In the rapidly growing edge AI market, we have been accelerating growth since inception

Company growth strategy and expansion progress

Track record

Net sales

M JPY



Annual growth rate since company founding

+163%

60M→2,878M JPY

Business scale expansion (in two years post IPO)

3.8x

762M→2,878M JPY

AI platforms expected to emerge from Asia, where the development of smart cities are most rapid

Smart Cities Market - Growth Rate by Region (2019 - 2024)



Established Thai subsidiary in Nov. 2022, to participate in greenfield type urban development popular across Southeast Asia

Neural Pocket Thailand (Bangkok office) and CRC Tower where the base is located



Company name Neural Group (Thailand) Co., Ltd.

Representative Kazuma TAKENAKA, CEO/ Managing Director

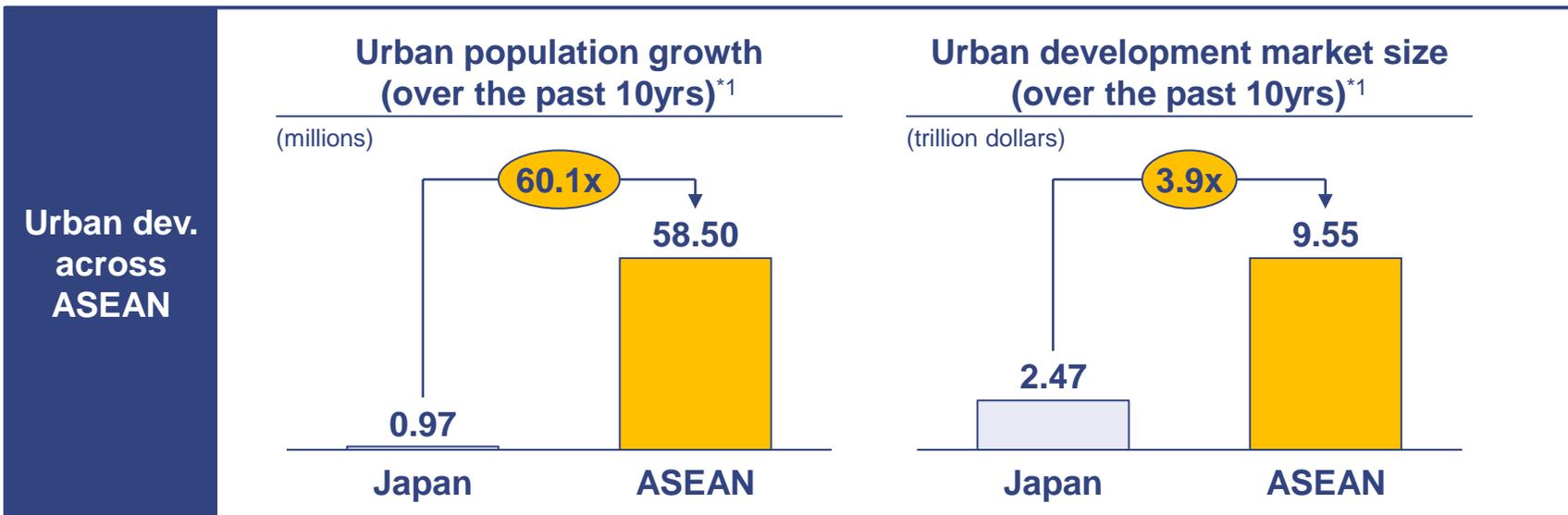
Location 36th Floor, Office number 11, CRC Tower, All Seasons Place, Wireless Road, Lumpini, Phatumwan, Bangkok, Thailand 10330

Established November 4th, 2022

Ownership Neural Pocket Inc. 100%

Background Based on our track record of providing unique AI services to realize smart cities in Japan, we aim to expand our business in Thailand and other SE Asian countries. Particularly in SE Asia, "green field" type developments, in which new cities are built on a vast scale, are popular, and the company aims to participate in large-scale development projects.

Vast infrastructure investment expected in Thailand and SE Asia



Thai state-led investment plans

Concentrated investment in Bangkok and adjacent eastern regions

“Eastern Economic Corridor(EEC)”
Infrastructure development

“Thailand 4.0”
Infrastructure/ new urban dev. by attracting investment across 12 industries

+

Total 9.8T JPY
(2022-2026年、2.5T Thai Bhts)
infrastructure investment planned

i: Smart City Concept for the development of Bangsoo Station area; ii: AMATA Chonburi Gateway R&D Hub aiming to become a smart city; iii: One Bangkok Project, all of which are examples of smart cities to be developed in Thailand.

1: "Toward Overseas Urban Development Business Development - Smart City Business Creation", Nomura Research Institute, Ltd. presentation (December 16, 2014).

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- **FY2022 Highlights**
- FY2023 Business Growth Themes
- AI Service Progress

Highlights for FY2022 ended Dec. – Continued growth and overseas business expansion

Growth

Transforming business model whilst rapidly growing topline

Net sales growth

+185%

Annual YoY

Profitability

Sustained high gross margins allow for strong future profitability

Gross profit margin

66%

Annual

Sales Force

AI startup with large **80+** sales staff

Group Employees^{*1}

182 (+130)

(): versus last year

Overseas

Accelerate business scale in SE Asia, where green field dev. thriving

Incorporation in Bangkok, Thailand

Technology

Tech dev. by engineers from 7 countries with strength in edge AI

of patents^{*2}

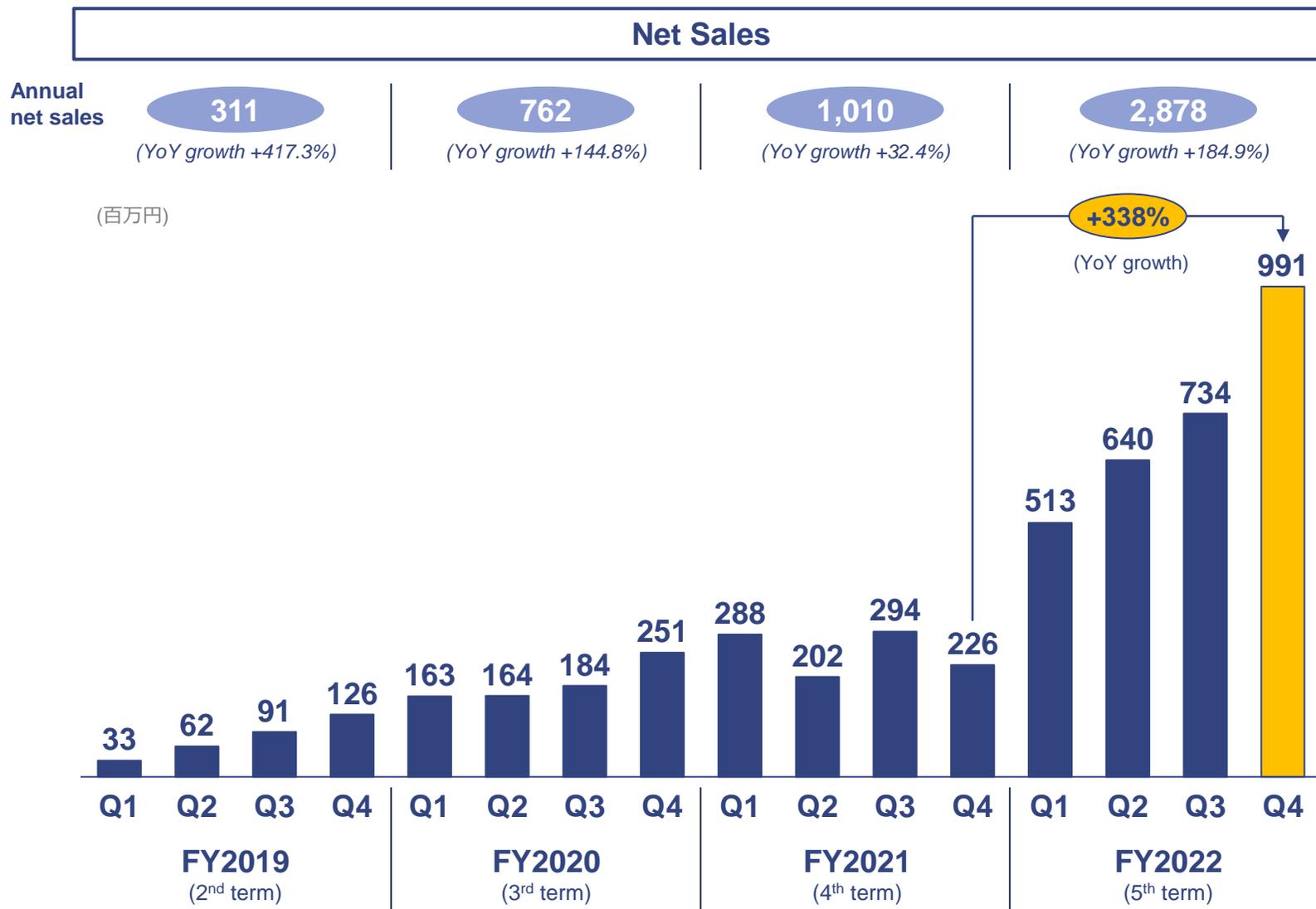
29 (+3)

(): versus last year

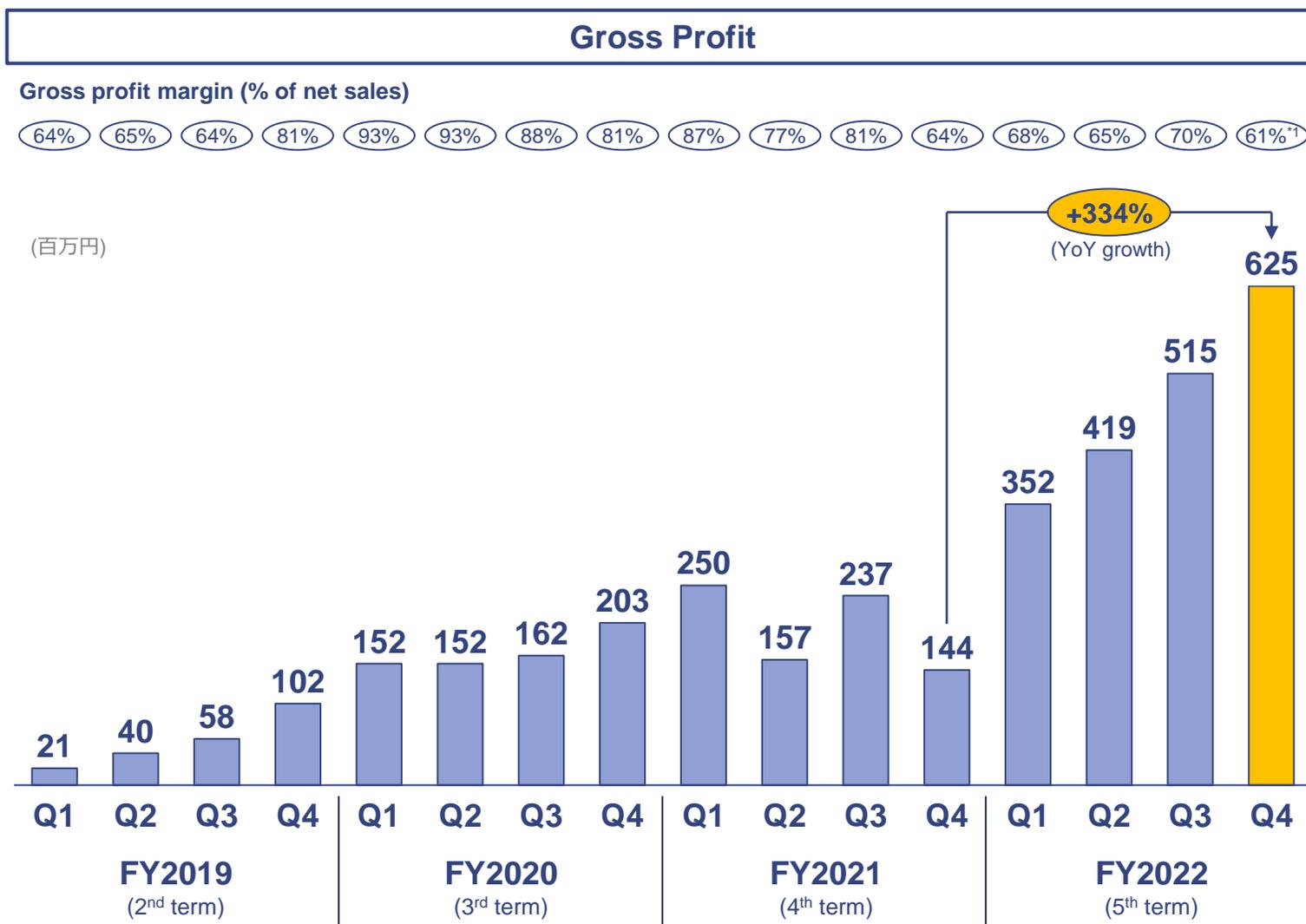
*1 As of Dec 31, 2022. Excludes executives (Full-time board directors, auditors, executive officers), part-time employees, subcontractors, interns. Includes full-time employees from subsidiaries, Neural Engineering Inc. and Neural Marketing Inc.

*2 Total of i) granted 16, ii) applying domestically 9, and iii) applying internationally 4. As of Dec 31st, 2022.

Sustained steady growth post Q1 acquisition of Neural Marketing

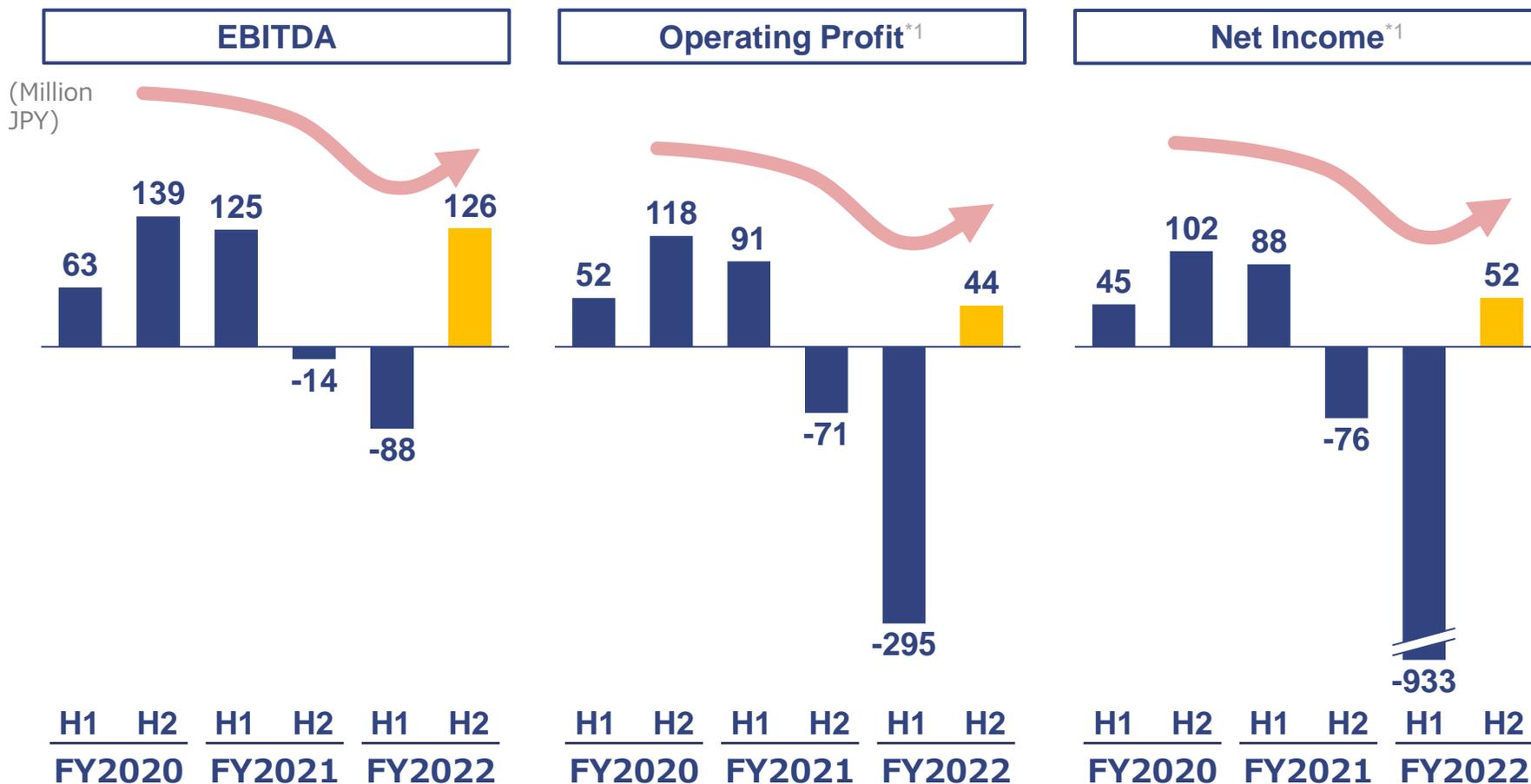


Steady expansion of gross profit, which is the second most important performance indicator after sales



*1 A one-time inventory write-down of 78 million yen was recorded in Q4 FY12/2022, resulting in a pro forma gross margin of 69%.

