

Hakuhodo DY Group i-Business Center and IT DeSign Inc. launch Movie QR, a jointly-developed service.

Both companies are now set to begin marketing Movie QR in May

Tokyo—May 10, 2007—Hakuhodo DY Group i-Business Center and IT DeSign Inc. announced that they had jointly developed Movie QR and a new advertising method.

As mobile phones and their users grow ever more savvy, marketers are increasingly keen to entice users to their mobile offerings via an array of media, enabling users to instantly purchase their products and services. QR Code*, matrix or other 2D (two-dimensional) barcodes, are becoming indispensable tool in this endeavor. Recently, various new uses for QR Code have appeared: huge QR Codes now grace busy thoroughfares, attempting to excite consumer interest.

In response, Hakuhodo DY Group i-Business Center (Minato-ku, Tokyo) and IT DeSign Inc. (Sumida-ku, Tokyo) have developed Movie QR, a new method for drawing the attention of consumers to mobile offering that builds on IT DeSign's Design QR.

Movie QR makes it possible to incorporate images of logos, characters or photos, even moving images inside the QR Code. More than simply adding visual interest to static QR Code, the ability to impart expressions and gestures—as only moving images can—allows Movie QR to make far more effective appeal to users than before. Movie QR can be read with a mobile phone camera in the same way as a standard QR Code.

With Movie QR, marketers can expect more from mobile phone advertising campaigns, viral ads and other emerging advertising methods.

Hakuhodo DY Group i-Business Center and IT DeSign Inc. plan to launch sales of Movie QR and their new advertising service from May 21. An outline of the service, charges and other details will be announced shortly.

Movie QR has already been used experimentally in a viral ads on a website operated by NTT Resonant Inc. (Chiyoda-ku, Tokyo). The viral ads also gained attention as a new advertising method on a video sharing site.

All brand names and product names are trademarks or registered trademarks of their respective companies.

- Example of Movie QR in use:
Animefull Channel viral ads for NTT Resonant Inc.
URL: <http://www.kung-fu-jk.jp/>
The person incorporated in the QR Code actually speaks.



- About Design QR <http://d-qr.net/>
Design QR, a proprietary technology (patent pending) of IT DeSign, allows eye-catching images into QR Codes, while calculating without losing any information of the code. It draws more traffic to mobile web sites and is an ideal sales promotion tool for brand building. Design QR has been used by an array of leading companies and is extremely popular with the young generation.
- About viral ads
Believed to have originated in the United Kingdom, these advertisements are designed to spread by word of mouth, mainly on the Internet. Viral ads are Internet-based advertisement intended to spread quickly like a virus.
- About Hakuodo DY Group i-Business Center
A unit established by 4 Hakuodo DY group companies (Hakuodo DY Media Partners, Hakuodo, Daiko Advertising and Yomiko Advertising) in February 2006 to propel the development of next- generation communications for digital media across the entire group.
- About IT DeSign
A venture company involved principally in the planning, development, and sales of Design QR, as well as other 2D barcodes. It is also engaged in software and systems development, providing unique ICT services.

Media contacts:

- For enquiries on news release content:

Corporate Public Relations Department, Hakuhodo DY Media Partners

Atsuhiko Kindaichi Tel: +81-(0)3-6218-9179

Corporate Public Relations Division, Hakuhodo

Ushio Hirasawa: USHIO.HIRASAWA@hakuholdo.co.jp

Mariko Fujimoto: MARIKO.FUJIMOTO@hakuholdo.co.jp

Tel: +81-(0)3-5446-6161 Fax: +81-(0)3-5446-6166

- For technical enquiries

Public Relations, IT DeSign

Corporate Public Relations Division

Koji Sakahashi Tel: +81-(0)3-3625-1020