

January 7, 2010
Hakuhodo DY Media Partners, Inc.
Koozyt, Inc.

Hakuhodo DY Media Partners and Koozyt Develop A-CLIP, a Video Advertising Distribution Service that Links Newspaper Ads to Smartphones

Hakuhodo DY Media Partners, Inc. and Koozyt, Inc. have teamed up to develop A-CLIP ver. 1.0, a video advertising distribution service for smartphones with direct image pattern recognition designed exclusively for newspaper ads. Hakuhodo DY Media Partners is headquartered in Minato-ku, Tokyo and headed by Takashi Sato. Koozyt is also based out of Minato-ku and led by Takahiko Sueyoshi.

A-CLIP ver. 1.0 uses the A-CLIP application for smartphones, which features image recognition technology. By capturing specific symbols in newspaper advertisements with their smartphone camera, users can immediately enjoy advertised products, brand-related videos, or audio content without performing tedious operations. The service also allows users to directly link to related corporate or campaign websites.

Plans for future services include the ability to issue and store electronic coupons and linking advertising content to smartphone positioning information. This application service addresses a variety of client marketing needs by allowing *sei-katsu-sha* unlimited freedom in how they interact with newspaper advertisements through their smartphones.

A-CLIP was developed by integrating Hakuhodo DY Media Partners' Rocket Box video conversion and distribution service and KART (Koozyt Augmented Reality Technology), an AR technology developed by Koozyt. KART's image recognition technology allows the smartphone camera to capture symbols and images without the close-up shots required with a QR code reader. KART then expands upon the actual images recorded by the camera by combining them with virtual information linked to the newspaper ad, thus giving users an augmented reality (AR) experience of the advertising content.

The "A" in A-CLIP stands for "advanced", "ad", and "archive". The idea is that A-CLIP links and combines the visual impact and trustworthiness of newspaper advertisements with

the immediacy and interactive nature of smartphones and other digital technologies.

Hakuhodo DY Media Partners and Koozyt hope to continue bringing together their respective strengths, using positioning information, AR, and similar technologies to open new frontiers in mobile media and generate fresh experiential value. These companies will continue to combine mass media and digital media channels, actively developing highly effective promotional tools that respond to the changing media environment and diverse forms of media touchpoint behavior among *sei-katsu-sha*.

Note: Koozyt Inc. was founded in July 2007, primarily as a member of the PlaceEngine technological development team at Sony Computer Science Laboratories. The company handles licensing and development support for PlaceEngine technology, while also planning, developing, and operating Location Amplifier, an information distribution service that works with locations and spaces.

▪ **A-CLIP ver. 1.0 service overview**

- Planning
The Asahi Shimbun Company, Hakuhodo DY Media Partners, Creative Planning and Development Team at the Hakuhodo MD Development Promotion Division
Koozyt
- Primary technology used
 - ◇ KART: An augmented reality (AR) technological solution by Koozyt that allows a camera to recognize specific image patterns. Virtual information is then added, synthesized, and displayed along with the actual images as seen by the camera, giving users an interactive experience. KART uses the CyberCode technology developed by Sony Computer Science Laboratories to make it compatible with multiple devices.
 - ◇ Rocket Box: A video conversion Application Service Provider (ASP) that collects various types of video material with positioning information, stores it in an image database, and allows it to be distributed.
- Compatible terminal: iPhone* 3G/3GS (OS 3.1 or later)
*iPhone and AppStore are registered trademarks of Apple Inc.
- Application used: A-CLIP (free download available from the AppStore*)
- Available: January 8, 2010 Asahi Shimbun Morning Edition (Tokyo HQ edition)

▪ **A-CLIP ver. 1.0 usage illustrations**



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