Over 18 months, we have transformed the business model and profitability is on a V-shaped recovery path

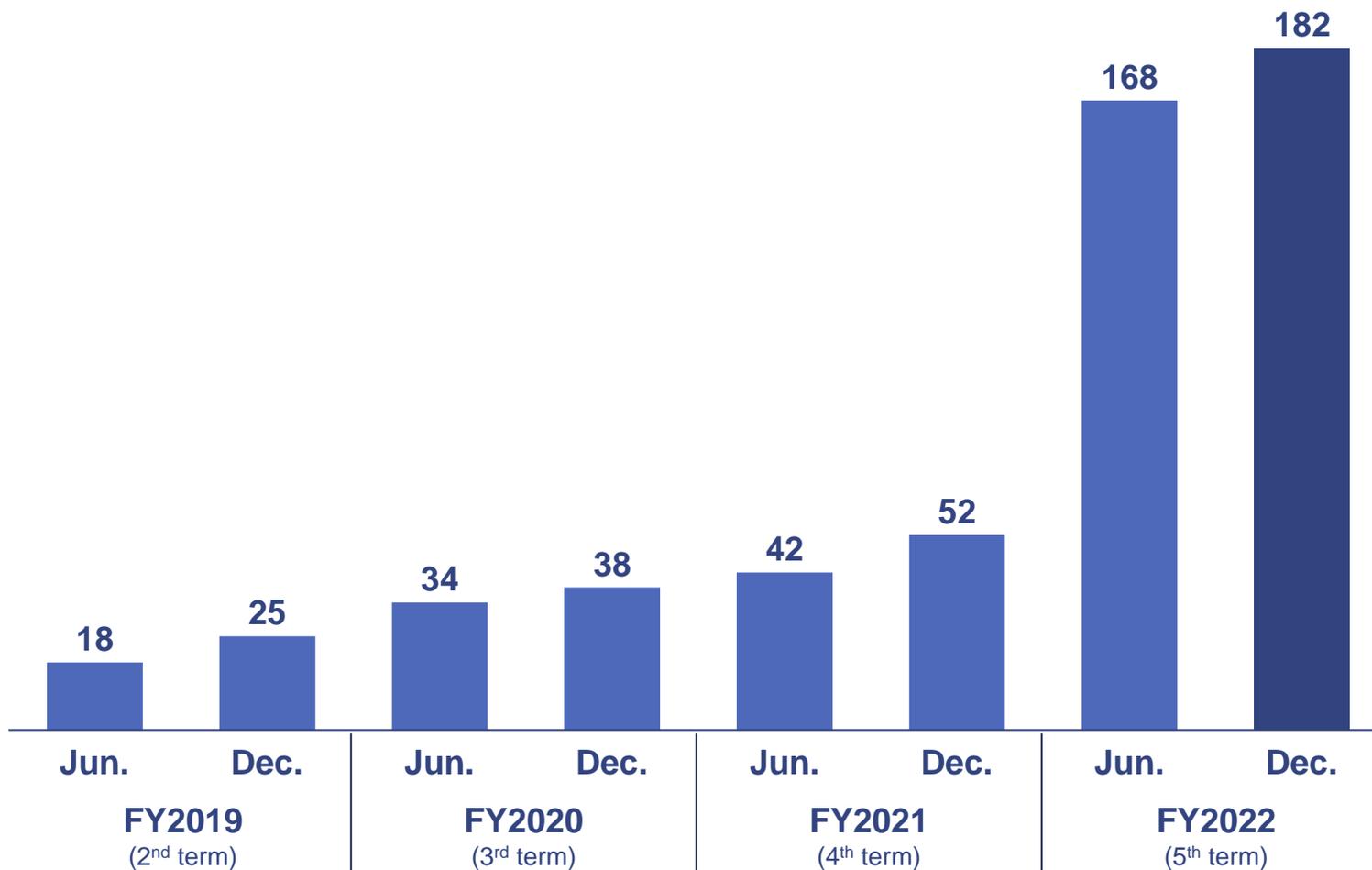


The transformation of our business model from fee-based sales (AI development/ licensing) to unit-based sales (proprietary AI service sales) close to completion

*¹ Amortization expenses for intangible assets was retroactively revised in accordance with the finalization of PPA (Purchase Price Allocation). As a result, amortization expenses for intangible assets for Q1, Q2, and Q3 increased by a total of 66 million yen, resulting in differences in operating income for Q1, Q2, and Q3 from those in the 3Q results presentation.

Trajectory of Neural Pocket Group full-time employees^{*1}

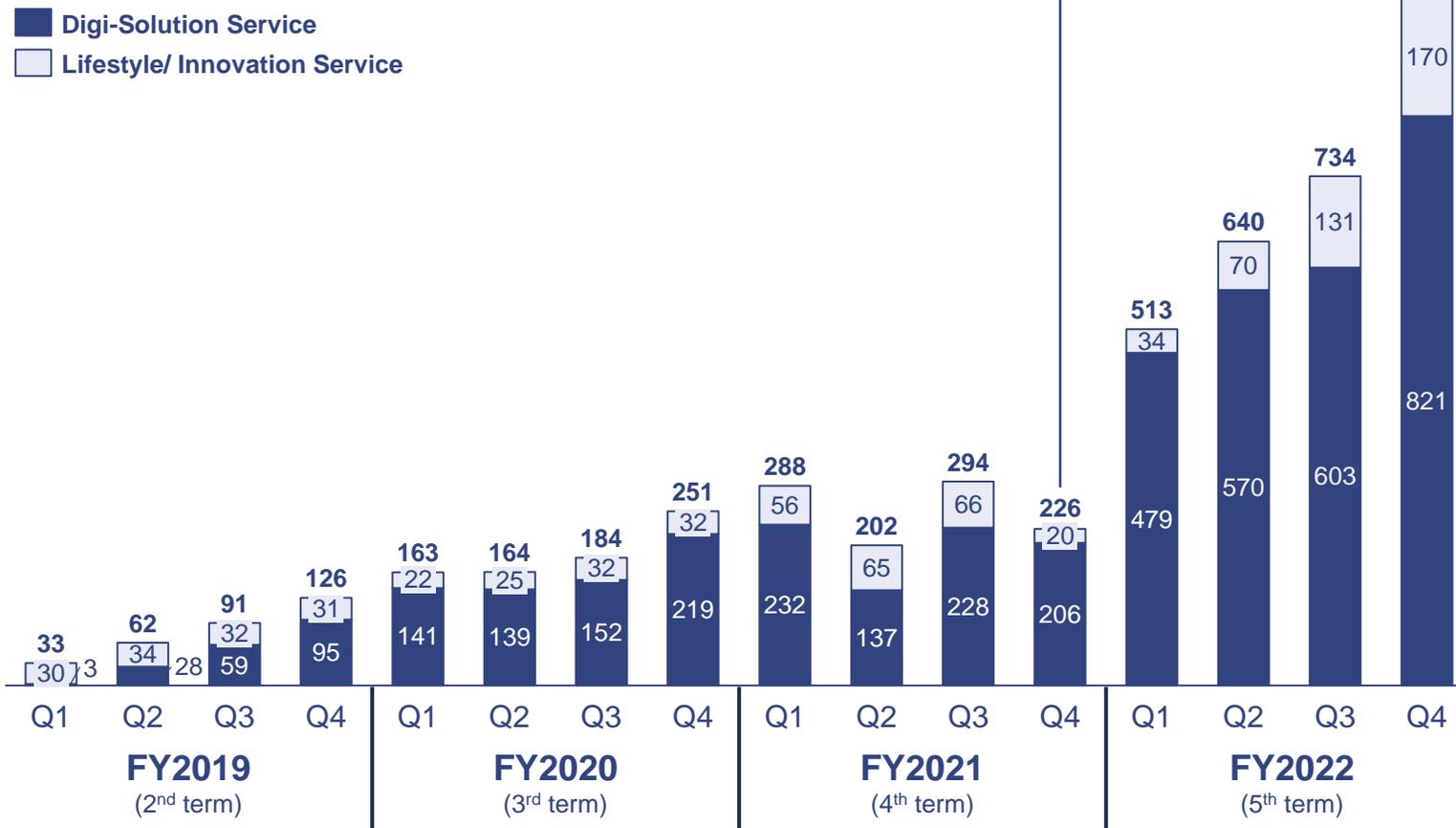
(# of staff)



^{*1} As of Dec 31st 2022. Excludes executives (full-time board directors, auditors, executive officers), part-time employees, subcontractors, interns. Includes full-time employees from subsidiaries, Neural Engineering Inc., Neural Marketing Inc.

Net sales by service domain

(Million JPY)



FY2022 ended Dec. financial results

Published Aug.
10th, 2022

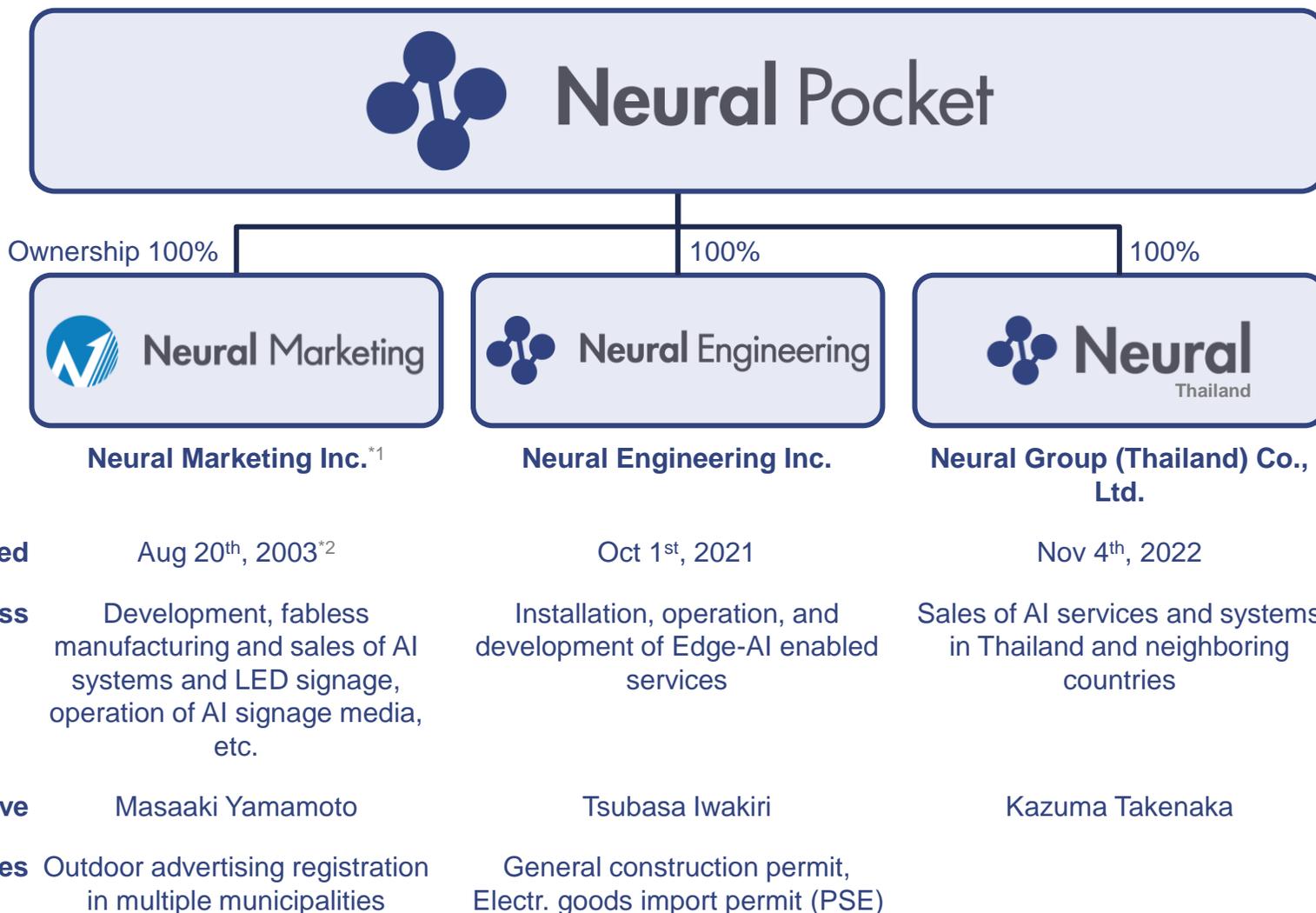
- Progressive shift from fee-based to unit-based operations resulting in record sales
- Achieved operating profits and net profits in H2 due to profitability improvement driven by sales growth
- V shaped recovery in progress as the company achieved record sales and sales growth. Recorded largest year-end order backlog of 397 million yen.

