

May 25, 2010

Hakuhodo DY Media Partners Inc.

Hakuhodo DY Media Partners Develops pARalell, an AR Viewer with Moving Capture Marker Recognition Technology to Display Detailed Information Linked to Magazine Content

Hakuhodo DY Media Partners has developed pARalell, an augmented reality viewer that gives users the ability to view detailed product information simply by holding their smartphones over markers (designated areas) on paper advertisements, magazine pages, in-store displays, or other physical media. Hakuhodo DY Media Partners is headquartered in Minato-ku, Tokyo and headed by Takashi Sato.

The pARalell application can be downloaded free to user smartphones. When the smartphone camera is used to display the marker around the product image, the application displays detailed information on the smartphone screen, such as a three-dimensional image that can be rotated 360°. The application was developed through technical cooperation with Spaceout, Inc.¹

Unlike marker recognition technologies that display information using QR codes or the like, pARalell accesses detailed information that is already stored in the downloaded application itself. Without the need to connect to an external data source, the program is able to display this information almost immediately.

Users can also link to corporate or campaign websites directly from the detailed information. In this way, the pARalell application uses augmented reality features to allow viewers to interact with a variety of products, services, and corporate information on their smartphone screens—information that was previously available only on the web.

With pARalell, clients are able to boost corporate and product brand value among *sei-katsu-sha* by adding more dimensions to the information currently presented in magazines. The use of digital technology also creates a broader experience by expressing content in ways that are impossible in two-dimensional media. This further

adds to the value of media communications.

In the first phase of implementation, pARalell was used to create an advertising plan for the July edition of Gentosha's *Goethe* magazine. In addition to the information presented in the magazine, Gentosha was able to provide 3D-image and video information to address the diverse marketing needs of its clients.

Hakuhodo DY Media Partners continues to use AR technologies to open new frontiers in mobile media and generate fresh experiential value. The company will continue to combine mass media and digital media channels, actively developing highly effective promotional tools that respond to the changing relationship between *sei-katsu-sha* and the media.

▪ **pARalell service overview**

- Planning: Hakuhodo DY Media Partners
- Technical cooperation: Spaceout¹
- Primary technologies used: Marker recognition technology, rotating 3D display technology
- Compatible terminal: iPhone* 3G/3GS (OS 3.1 or later)
*iPhone and AppStore are registered trademarks of Apple Inc.
Note: There are plans to make pARallel compatible with other smartphones in the future
- Application used: Free download available from the AppStore*

¹Spaceout, Inc. (<http://www.spaceout.jp/index.php>)
Established November 12, 2002
President: Tomio Takami
Capital: 310 million yen

■ pARallel operation



■ For more information, contact:

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