

Hakuhodo DY Media Partners Develops Rocket Press, a Database that Easily and Automatically Creates Electronic Documents and Distributes them to Smart Devices

Hakuhodo DY Media Partners, Inc. has developed Rocket Press, a database service that puts together electronic documents by combining text, images, and video, then automatically converts this data to make it compatible with smart devices and distributes it. Hakuhodo DY Media Partners is headquartered in Minato-ku, Tokyo and headed by Hisao Oomori.

Rocket Press uses premade templates for designated browsers so that users can automatically create electronic documents simply by registering text, images, video, and other content. The Rocket Press database then automatically converts the data into a format compatible with iPad, iPhone, Android, or other smart device terminals and distributes it.

Sei-katsu-sha are able to view the electronic documents created with Rocket Press after downloading an application for each piece of content using their smart device or personal computer.

Once image or video content is registered with Rocket Press, simply adding related position data such as latitude and longitude makes it possible to distribute videos or display maps related to that position data according to *sei-katsu-sha* location. The huge selection of Rocket Press electronic document templates includes magazine and mook (magazine-book hybrid) specifications, offering users more freedom in terms of layout and the ability to edit a wide variety of content.

Media and content holders can use Rocket Press to freely edit their own materials, either adding additional value to existing content or creating content that is entirely new. The Rocket Press application can also handle billing internally, creating more business opportunities for those who use it.

Rocket Press gives advertisers the ability to develop promotional strategies such as catalog distribution, enabling them to boost corporate brand image or develop a strong fan base among their target customers.

Sei-katsu-sha can also use their smart devices or other equipment to view content distributed by media/content holders or corporations at the ideal time based on their current location. This combination of real-world events and content information lets *sei-katsu-sha* enjoy the content from a more integrated perspective.

Rocket Press internal payment system is provided by Feynman Co., Ltd.¹ based on the Dodaii system partially developed by the same company. Rocket Press is linked to Rocket Box², a multi-video conversion and distribution service operated and managed by Hakuhodo DY Media Partners. Rocket Box makes it possible to distribute images and video based on positioning information.

Hakuhodo DY Media Partners will continue to provide valuable media services to advertisers, media holders, and *sei-katsu-sha* alike while pursuing the possibilities of innovative advertising business models.

¹Feynman Co., Ltd is headquartered in Shibuya-ku, Tokyo and headed by Kensuke Yao. It is a fully-owned subsidiary of Mars, Ltd. Primary business activities include development, sales, and consultation for applications and services designed for iPhone, iPad, and Android.

²Rocket Box is a multi-video conversion and distribution ASP service developed and operated by Hakuhodo DY Media Partners. Rocket Box automatically converts video so that is compatible with mobile devices and stores it in a database along with related positioning information, making it possible to distribute video content based on location.

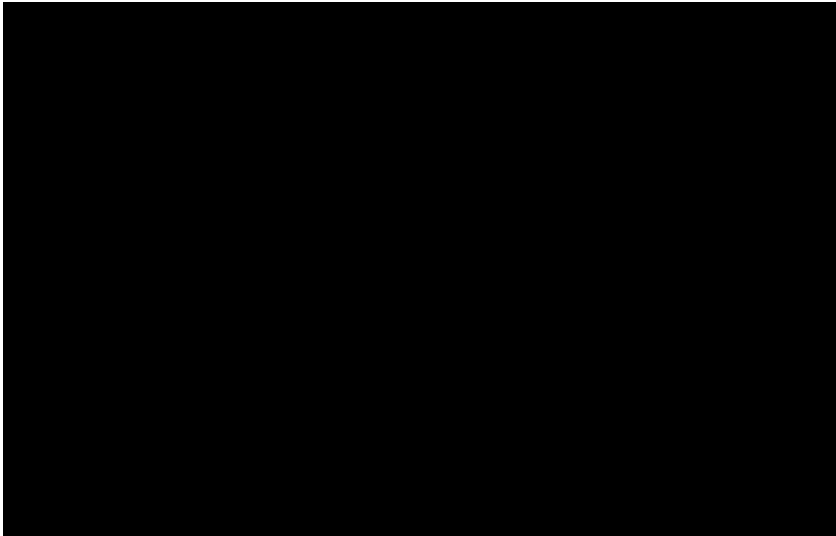
■ **Service overview**

Name: Rocket Press

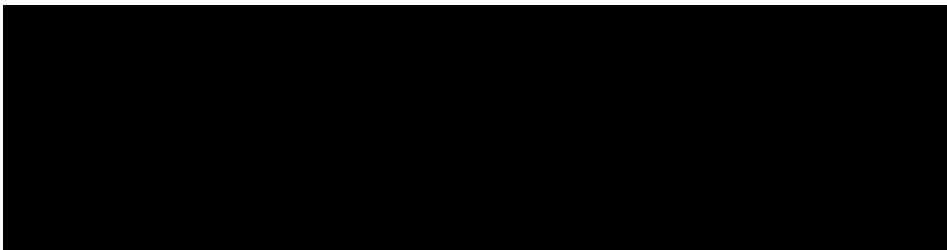
Description: A database service that puts together electronic documents by combining text, images, and video, then automatically converts this data to make it compatible with smart devices and distributes it.

Instructions: Select a premade template from the designated web browser. Enter text, images, and other data to be included in the site.

- **Service flowchart**



- **Operation**



- **For more information, contact:**

Hakuhodo DY Media Partners

Public Relations Department

c/o Yamasaki/Funahashi TEL: +81-3-6441-9347