(Million JPY)	FY2021 ended Dec. results	FY2022 ended Dec. forecast	FY2022 ended Dec. results	vs forecast amount	vs forecast percentage
Net sales	1,010	3,200	2,878	-321	-10.0%
Gross profit % of net sales	787 78.0%	2,100 65.6%	1,910 66.3%	-189	-9.0%
EBITDA % of net sales	112 11.1%	350 10.9%	38 1.3%	-311	-89.0%
Operating profit % of net sales	20 2.0%	20 0.6%	-251 -8.7%	-271	NA
Net income % of net sales	11 1.1%	-622 -19.4%	-880 -30.5%	-258	NA

FY2022 (ended Dec.) consolidated Balance Sheet

(Million JPY)	FY2022
	As of Dec 31 st
Total current assets	2,091
Cash and cash assets	1,112
Total non-current assets	1,831
Total assets	3,922
Total liabilities	3,460
Interest bearing debt	2,854
Total net assets	461

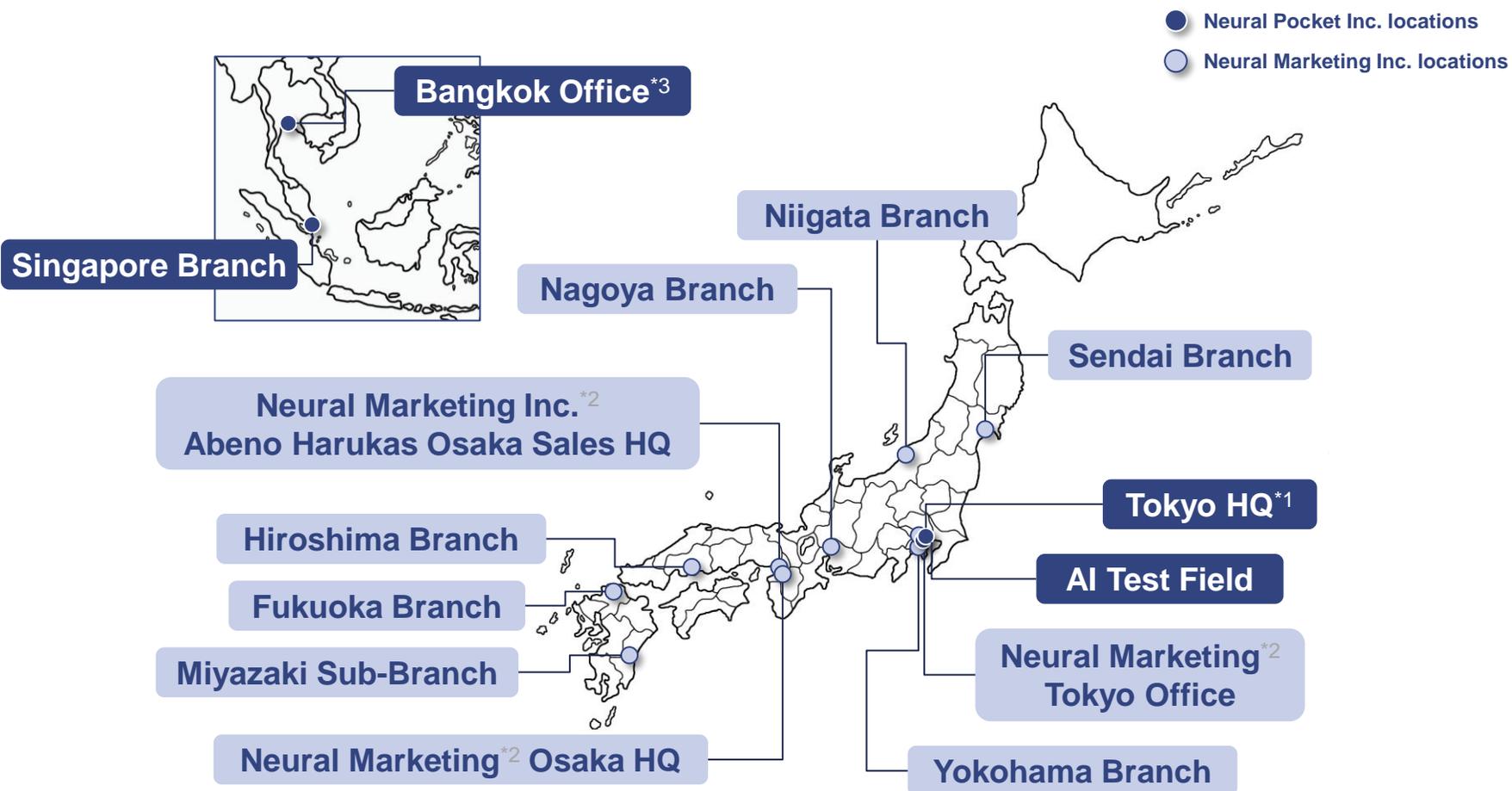
Neural Pocket Group (as of Dec. 31st, 2022)



*1 NETTEN Inc. and Focus Channel Inc. were consolidated on Aug 1st 2022 and subsequently the company name changed to Neural Marketing Inc. on Sep 1st, 2022.

*2 Date of incorporation of NETTEN Inc. before name change; name changed to Neural Marketing Inc. on September 1, 2022.

Neural Pocket Group operates 14 locations internationally, possessing the necessary infrastructure to support the development of smart cities



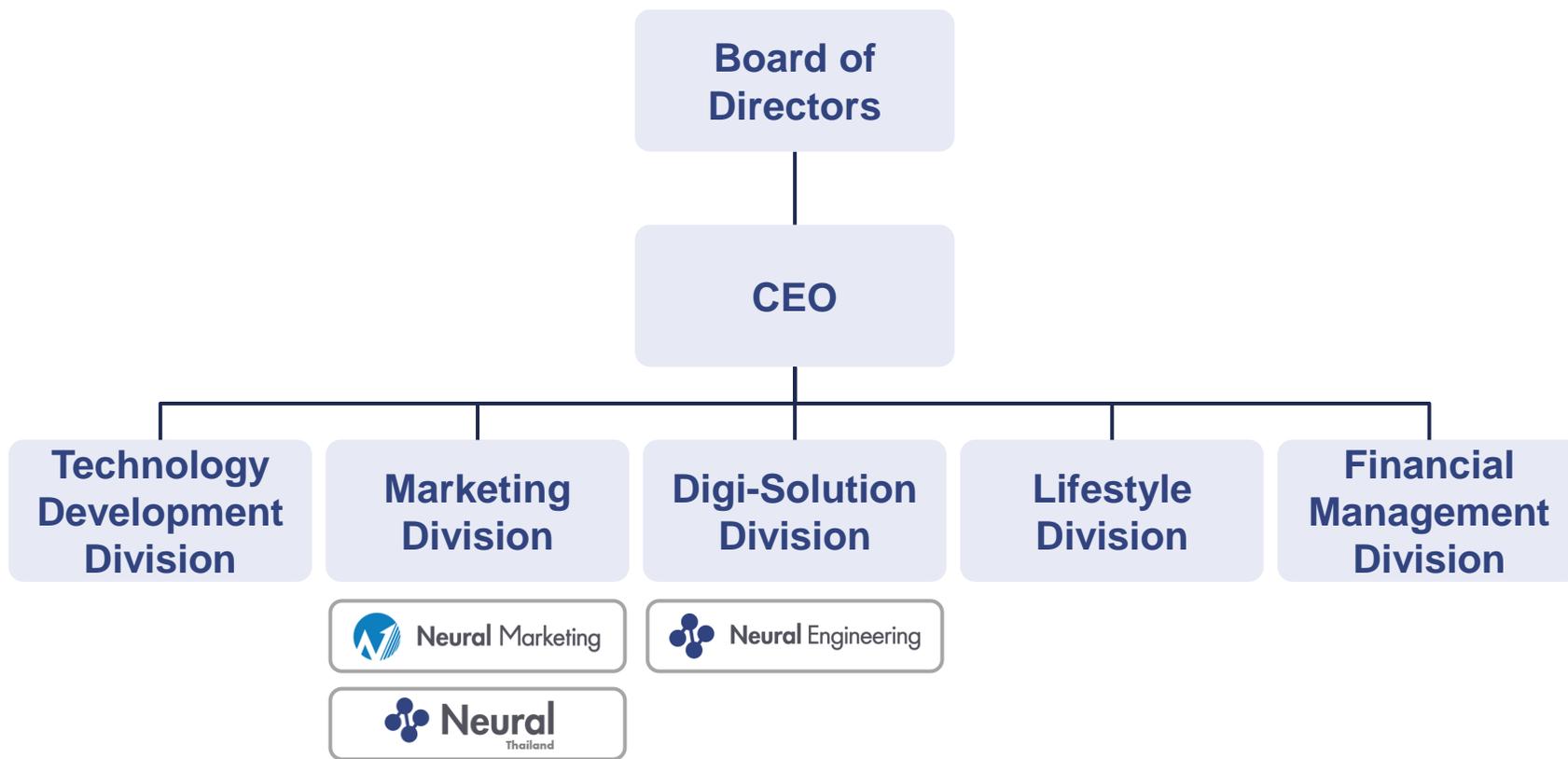
*1 Neural Engineering Inc. is established within Neural Pocket Inc. Tokyo HQ.

*2 NETTEN Inc. and Focus Channel Inc. have been consolidated on Aug 1st, 2022. Subsequently the corporate name has been changed to Neural Marketing Inc.

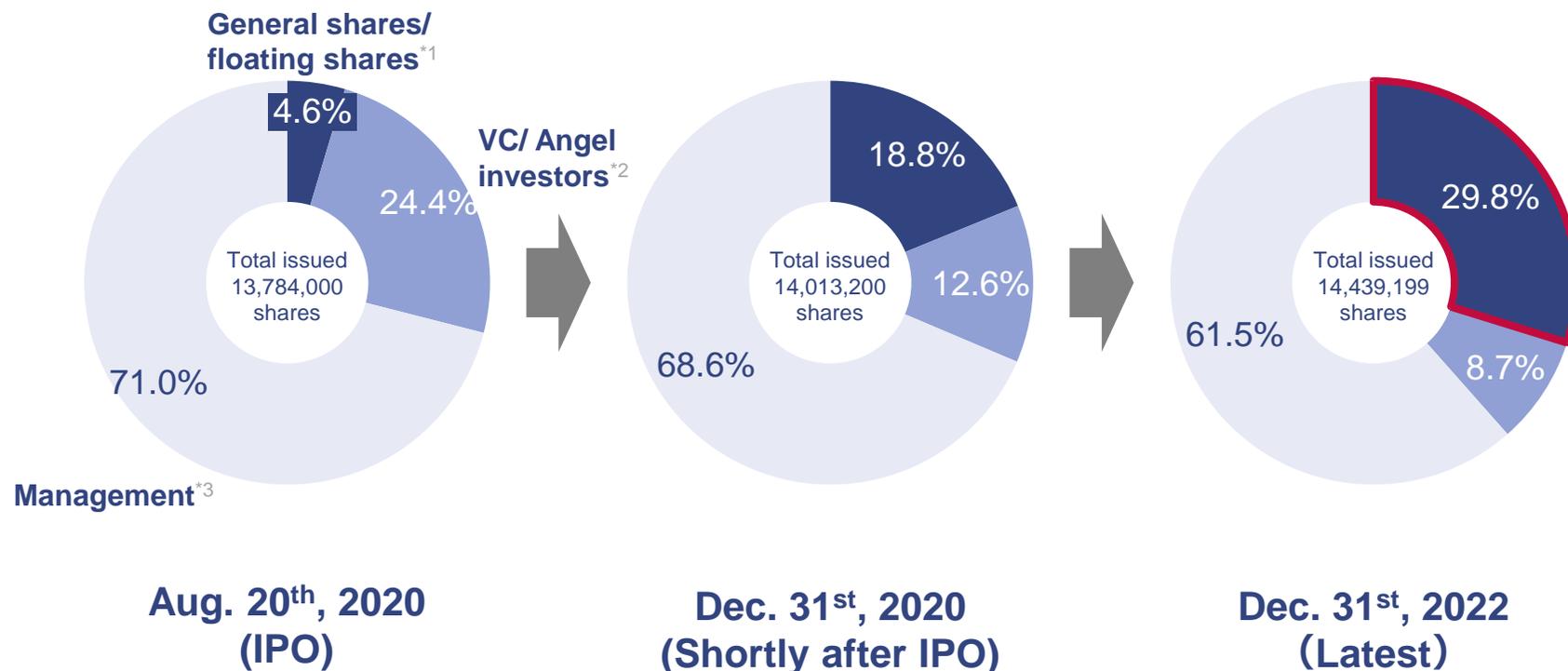
*3 Neural Group (Thailand) Co., Ltd. established in Nov. 2022

Introduced business units from the beginning of the FY2022

- Business units allow for different business divisions to pursue scale, independent of each other
- Broad executive team in place to lead each of the divisions



General shares/ floating shares increasing since IPO (as of Dec. 31st, 2022)



*1 Sum of 415,000 publicly offered shares upon IPO, 215,800 sold shares during IPO (including over-allotment), and shares sold by pre-IPO investors (e.g., VC investors, angel investors) and management that the company is aware of.

*2 Shares held by pre-IPO investors (e.g., VC investors, Angel investors).

*3 Shares held by internal board directors.

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- **FY2023 Business Growth Themes**
- AI Service Progress

FY2023 ending Dec. Business growth themes



Neural Pocket Group

- Management theme for FY2023 is **“Scale and profitability”**
 - Scale unit-based revenue while maintaining **high gross profit** margins
 - Achieve **OP profits for the year** whilst making investments to fuel future growth
- Flexibly consider **M&As** that contribute to the expansion of services



AI Digi-Solution

- Horizontal expansion across both the public and private sectors and install a total of **400 cumulative units** by the end of FY2023
- Participate in large-scale urban/ smart city development in **Thailand and Southeast Asia** out of our Thailand office



Neural Marketing

- Further bolster sales team by **hiring over 70 sales personnel** against a backdrop of over 10%^{*1} market growth tailwinds
- Establish **6 new locations**: Okinawa, Minami-Kyushu, Shikoku, Hokuriku, North Kanto, and Hokkaido
- Target to install ad signages, or LED ad vision's in **50 new locations**^{*2}



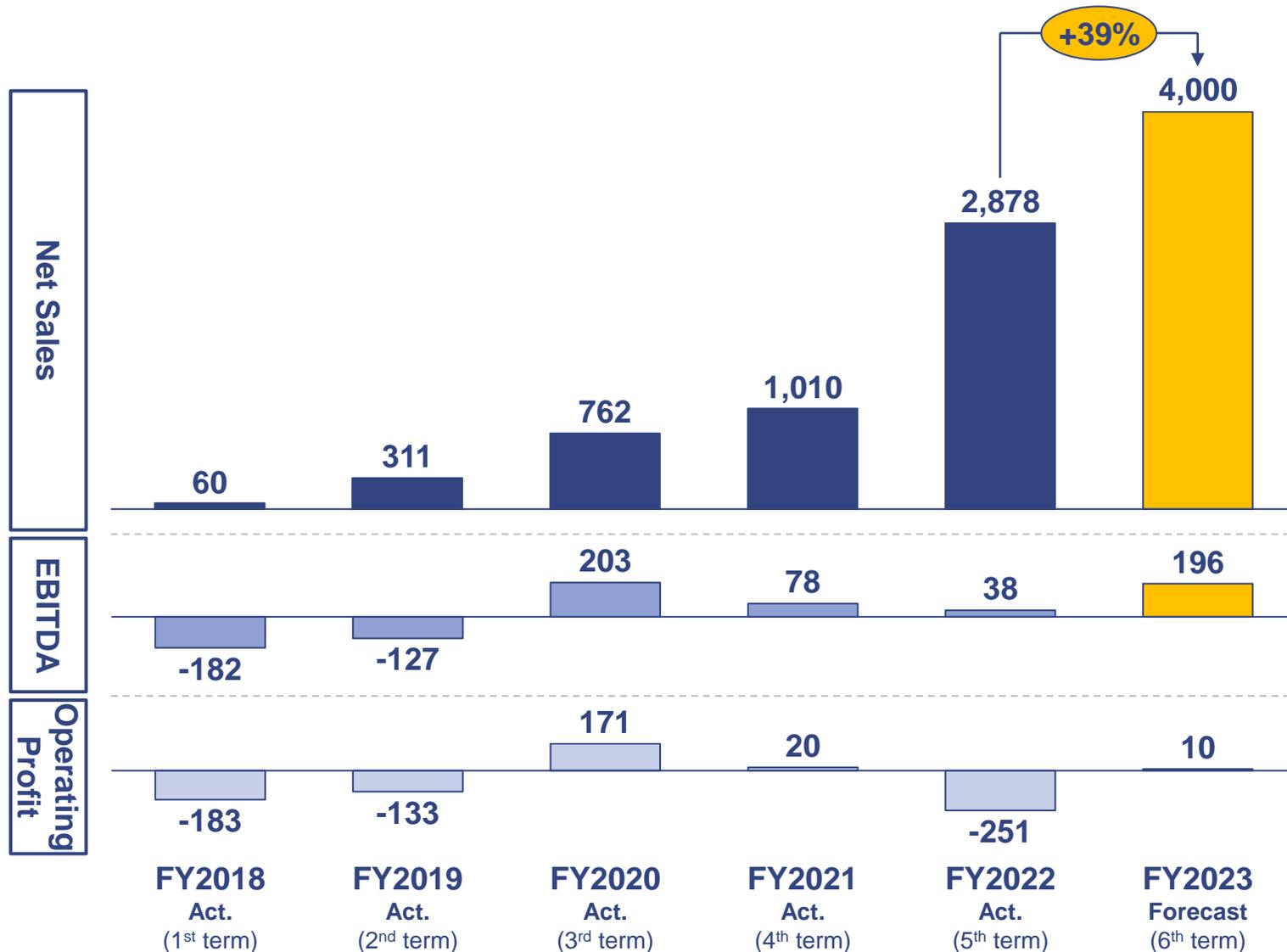
Lifestyle/ Innovation

- Stable continuation of ongoing apparel business
- Proactive **in-house development of new areas** that could become future pillars of our business
 - Demand forecast AI, dress-up AI
 - Logistics container loading optimization and satellite image analysis
 - Gaming using AI technology, etc

^{*1} Growth rate of the domestic digital signage sales and advertising sales market. Based on “Digital Signage Market Research 2021” published by Fuji Chimera Research Institute, Inc. in February 2021.

^{*2} Since expenses for such signages have already been recognized in FY12/2022 prior to installation, costs associated with additional installation are limited.

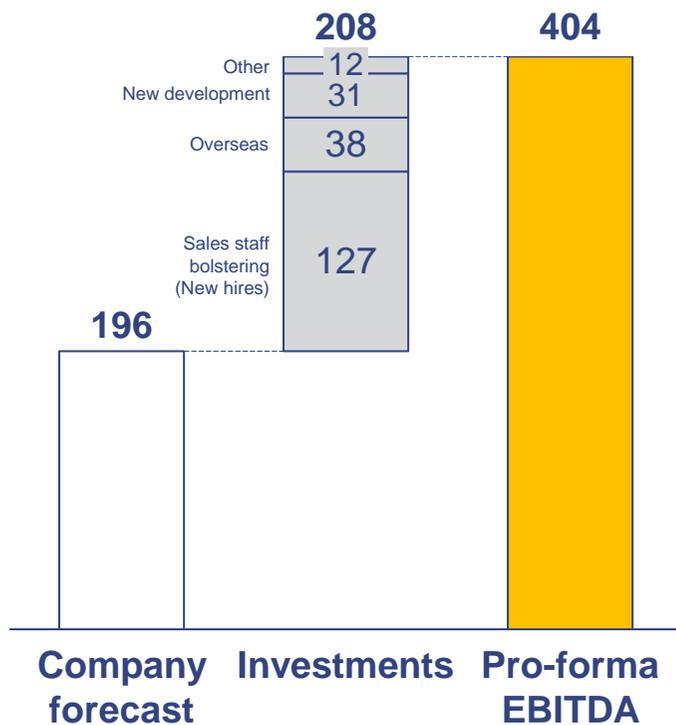
FY2023 Forecast - Priority is placed on achieving YoY 40% organic growth, whilst profitability is planned at around break-even



Allocating profits generated towards upfront investments

(Million JPY)

EBITDA

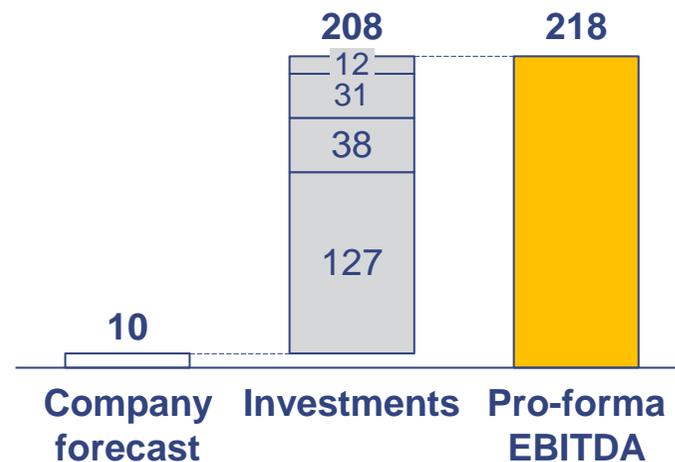


% of net sales

4.9%

10.0%

Operating Profit



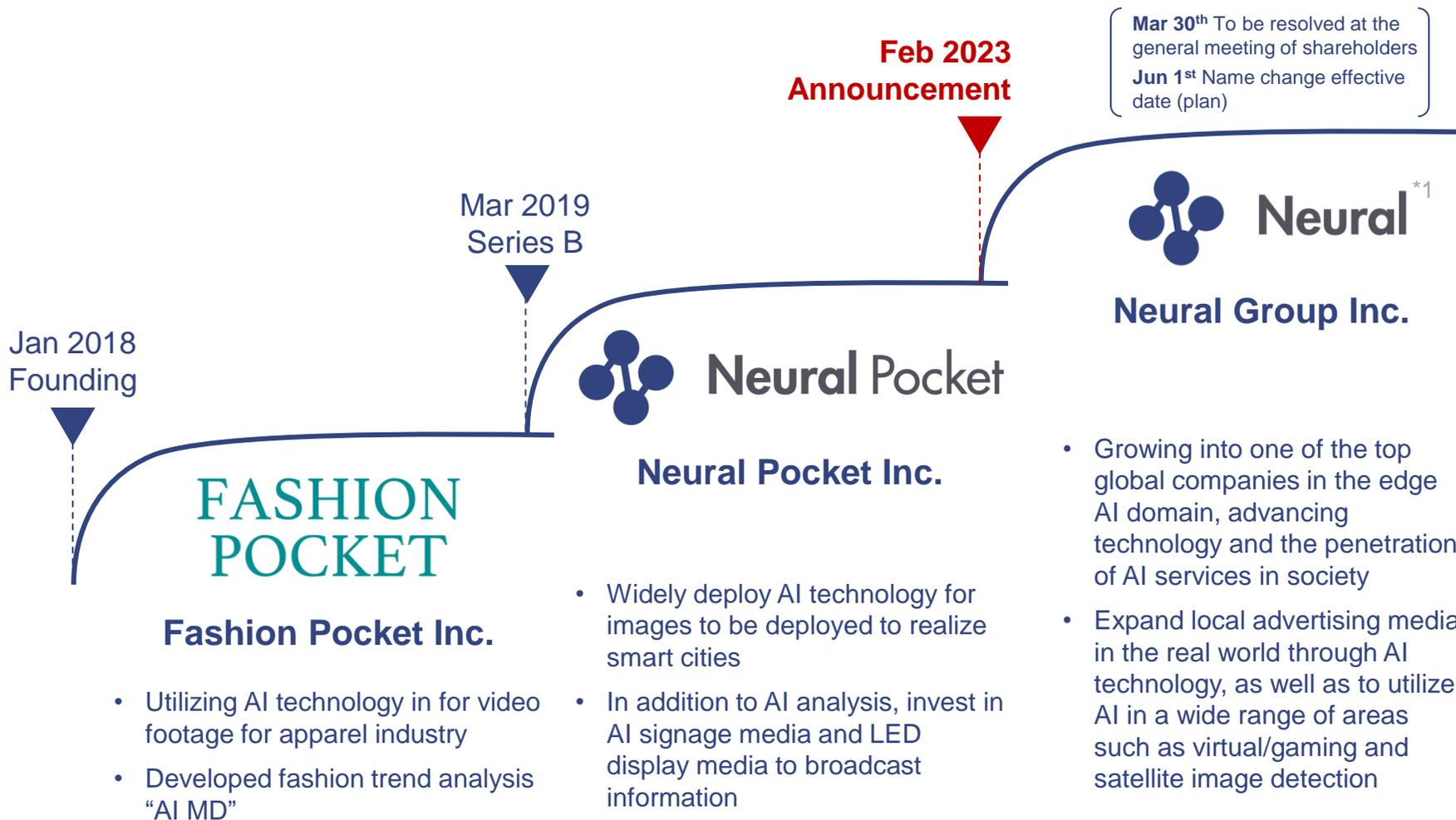
0.2%

5.4%

FY2023 ending Dec. consolidated forecast

(Million JPY)	FY2022 ended Dec. results	FY2023 ending Dec. forecast	Growth Value	Growth Percentage
Net Sales	2,878	4,000	1,121	+38.9%
Gross profit % of net sales	1,910 66.3%	2,650 66.2%	739	+38.7%
EBITDA % of net sales	38 1.3%	196 4.9%	157	+409.8%
Operating profit % of net sales	-251 -8.7%	10 0.2%	261	-
Ordinary profit % of net sales	-247 -8.5%	2 0.0%	249	-
Net income % of net sales	-880 -30.5%	-100 -2.5%	780	-

Five years since founding, we aim to expand our business and contribute to society - Rebranding the company name to "Neural Group"



*1 Tentative. New logo design to be announced at later date.

Executive team and Board of Directors

Executive team (as of Feb 10th, 2023)

Position	Roles and Responsibilities	Name
CEO Director	-	Roi Shigematsu
CFO Director	President of Financial Management Division	Ryosuke Tane
Executive Director	President of Marketing Division Neural Marketing Inc. CEO	Masaaki Yamamoto
Executive Director	President of Digi-Solution Division Neural Engineering Inc. CEO	Tsubasa Iwakiri
Executive Director (CTO)	President of Technology Development Division	Takahiro Mikami
Director	President of Lifestyle Division	Yusuke Furuta
Director	Chief General Manager, Sales Management Department, Digi-Solution Division	Taro Hitokoto
Director	Chief General Manager, Platform Development Department, Technology Development Division	Kenichiro Kanai

Board of Directors (plan pending Mar 30th, 2023 Annual Shareholder Meeting)

Position	Name	Position	Name
Representative director	Roi Shigematsu	Full-time auditor	Miho Takemura
Director	Ryosuke Tane	Auditor	Toshiki Wakamatsu
Director	Masaaki Yamamoto (New)* ¹	Auditor	Hajime Shirai
Outside director	Yoichi Yamagishi		
Outside director	Maiko Hasumi		

※Yuichi Sasaki is expected to resign and retire from the board on Feb 17th.

*1 The Board of Directors resolved at its meeting held on February 10 to submit a proposal for the election of new director candidates to the General Meeting of Shareholders to be held on March 30, 2023. The new director candidate will officially assume office after the resolution of the annual general meeting of shareholders.

Management team (expected as of Mar. 30th, 2023)

	Name	Career overview
Board Directors	 Representative Director Roi Shigematsu	Former Partner at McKinsey, working in 11 countries including Japan, Germany, and the U.S as leader in IoT and AI field. Founded Neural Pocket in January 2018 with the goal of realizing the digitization of the real world through AI. He holds a Master's degree in Engineering from the University of Tokyo and is currently a member of the Advisory Board of the School of Engineering.
	 CFO Director Ryosuke Tane	He was engaged in private equity investing at Bain Capital Japan. After serving as the Tokyo General Manager of Oyo Technology and Hospitality Japan, he joined Neural Pocket. He currently oversees the group's corporate division and also leads M&A activities. He holds an MBA from Stanford University's Graduate School of Business.
	 Director (New*1) Masaaki Yamamoto	After being involved in the development of DVDs and head-mounted displays at Sony, he led several new businesses and internal startups. After joining the company, he worked in the R&D department and is currently the president of Neural Marketing, Inc. He holds a master's degree from Tokyo Institute of Technology
	 External Director Yoichi Yamagishi	After working in the investment banking division of Nomura Securities Co., Ltd. in M&A advisory and public underwriting, he was appointed as General Manager of Public Underwriting Department of Mizuho Securities Co. After retiring from Mizuho Securities, he served as an outside director of D.L.E. Inc. and Laox Co. He is a certified public accountant.
	 External Director Maiko Hasumi	After working for Fuji Television Network, Inc. and Fidelity Investment Trust Co. currently fund manager at Ever Rich Asset Management. Currently director and member of the Audit Committee of Z Holdings Corporation (formerly Yahoo! Japan), etc. Appointed outside director of Neural Pocket in 2021. Holds an MBA from Stanford University's Graduate School of Business.
Auditors	 Full-time auditor Miho Takemura	After working at Ernst & Young Shin Nihon LLC (EY Ernst & Young Shin Nihon LLC), where she mainly audited securities companies and other financial institutions, she worked as a full-time auditor at IRIDGE Co. Certified public accountant.
	 Auditor Toshiki Wakamatsu	After working at Sato Sogo Law Office, he opened Saltus Law Office. He has served as a director of Orchestra Holdings Inc. and Voicy Inc. and has been a corporate auditor of Neural Pocket since 2019. Attorney. Specializes in a wide range of corporate legal matters, including corporate law and the FIEA.
	 Auditor Hajime Shirai	After working at Arata Audit Corporation (PwC Arata LLC), Frontier Management Inc. and Deloitte Touche Tohmatsu LLC, he established Grintee Inc. Ltd. Appointed as a corporate auditor of Neural Pocket in 2020. Certified public accountant.
Advisor	 Professor Yutaka Matsuo	Professor at the Artificial Intelligence Research Center, Graduate School of Engineering, the University of Tokyo. He is a leading expert in the field of AI and deep learning in Japan. He is also the chairman of the board of the Japan Deep Learning Association and an outside director of Softbank Group Corp.

*1 The Board of Directors resolved at its meeting held on February 10 to submit a proposal for the election of new director candidates to the General Meeting of Shareholders to be held on March 30, 2023. The new director candidate will officially assume office after the resolution of the annual general meeting of shareholders.

- AI Industry Trend and Company Advantage
- FY2022 Highlights
- FY2023 Business Growth Themes
- **AI Service Progress**

Digi-Solutions service lineup – Providing a suite of packaged AI services

Digi Park

Parking management system to eliminate waiting time



Digi Thru

Visualization of vehicles through license plate analysis



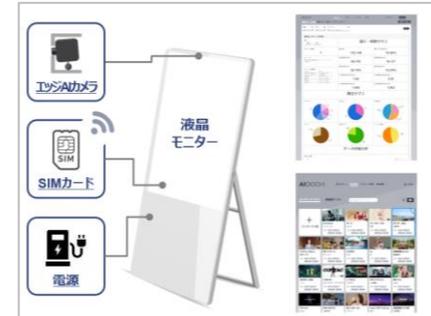
Digi Flow

Visualization of people flow for improved facility operations



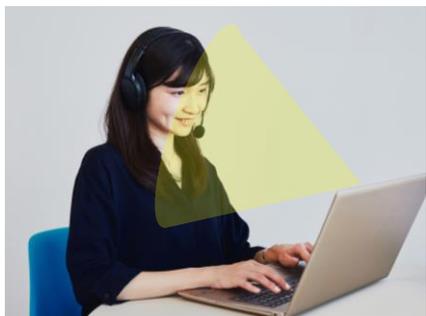
SIGN DIGI

Ready-to-install AI signage with viewership and audience detection



RemoDesk

Security risk management to enable work-from-home call center operations



DigiLook

Outdoor LED signage for retail stores to large public facilities



FOCUS CHANNEL

High-end apartment digital signage advertising for 150K+ residents

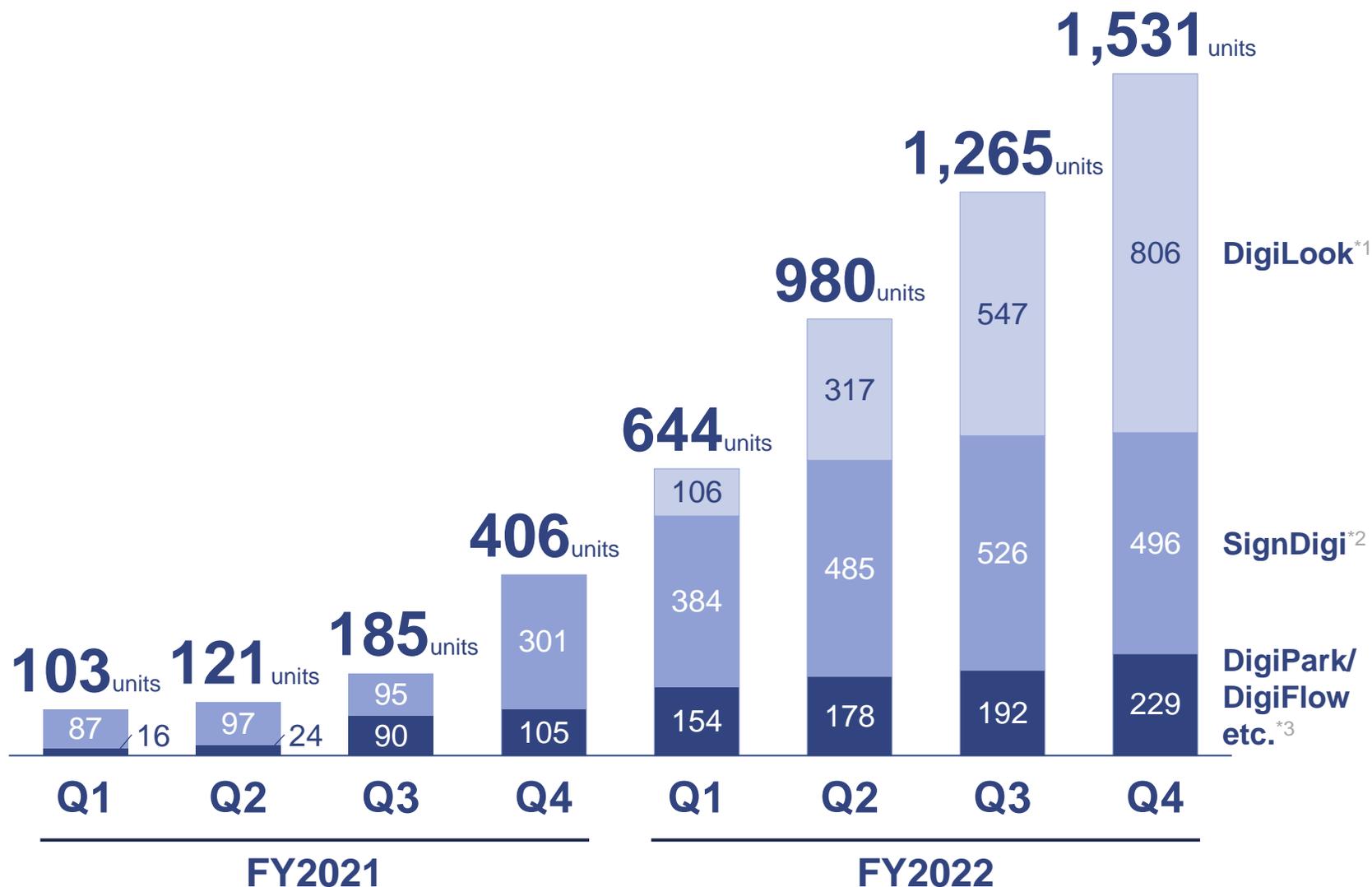


Other new services

Various proprietary services utilizing edge AI (e.g., Intrusion detection)

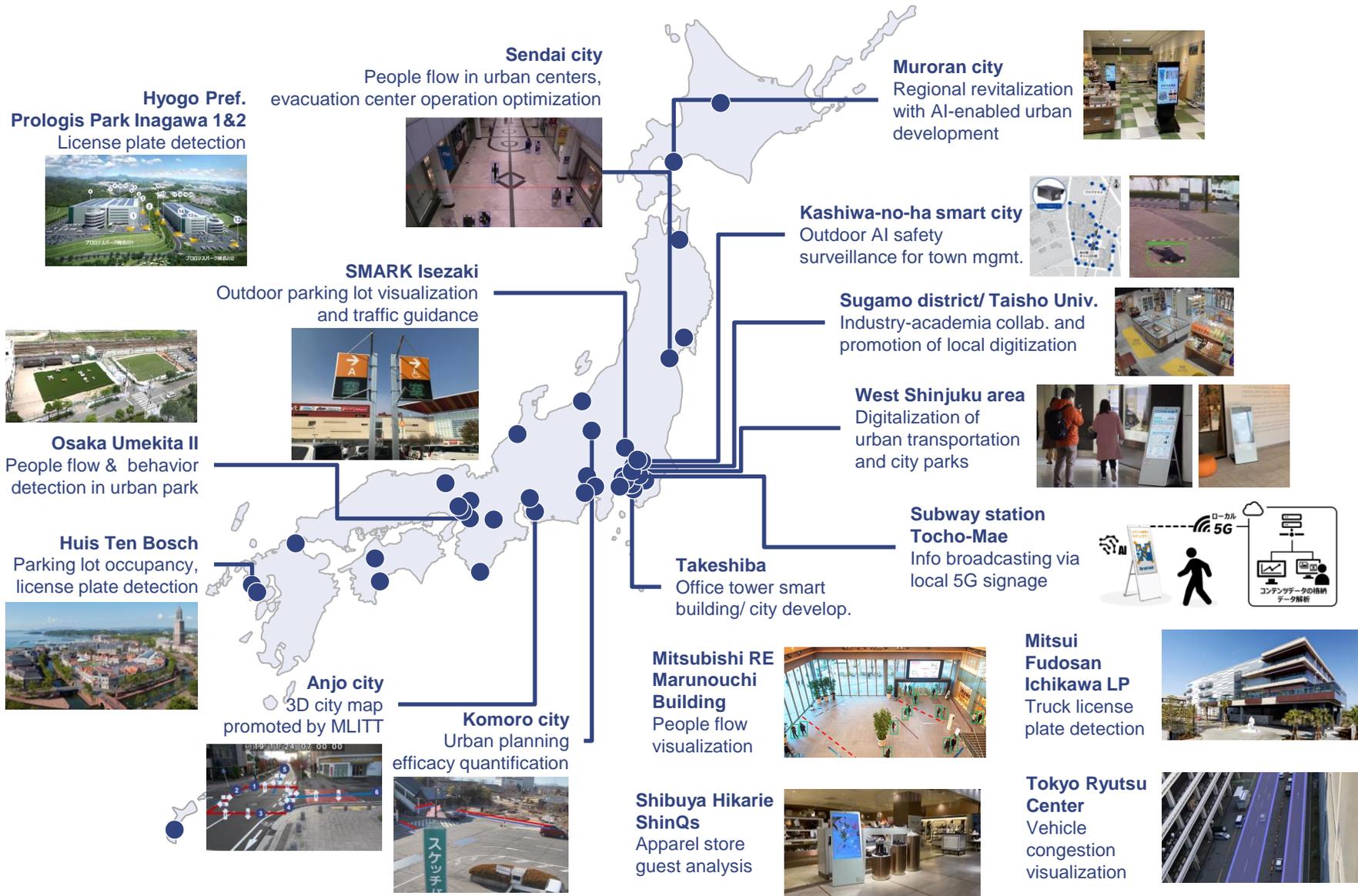


Digi-Solutions unit installation (Cumulative)



^{*1} LED signages installed (# of locations) by Neural Marketing Inc., post acquisition by Neural Pocket. ^{*2} Mainly Focus Channel digital signages installed in apartments. Also includes other signages installed for commercial use or trial installations unrelated to Focus Channel. ^{*3} Number of edge box units installed for DigiPark/ DigiFlow, etc. A single edge box is often connected to multiple cameras to run AI detection.

Digi-Solution services introduced across Japan



Mitsubishi Estate: Detection of people flow across 3 major buildings in Marunouchi

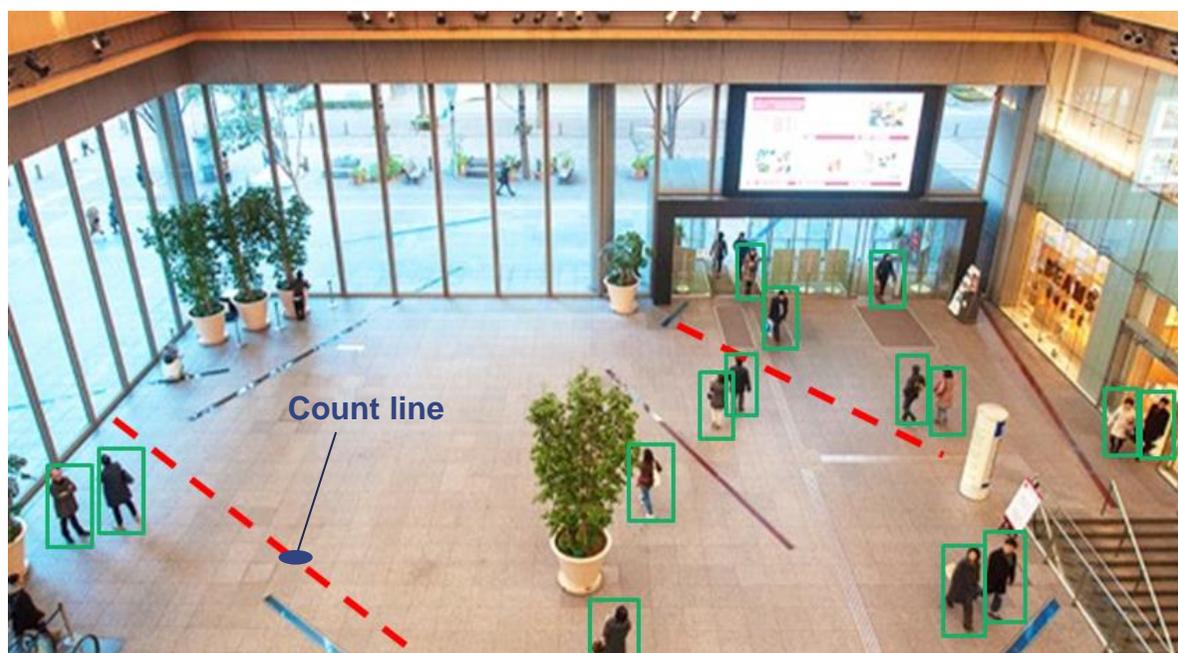


Total guest count and the number of guests staying within the building at any given time is visualized. Edge AI processors were connected to existing surveillance cameras across events spaces, entrances and exits, and escalator entrances across three buildings. In addition, by linking such data with Mitsubishi Estate's database, they can now analyze the impact of events, layout, and seasonal changes on the flow of people within the building.

Marunouchi Building where Digi-Flow was introduced^{*1}



Detection of people flow within Marunouchi Building. Digi-Flow is installed in more than 25 locations, mainly at entrances and exits, across three buildings.



Visualization of guest count, number of guests within the building, and traffic direction through Edge AI cameras

^{*1} Building photo courtesy of Mitsubishi Estate Co.

Huis Ten Bosch Amusement Park Parking lot visualization



Digi Park

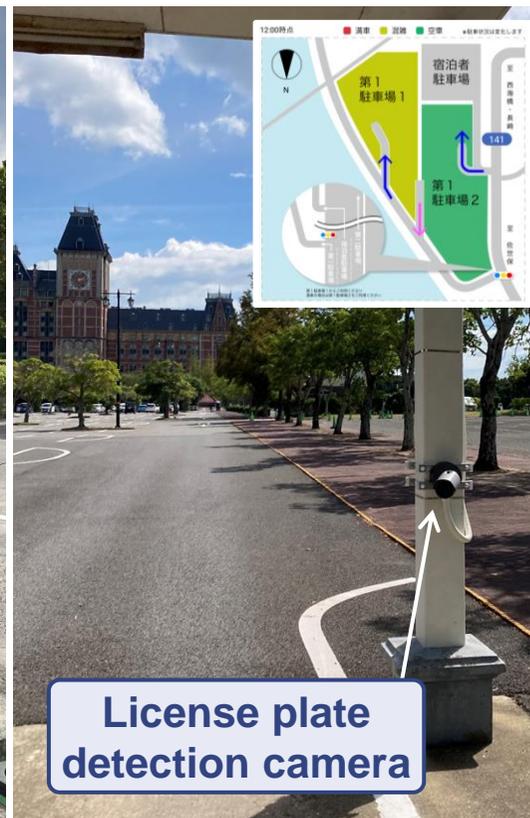


Digi Thru

Where system was installed*1



Edge AI cameras installed at the entrance/ exit of (4 cameras in total) and webpage view for visitors displaying congestion in real time



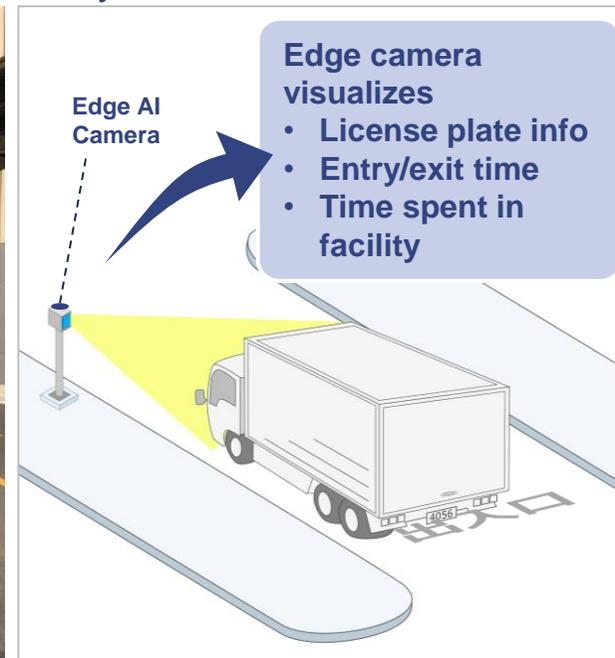
Visualization of congestion in large parking lots and car number detection

*1 Photo of park and map courtesy of Huis Ten Bosch

Introduction of "Digi-Thru" license plate detection to Mitsui Fudosan's logistics facility

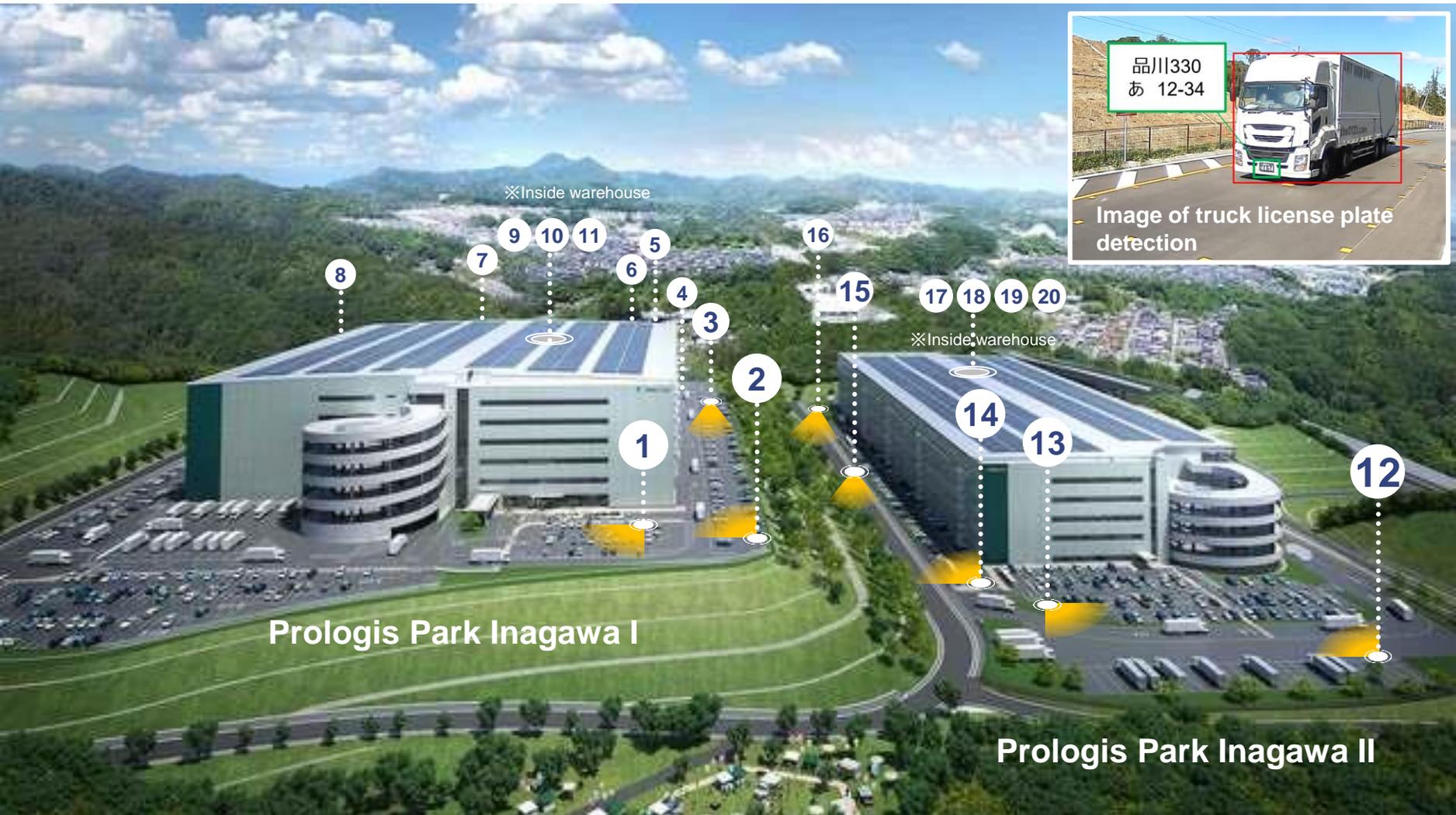
 Edge AI cameras installed near entrances and exits detecting license plates of moving vehicles to visualize traffic volume, determine vehicle attributes, and analyze utilization. The data is used to eliminate truck waiting time and support efficient operations.

Mitsui Fudosan Logistics Park (MFLP) Ichikawa Shiohama II, where "Digi-Thru" was installed in July 2022



Contributing to improved efficiency for logistics warehouse through visualization of vehicle traffic with Edge AI Cameras

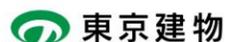
License plate detection at Prologis Park Inagawa



Truck traffic visualization via license plate detection utilizing 20 existing security cameras

Customer testimonials for Digi-Solutions

Tokyo Tatemono Co., Ltd. Digi-Park case example



古澤様の自己紹介をお願いします。



東京建物株式会社
新規事業開発部 事業開発グループ 課長
古澤 隆一さん

オープンイノベーションの担当として、現場のニーズを吸い上げ、適切なスタートアップを紹介する仕事をしていました。

デジパークの導入効果はねらい通りでしたか？



上：LEDサインネー
下：満空表示灯

ショッピングセンターでは、お客様ができるだけ施設に近い場所に駐車をされようとして駐車場で滞留してしまうことがあります。その結果、駐車場内の交通量が余計に増えてしまったり、特定のエリアだけ混雑したりという課題が発生します。

デジパークを導入したことにより、来訪した車両がスムーズに空き車室に移動していただけるようになりました。満空灯とLEDサインネーを見て、どこが空いているのかが一目で分かるようになったところが多いです。お客様が情報を能動的に探すのではなく、パッと見て受動的にわかるようになったとご好評いただいています。

デジパークによってストレスなくスムーズに駐車された上で、気持ちよく施設内での買い物が始められるというのは、巡り巡って売上向上にも繋がっていくのではないかと考えています。

お客様の誘導だけでなく、駐車場の利用状況に関するデータも取得できていますが、その活用についてお考えのことはありますか？



現場で感覚的に理解されていたことも、これまではデータという裏付けがありませんでした。それが定量的に把握できるようになったことは重要だと思います。デジパークの管理者用ダッシュボードでは、あらかじめ定めた区画ごとに時間帯別の混雑度が分かります。これと施設内の状況を照らし合わせて分析し、何か対応できることはないか、といったことを今後検討していきます。



上：サマリ画面イメージ
下：レポート画面イメージ

例えば、イベントがあるときに通常の駐車場利用と異なる利用のされ方を示す傾向があった場合、誘導員の配置や警備の巡回ルートを変更して業務を効率化するといった判断を、データをもとに関係者が納得した上で行えるようになるのではないかと考えています。

また、データをどう活用するかを事前に絞るのではなく、日々変化する施設の状況に応じて、駐車場がどのように利用されているかというデータを見返すことで、新しい気づきが生まれるといった循環ができていくのではないかと思います。

Enhancing customer experience and operations every day in large parking lots

Agreement and ongoing analysis of people flow to promote digital transformation in Komoro City

Agreement signing ceremony, announced Feb 4, 2022



Activity image



Toshihiro Koizumi, Mayor of Komoro (third row from the top, left), Hiroyuki Matsunaga, Deputy General Manager, Urban Renaissance Agency East Japan (first row from the top, right), Mamoru Ogihara, President of Machizukuri Komoro (first row from the top, left), Shuta Shibato, Director of Administration Department, Kakuichi Corporation (third row from the top, right), Shigematsu, President of the Company (second row from the top, center), Takashi Hanaoka, Chairman of Komoro Tourism Bureau (second row from the top, left), Akiko Takakura, Chief of Urban & City Development Division, Nagano Prefecture Construction Department (second row from the top, right)

Verification of the effect of information broadcasting around central Komoro City on the flow of people. Neural Pocket collected and analyzed information necessary for the study of urban development using image analysis. The above images are for illustrative. (Extracted from press release issued on February 4, 2022)

We are supporting efforts in Komoro City to acquire people flow data and promote pedestrian traffic in the city center

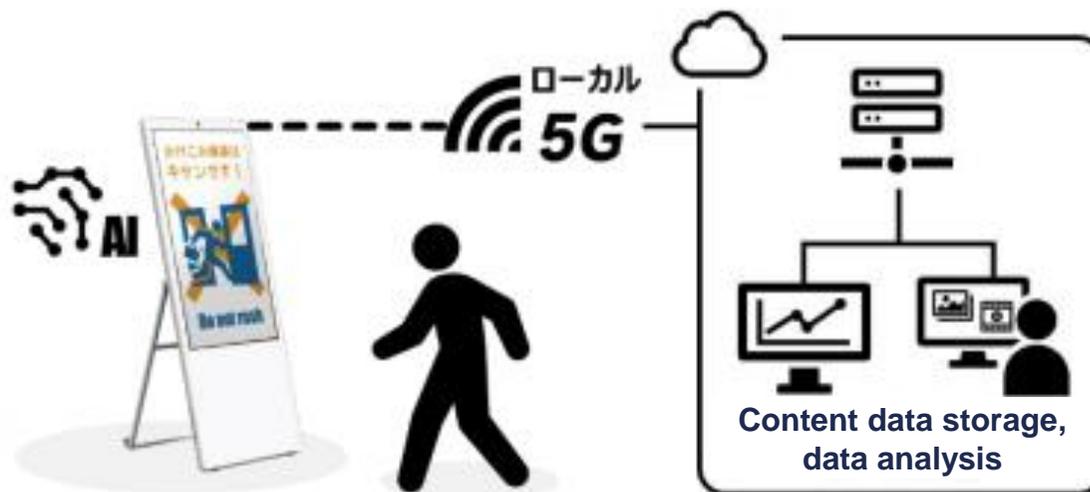
Oedo Line Tochomae Station: Installation of AI signages using local 5G

【Overview】

- Joint initiative with **JTOWER**, **NTT East**, and **FCNT** to verify use cases of new digital technology in train stations using **5G technology**
- Installed AI signage in stations to broadcast information to commuters and measure viewing data through using built-in camera
- Accelerating **digitalization of operations** through flexible and efficient information transmission within public facilities

【Going forward】

- Further collaboration to install 5G solutions to railway-related facilities nationwide



DigiLook: Top share in Japan with more than 10,000 LED signage installations

#1 installations with more than 10,000 signages nationwide



LED signage
Japan No. 1



- **Unparalleled installation track record**
Experience in a wide variety of industries, including large corps, government offices, commercial facilities, and merchant stores
- **Unparalleled track record of stable operations**
Stable operating track record throughout Japan, including cold, hot, and humid regions
- **Flexible contract forms**
Flexible purchase formats such as lease agreements and credit/cash purchases

 We are accelerating sales efforts towards large corporations and large-scale facilities. We are also promoting the development of highly functional products with remote content distribution and AI detection functions.

LED Vision installation cases

LED vision, which excels in visibility and spatial presentation, is used in various scenes throughout the city to promote sales at facilities and stores, and as a medium for people to encounter new information.

For large scale business operators



Outdoor soccer stadium



Indoor sports stadium

For SMEs



Chain retail



Wall-mount



Portable

Government, municipalities



Government office



Fire station



Police office

FC Imabari Stadium – Introduced large scale LED



Introduced our LED Vision "DIGILOOK" at the Imabari Stadium in Ehime Prefecture



LED vision length 96m (48m x 2 sets)

We deliver the advertiser's message to the residents of high-end urban apartments

Entrance hall



Elevator hall



Lounge



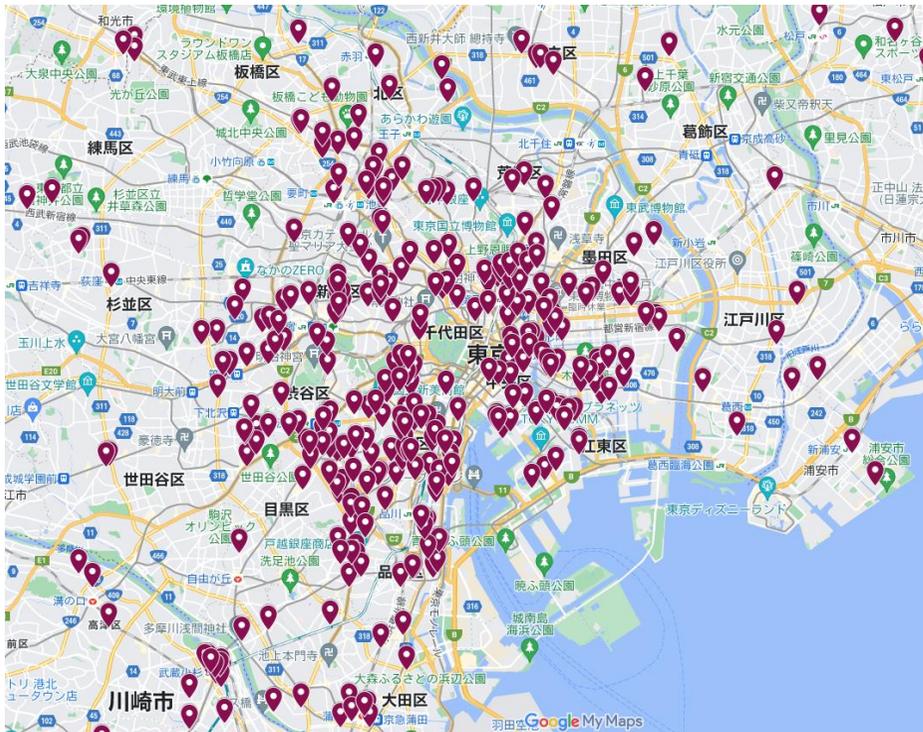
Reception



We deliver the advertiser's message daily and repeatedly to approx. 200K residents of high-end urban apartments

Approx. **420** buildings

Approx. **80,000** households



※As of Dec. 31, 2022

Impression

Steady reach regardless of seasons and externalities

Frequency

Located in living spaces and repeatedly appealing to all residents

>> View count per program: 1.50 million~/month

>> Play count per program: 3.50 million~/month

Targeting

High-grade apartment where many affluent consumers reside

One-stop solution

Acquisition from brand awareness to detailed consideration through ad distribution and flyer placements



Apartment
Signage Ads
Market No. 1

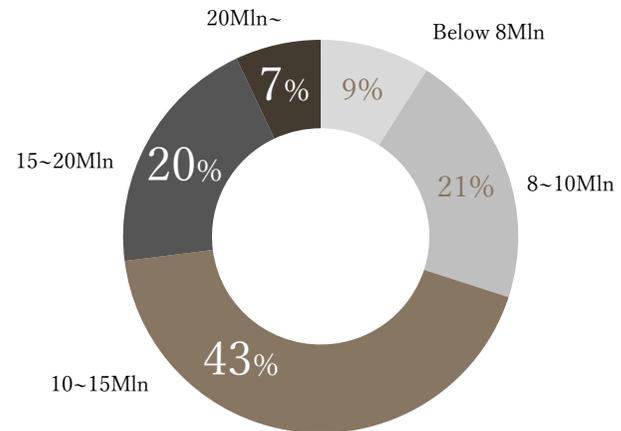
Repeatedly reach a fashion-conscious and highly motivated segment of the business community

70% of the residents exceed an annual household income of 10 million yen.

Most of the apartments are family-oriented, where there is little gender bias, and all households are equally targeted.

Highly visible digital signage enables repeated promotion of brands/ advertisers.

Household income

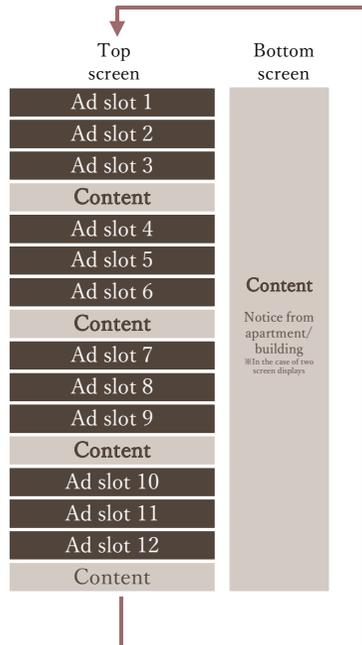


Household income exceeding 10 Mln JPY

Approx. **70%** ※Estimated from apartment prices

As a medium suitable for private spaces, we interweave facility announcements and content between advertisements

Signage Ad distribution configuration



Repeated broadcast

Ad slot information

16 slots × 15 secs
(Ads 12 slots)

Approx. **240 secs**
(Ads 180 secs)

※Broadcast hours 5:00 - 24:00
(Typical hours with exceptions)

※No audio

Examples of installed signages

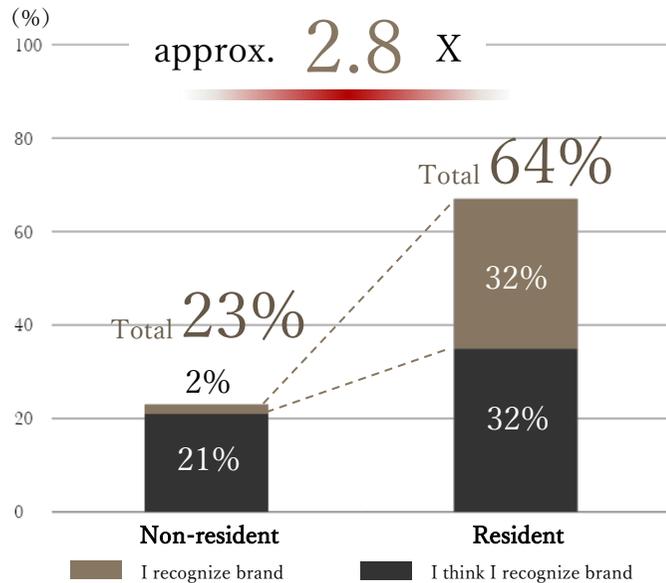
Flyer racks are also set up near the signage where advertisements are distributed



※Not all signages have flyer racks installed

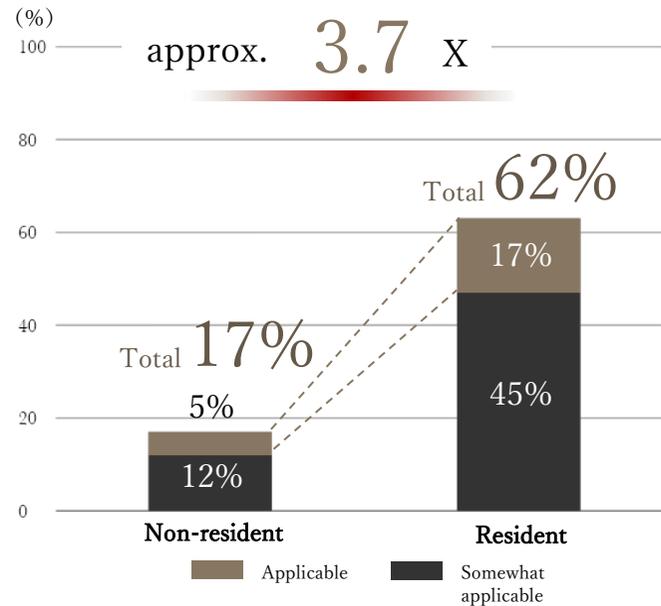
High brand lift effect, contributing to improved recognition and understanding of products and services

Cognitive change regarding advertising



Research: Macromill Inc. Research period: June 2021

Understanding of characteristics of services and products



GROWTH

THE TOKYO TAXI VISION

- Collaboration with "THE TOKYO TAXI VISION GROWTH" (operated by News Technology Co., Ltd.), one of the largest taxi signage media in Japan
- Started sales of "Executive Reach Plan," delivering information from living spaces to mobile spaces targeting affluent people in Tokyo
- Also offering tie-up advertisements with GROWTH's original information program, HEADLIGHT

Focus Channel, Media Sheet

■ タクシーサイネージメディア GROWTH | 媒体特徴

東京23区
タクシー設置台数 **12,500** 台

月間リーチ人数 **820** 万人

設置エリア
東京23区全域
(港区・中央区・千代田区・新宿区・渋谷区・他)

リーチ率
約 **45%**

東京23区内、12,500台のタクシーで移動する、月間820万人の乗客へ広く深く動画を届けます。

種 別	タクシーサイネージ
運 営 元	株式会社ニューステクノロジー
配 送 時 間	0:00-23:59 (24時間) ※乗客中 22:00-5:59までは音声がデフォルトOFF
サイネージ配信 特 徴 点	基本構成 16秒 × 60秒 / 16秒 × 30秒 (広告17秒) 17秒 × 20秒 (メディア枠17秒) ※別途により一部異なります。
レポ ー ト	あり 各媒体資料よりご確認ください。

© 2022 Neural Marketing Inc.

■ パッケージプラン | エグゼクティブリーチプラン 概要

高級マンション在住のタクシーの利用頻度の高い、都内在住のエグゼクティブ層へオン・オフの場面で同時にアプローチが可能です。居住空間から移動空間までフリークエンシーを高く、情報を届けるため、認知効果も期待ができます。

外出時 移動中 (外出) 移動中 (帰宅) 帰宅時

© 2022 Neural Marketing Inc.

Examples of broadcasted advertisements

ふるさと納税の旅に出かけよう
旅慣れずともふるさとを思い出して、ふるさとを思い出して、ふるさとを思い出して。

三越伊勢丹ふるさと納税
日本全国から、百貨店バイヤーこだわりの特産品をお届けします。
百貨店バイヤーこだわりの特産品をお届けします。ウェブから簡単に申し込みできます。

INVITATION from MIYAKONOJO
日本一、お肉のうまさを追求する。お肉のうまさを追求する。お肉のうまさを追求する。

京都市ふるさと納税
思い出の京都を、共に未来へ。

ふるさと本舗
ふるさと納税 8%還元

1mmの米に込める希望の光
1mmの米に込める希望の光。1mmの米に込める希望の光。

焼肉 叙々苑
お肉のうまさを追求する。お肉のうまさを追求する。お肉のうまさを追求する。

フレッシュなおいしさをお届け。ギフトやお祝いにもおすすめです。
4.19 Start TOKYO CAKE DIARY

BACH COLLEGIUM JAPAN
バッハ・コレギウム・ジャパン
チケットのお求めはこちらから

夏の夜の夢
シェイクスピア×中村芝翫
9月6日(水)~28日(木) 日生劇場

DAIMARU
Joaquin Torrens

suumo
不動産売却査定

NEW OPEN
武蔵小杉営業所
0120-367-363

LIVATY
東急リパブル
0800-888-6109

LOTTE Rummy
プレミアムに贈る濃厚チーズ誕生!

YEBISU
エビスが贈る、特別なひとときを彩るビール
エビス マイスターザ・ロイヤル
2021年11月2日(水)発売

FEELCYCLE
今だけ! 新春 特別トライアルプラン
2か月使い放題 ¥3,300/月

Web/IT、ベンチャーのM&Aなら
WILLGATE M&A
成約するまで無料の完全成功報酬制

LEXUS
LEXUS 武蔵小杉 誕生。
マセラティを応援する特別試乗会開催

LEXUS
LEXUS 武蔵小杉 誕生。
マセラティを応援する特別試乗会開催

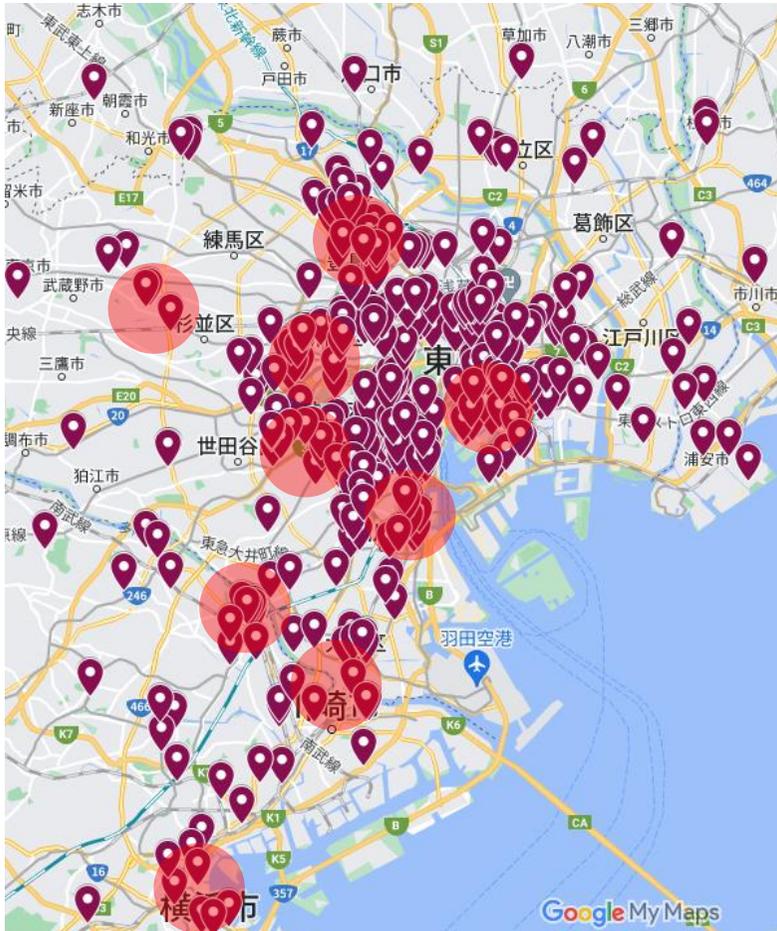
VARNON
このマンションにお住まいの男性の方へ
ビジネスがうまくいく!? 朝10秒の顔習慣

dinos
ダイノスのスマート家具レンタル
ダイノスフレット

155
あなたのスコア100切りをコストよく実現!
22,000円で24時間使い放題でプロのレッスン付き!

R Golf
ゴルフに没頭できる完全個室のインドアゴルフ場

Promote installation of signages in target areas with many large condominiums



Expansion of area-specific area advertising and development of new advertising products

Distribute advertisements of local businesses

Golf studio



Dentists, clinics



New advertising products

Advertisements in both apartments and outdoor visions in same area



List of installed apartments



The Tokyo Towers (Mid Tower)	Urban Park Azabujuban	Bellevue Chiyoda Iidabashi	Deems Toyochō
The Tokyo Towers (Sea Tower)	Residia Nishi-Azabu	Deems Otemachi North	Deems Toyochō II
The Tokyo Towers (Mid Tower)	Clio Mita La Mode	Gala Station Iwamotocho North	Royal Parks Toyosu
Kachidoki The Tower	Lexington Square Shirokane-Takanawa	Premiere Ichibancho	Cosmo The Canal Tokyo East
Park Tower Harumi	Central Crib Roppongi 1	KDX Daikanyama Residence	Residia Oshima
Harumi Terrace	Central Crib Roppongi 2	KDX Residence Nishihara	Residia Kameido
The Harumi Residence	Central Crib Roppongi 3	KDX Residence Ebisu	Residia Kiba
De Tour	Roppongi MK Art Residence	Prime Maison Ebisu	Park Homes Toyochō Canal Arena
Tokyo Mid Bay Kachidoki	White Tower Hamamatsucho	Esty Maison Sasazuka	Comforia Morishita Riverside
KDX Odenma Residence	JUN HANABI	PRIME MAISON Shibuya	Canal Square Toyosu
The Park Habio Nihonbashi Hakozaicho	Residence Shirokane Korole	Park Habio Shibuya Honmachi Residence	Rosewood Heights Monzennakacho
KDX Residence Nihonbashi Suitengu	Residence Shirokane Park Front	Comforia Sasazuka	Galla Precious Monzennakacho
KDX Residence Nihonbashi Hakozaiki	Wat's Shirokane	Comforia Harajuku	Galla Grandy Morishita
Residia Mitsukoshimae	Prime Maison Shirokane-Takanawa	Comforia Kitasando	Galla Precious Kiba
Residia Nihonbashi Bakurocho	Urban Flats Shibaura (Esty Maison Shibaura)	Park Habio Ebisu	Galla Grandy Toyochō
Residia Tsukishima II	Esty Maison Azabu Nagasaka	Residia Hiroo II	Galla Grande Gala Oshima
We Will Hatchobori	Comforia Tamachi	Residia Ebisu II	Comforia Kiba Park
Residia Ginza East	Deems Azabu Raccooncho (Park Habio Azabu Raccooncho)	Park Axis Daikanyama	Comforia Oshima
PRIME MAISON Ginza East	Park Habio Akasaka Tower	D'Clady Ivan Hatsudai	Comforia Toyochō
Esty Maison Ginza	Akasaka Hikawa-cho Residence	Forecity Tomigaya	Comforia Morishita
Castalia Suitengu	Residia Toranomon	Quiz Ebisu	PRIME URBAN Monzennakacho
Castalia Suitengu II	Residia Tower Nogizaka	Castalia Hatsudai	PRIME URBAN Toyosu
Castalia Higashi-Nihonbashi	Park Axis Nishi Azabu Stage	Park Axis Shibuya Sakuragaoka WEST	New Rise City Tokyo Bay High Rise
Residia Shinkawa	Park Axis Azabu-Sendazaka	Residia Sasazuka II	Brillia Ist Shinonome Canal Court
Grand Galla Nihonbashi Kabuto-cho	MFPR Court Akasaka-mitsuke	KDX Residence Hatagaya	Resident Place Nishi-Kasai
Grand Galla Nihonbashi Kayabacho	Park Axis Akasaka-mitsuke	Daikanyama Tower	Acras
Dames Nihonbashi Suitengu	Castalia Takanawa	Deems Shibuya Honcho	Crystal Marks
Deems Kachidoki	Castalia Shiba-Koen	Grand Charme Hiroo	Inici Mizue
Comforia Nihonbashi	PROUD FLAT Shirokane-Takanawa	Beacon Tower Residence	Premisto Ichinoe
Duke Scara Nihonbashi	Castalia Azabujuban Shichimenzaka	Canal First Tower	Aquarena Minami Kasai
Brillia Ist Tower Kachidoki	Residia Roppongi Hinokicho Koen	The Toyosu Tower	Comforia Shin Nakano
Rietcoat Alux Tower	Residia Shibaura	Orizon Mare	Deems Honancho
Cosmopolis Shinagawa	Apartments Tower Azabujuban	UUR Court Kinshicho	The Park House Nishi-Shinjuku Tower 60
Park Court Akasaka The Tower	Comforia Shibaura Bauhaus	Arden Kiyosumi Shirakawa	The Park Habio Shinjuku
Global Front Tower	Comforia Mita EAST	Ecology Toyochō Pro Century	KDX Residence Higashi-Shinjuku
Shibaura Island Cape Tower	Comforia Azabu EAST	Esty Maison Oshima	D Marks Nishi-Shinjuku Tower
AQUACITY Shibaura	Park Axis Premier Minami Aoyama	Comforia Toyosu	KDX Residence Nishi-Shinjuku
Albul Takanawa	Akasaka The Residence	Comforia Kameido South	Prime Maison Ichigaya-Yamabushicho
KDX Residence Shirokane I	KDX Residence Hanzomon	City Tower Ariake	Esty Maison Higashi-Shinjuku
KDX Residence Shirokane II	Spacia Akihabara	Brillia Ariake Sky Tower	Comforia Shinjuku East Side Tower
KDX Residence Minami Azabu	Park Habio Iidabashi	Comforia Luxe Monzennakacho	Comforia Higashi-Shinjuku Station Front
KDX Residence Shiba-Koen	Residia Kudanshita	Park Habio Monzennakacho	Residia Ichigaya
KDX Residence Azabu East	Residia Suidobashi	KDX Residence Toyosu	The Park Habio Waseda
KDX Residence Nishiazabu	Forecity Akihabara	MFPR Court Kiba Park	Kawadacho Garden / Club Floor
Residia Tower Azabujuban	Residia Ochanomizu III	Deems Kiba	Kawadacho Garden / Building 1

List of installed apartments

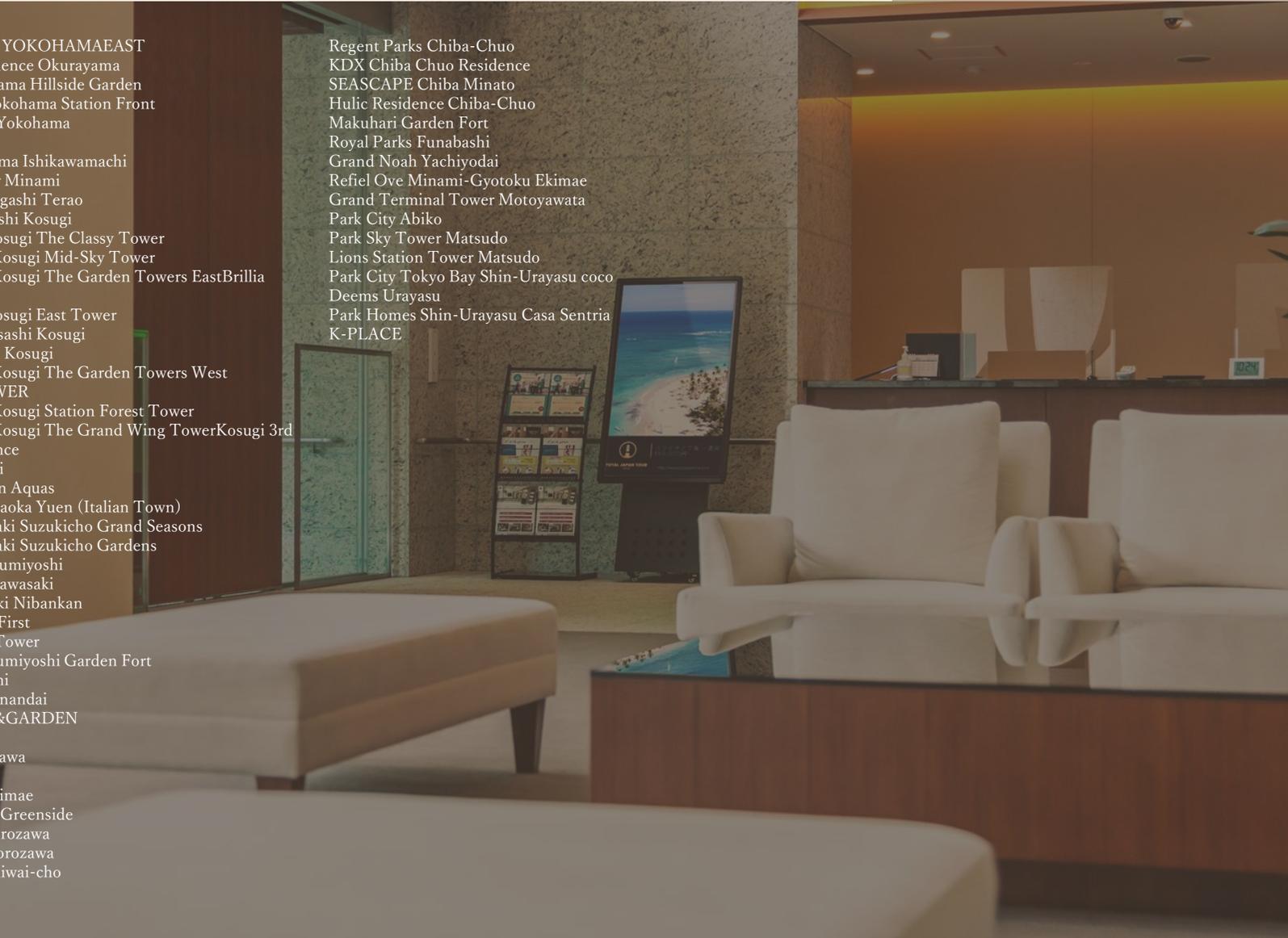
Kawadacho Garden / Building No.2
Castalia Shinjuku-Gyoen
Castalia Shinjuku
Residia Nakaochiai (Building C)
Residia Ichigaya-Yakuoji
KDX Residence Kagurazaka Dori
Hulic Residence Shinjuku Toyama
Park Sphere Ushigome-Kagurazaka
Comforia Waseda
Comforia Ichigaya Yanagicho
Comforia Shinjuku
As Nishiwaseda_East Wing
I Town Lepia
Idabashi Hightown
CONTRAL nakameguro
Comforia Shibuya WEST
KDX Residence Jiyugaoka
Residia Yutenji
Residia Tower Naka-Meguro
The Park Habio Meguro
MFPR Meguro Tower
Residia Meguro IV
Castalia Nakameguro
PRIME URBAN Meguro Ohashi Hills
Residia Naka-Meguro III
Louvre Meguro Fudomae
Shinagawa Seaside Residence
KDX Residence Togoshi
KDX Residence Shinagawa Seaside
Residia Shimatsuyama
Belle Face Meguro
Castalia Meguro Kamuro-zaka
Castalia Tower Shinagawa Seaside
Esty Maison Shinagawa Seaside I
Esty Maison Shinagawa Seaside II
Esty Maison Shinagawa Seaside III
Orchid Residence Shinagawa
Esty Maison Oi Sendaizaka
Comforia Meguro Chojamaru
Prime Maison Shirokanedai Tower
The Park Habio Shinagawa Togoshi
Residia Higashi-Shinagawa
OASE Shinagawa Residence
Park Cube Higashi-Shinagawa
Castalia Togoshi

Castalia Nakanobu
PROUD FLAT Togoshi-Koen
Residia Minami Shinagawa II
Residia Tower Meguro Fudomae
Dames Shinagawa Minami-Ooi
Dames Oimachi
Dames Shinagawa Minami
Hulic Ebara
Deems Shinagawa Togoshi II
Glenpark G-WEST
Comforia Shinagawa EAST
PRIME URBAN Oimachi II
PROUD FLAT Shinagawa Oimachi
Belle Face Mishuku
Esty Maison Daizawa
Comforia Komaba
Residia Sangenjaya
The Park Habio Sangenjaya Terrace
Brilliaist Sangenjaya (Ivy Terrace)
Brilliaist Sangenjaya (Blossom Terrace)
Gardeniere Kinuta Residence
Gardeniere Kinuta WEST
Comforia Shimokitazawa
Belle Face Hongo Yumicho
Comforia Bunkyo Kasuga
Park Axis Bunkyo Stage
Residia Bunkyo Honkomagome
Residia Ochanomizu
Residia Bunkyo Otowa
Residia Bunkyo Otowa II
Bunkyo Green Court Terrace
Bunkyo Green Court View Tower
Honkomagome
Hulic Residence Komagome
Apartments Sendagi
Comforia Kasuga Tomizaka
KDX Bunkyo Sengoku Residence
Cross Residence Higashi Jujo
Comforia Takinogawa
Park Axis Akabane Minami
Royal Parks Riverside
Green Forest Park Arena
Royal Parks Nishi Arai
Royal Parks Caesar
Royal Parks Umejima
ARTECASA Alivie Ayase

First Residence Nishi Arai
Esty Maison Akihabara
Comforia Asakusabashi
Park Habio Akihabara
Park Habio Akihabara Est
The Park Habio Ueno Residence
The Park Habio Ueno-okachimachi
Residia Ueno-Okachimachi
Park Axis Motoasakusa Stage
Park Cube Ueno
Castalia Kita Ueno
Castalia Minowa
Residia Shin-Okachimachi II
Comforia Asakusa Matsugaya
The Park Habio Shin-Okachimachi
Residia Suginami Honancho
Royal Parks Ogikubo
Residia Ogikubo
In the Park Ogikubo
Tokyo Sur House
TK Denenchofu Ladies Flats
Cross Residence Kamata
Comforia Nishi-Kamata
Forecity Shin-Kamata
Park Axis Kamata Station Gate
Residia Omori Higashi
Residia Kamata IV
Residia Kamata
Residia Tamagawa
KDX Residence Yukigaya-Otsuka
KDX Residence Kamata Minami
Vauga Corte Nishimagome Azir Court
Comforia Omori DEUX
KDX Residence Oyama
Hilltop Square
Park Square Narimasu
THE ITABASHI Terrace
City Terrace Kaga
Residia Itabashi
S-FORT Naka Itabashi
KDX Residence Naka Itabashi
KDX Shimurazakau Residence
Comforia Oyama
BELISTA Itabashi Oyama
INITIATI Itabashi Sakura Residence

Livio Tower Itabashi
Residia Tower Kamiikebukuro (Tower Tower)
Residia Tower Kamiikebukuro (Park Tower)
ba apartment
Residia Mejiro
West Park Tower Ikebukuro
Comforia Higashi Ikebukuro WEST
The Park Habio Sugamo
Castalia Otsuka
Grande Maison Ikebukuro Ichibankan
Deems Otsuka
Gala Grandy Ikebukuro II
Comforia Narimasu
KDX Residence Kamishakujii II
The Park House Kamishakujii Residence
S-FORT Kinshicho
Residia Kinshicho
Residia Kinshicho II
Lexied Ryogoku Ekimae
Gala City Ryogoku
Comforia Ryogoku DEUX
Castalia Arakawa
Hulic Residence Chofu Shibasaki
Cosmo The Parks Chofu Tamagawa
Chofu Tamagawa Garden Fort
Royal Parks Wakabada
City Terrace Akishima
Royal Parks Hanakoganei
KDX Residence Tachikawa
Rimza
Viegarden The Residence
Price Hill
The Park House Yokohama Shinkoyasu Garden
The Park House Yokohama Oguchi
The Residence Fort Yokohama
Deems Yokohama Aokicho
Park Court Yamashita Koen
KDX Residence Yokohama Kannai
Pacific Royal Court Minatomirai
Royal Tower Yokohama Tsurumi
City Terrace Yokohama South The Garden
J-Grandia Hiyoshi
S-FORT Yokohama Aobada
Bland's Yokohama
Park Homes Yokohama Yamata Center Forest

List of installed apartments



Cosmo High Ceresa YOKOHAMAEAST
Cosmo Sandic Residence Okurayama
Tokyu Dwell Yokohama Hillside Garden
Cosmo Kita Shin-Yokohama Station Front
Balm Heights Shin-Yokohama
D'Cladiere Platier
Cosmo City Yokohama Ishikawamachi
Ozma Marks Center Minami
Allure Yokohama Higashi Terao
Residence the Musashi Kosugi
Rietcoat Musashi Kosugi The Classy Tower
Park City Musashi Kosugi Mid-Sky Tower
Park City Musashi Kosugi The Garden Towers EastBrillia
Musashi Kosugi
Rietcoat Musashi Kosugi East Tower
PROUD Tower Musashi Kosugi
City Tower Musashi Kosugi
Park City Musashi Kosugi The Garden Towers West
THE KOSUGI TOWER
Park City Musashi Kosugi Station Forest Tower
Park City Musashi Kosugi The Grand Wing TowerKosugi 3rd
Avenue The Residence
Verista Mizonokuchi
Mizonokuchi Garden Aquas
Radiant City Mukogaoka Yuen (Italian Town)
City Terrace Kawasaki Suzukicho Grand Seasons
City Terrace Kawasaki Suzukicho Gardens
Cosmo Heim Motosumiyoshi
Fairlorge Gardens Kawasaki
RisingPlace Kawasaki Nibankan
Park Homes Grand First
Crescent Kawasaki Tower
Cosmo City Moto Sumiyoshi Garden Fort
Premist Mizonokuchi
KDX Residence Shonandai
Musashiurawa SKY&GARDEN
Park City Saitama
Park City Minamiurawa
Comforia Omiya
City Tower Ageo Ekimae
Comforia Narimasu Greenside
Bland's Tower Tokorozawa
FORUS Tower Tokorozawa
Branz Kawaguchi Saiwai-cho
Cosmo City Asaka

Regent Parks Chiba-Chuo
KDX Chiba Chuo Residence
SEASCAPE Chiba Minato
Hulic Residence Chiba-Chuo
Makuhari Garden Fort
Royal Parks Funabashi
Grand Noah Yachiyodai
Refiel Ove Minami-Gyotoku Ekimae
Grand Terminal Tower Motoyawata
Park City Abiko
Park Sky Tower Matsudo
Lions Station Tower Matsudo
Park City Tokyo Bay Shin-Urayasu coco
Deems Urayasu
Park Homes Shin-Urayasu Casa Sentria
K-PLACE

There is vast potential of locations for Digi-Solution Services to be installed

Figures represent # of locations within Japan



Appearances at seminars/ events

AI technology

- **Tokyo Data Platform Convention** Professional Advisor
- **RX Japan NexTech Week2022【Fall】** Lecture title “Smart Cities Today”
- **Macnica: Possibilities in Retail for Image Recognition AI** Speaker on Image Recognition AI
- **AI Innovation AWARD2022 “Future envisioned by Smart Cities”**
- **HONGO AI 2021** Judge
- **JR East Mobility Transformation Consortium**

Urban planning

- **Shibuya Ward Kitaya Park Jinnan Market** Thinking about the future of Shibuya Park! Speaker
- **Muroran City DX Promotion Forum** Panelist for “Connected Smart City” session
- **“Roadside Station Murayama” Development Basic Plan Study Citizens’ Meeting** Advisor
- **Regional Development College in Otaru** Plans for Otaru, a new northern commercial city, based on a Digital Rural City State Concept Speaker
- **National Ugoki Statistics Co-creation Idea Contest (Softbank)** Awarded Excellence Prize

Collaboration with Academia

- **DCON2023 Japan Technical College Deep Learning Contest** Final round, technical jury
- **Yokohama f College** Special lecture
- **Aoyama Gakuin University** Special lecture

Apparel

- **Ministry of Economy, Trade and Industry The 5th Study Group on Sustainability in Textile Industry** Presenter
- **Senken Shinbun “Fashion DX Day 2021”**

Others

- **ROCK THAILAND #4** Presented in Bangkok, Thailand
- **AWS Japan 「IoT AWS Seminar for Engineers」 etc.** “Creating services using IoT Core”
- **NTT Docomo Ventures Start-up Academy**
- **WIRED STARTUP LOUNGE** “The Art of Innovation -Mirror World”

Thailand: Presenting at exchange event hosted by the Embassy of Japan between local conglomerates and start-ups

Pictures from event



JETRO Business Brief article

日本のスタートアップ9社、「Rock Thailand #4」でタイ大手企業に技術紹介

イベントの冒頭、西村康徳経済産業相は「サプライチェーンの混乱、カーボンニュートラルの達成といったリスク・課題の解決の力には、イノベーションにある」と強調した。その上で、「ディープテックや斬新な発想を有し、次の時代の成長を牽引するスタートアップの存在が欠かせない」と述べ、日本政府として日本のスタートアップとASEANの経済界のコラボレーションを積極的に推進する考えを示した。



西村経済産業相が開会あいさつ（JETRO撮影）

人工知能（AI）技術やバイオ技術を持つ日本のスタートアップ9社は、タイの社会課題を踏まえ、自社技術がどのように課題解決に貢献できるかを発表した。リアルタイム画像認識とAI技術を使ったスタートアップであるニューラル・グループは、タイの長年の課題である道路渋滞や商業施設での混雑などの状況を画像分析し、空きスペースに誘

Local Thai media coverage



เปิด 9 สตาร์ทอัพญี่ปุ่น เตรียมจับคู่ธุรกิจกับผู้นำ ใน "Rock Thailand" ครั้งที่ 4

Neural Group (Thailand) Co., Ltd. มีเดียเทคโนโลยี Edge AI (ปัญญาประดิษฐ์) และ Smart City (เมืองอัจฉริยะ) นำเสนอโซลูชันการแก้ปัญหาจราจรติดขัดในเมืองและพื้นที่สาธารณะ



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การประชุมครั้งนี้ จัดขึ้นที่ โรงแรม และศูนย์การค้า "Rock Thailand" ในวันที่ 16 พฤศจิกายน 2022 ณ True Digital Park กรุงเทพมหานคร โดยมีผู้เข้าร่วมจาก 9 บริษัทสตาร์ทอัพญี่ปุ่น และผู้บริหารจากภาคเอกชนไทย

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*1 JETRO (Japan External Trade Organization) Bangkok website URL <https://www.jetro.go.jp/biznews/2022/11/eaafaede81bf189a.html>

Membership in many public/private organizations related to AI and smart cities

Smart City related



Ministry of Internal Affairs and Communications, JAPAN
MIC

Japan Platform for Driving Digital Development: JPD3



OSAKA SMARTCITY PARTNERS FORUM



Ministry of Land, Infrastructure, Transport and Tourism

Smart City Public-Private Partnership Platform



PLATEAU
by MLIT



TOKYO METROPOLITAN GOVERNMENT
TDPF
Tokyo Data Platform

Kamakura City Smart City Public Private Sector Research Association

MaaS Social Implementation Promotion Forum

Industry groups

Keidanren
Japan Business Federation



Japan Deep Learning Association



JCSC
Japan Council of Shopping Centers



The Osaka Chamber of Commerce and Industry



Michi-no-Eki



SENDAI BOSAI TECH

Collaboration with corporations

ONE SHIP
SoftBank Business Partner

SoftBank
5G Consortium



MONET CONSORTIUM



NVIDIA
NVIDIA METROPOLIS



NTT PC COMMUNICATIONS
Innovation LAB



aws
Startup Ramp Member

AWS Public Sector Startup Ramp

Overseas



日本タイ協会 THE JAPAN THAILAND ASSOCIATION



JETRO JETRO Members,
Japan External Trade Organization

Company mission

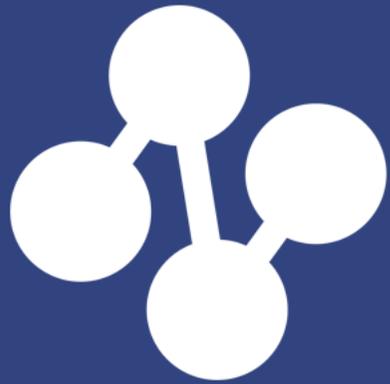
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for a better tomorrow”**



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