

# Press Release



June 24, 2009  
transcosmos inc.

**transcosmos provides a total solution for the “Daiei Special Live! ‘[Amami] Total Solar Eclipse Relay” from the installation of digital signage to content production**  
**– Achieves a solution to promote store traffic and improve customer satisfaction with killer contents and digital signage –**

transcosmos inc. (Headquarters: Shibuya Ward, Tokyo; President and COO: Masataka Okuda; Securities code: 9715; hereafter, transcosmos) will provide a total solution for the “Daiei Special Live! ‘[Amami] Total Solar Eclipse Relay” which will be implemented by Daiei, Inc. (Headquarters: Koto Ward, Tokyo; President: Toru Nishimi; Securities code: 8263; hereafter, Daiei) on July 22 of this year. This will include everything from construction of the relay system to relay operations and the installation of digital signage at stores receiving the transmission. Complete backup will be provided for the total solar eclipse live relay, in cooperation with the group business Crossco Co., Ltd.

The total solar eclipse on July 22 is an amazing and rare natural phenomenon, which can be observed in Japan for the first time in 46 years. A relay center will be installed at the “Daiei Plaza Oshima Store”, which is located within the observation area, and live images will be delivered via the Internet to receiving equipment (PC’s and displays, etc.) installed at approximately 100 Daiei retail locations. In addition, event space will be set up and digital signage systems installed at some retail locations to allow viewing by even more customers. A high definition and stable relay event operation will be achieved through the use of digital signage.

With amazing images that can only be seen on that day and at that time as the killer content and through the use of digital signage for the viewing environment, the aim is to maximize the synergy of customer attraction and sales promotion.

Moreover, with supervision by the National Astronomical Observatory of Japan and additional coordination of a link to “Live! Universe (\*1)”, safety at the event will be ensured and at the same time, it will be an event with high value from an educational standpoint. We anticipate that through this experience children will have an opportunity to take notice of natural phenomena and astronomical events, such as the cosmos and global warming.

The main services provided by the transcosmos group are as follow.

[Operations related to digital signage]

- Construction of digital signage systems for Daiei
- Operation of digital signage systems
- Content production for digital signage systems

[Relay operations for total solar eclipse]

- Network construction at the Daiei Plaza Oshima Store (Amami City, Kagoshima Prefecture)
- Filming of total solar eclipse images at the Daiei Plaza Oshima Store
- Encoding and delivery of total solar eclipse images at the Daiei Plaza Oshima Store
- Aggregation of past solar eclipse images and live solar eclipse images from “Live! Universe”

[Peripheral business]

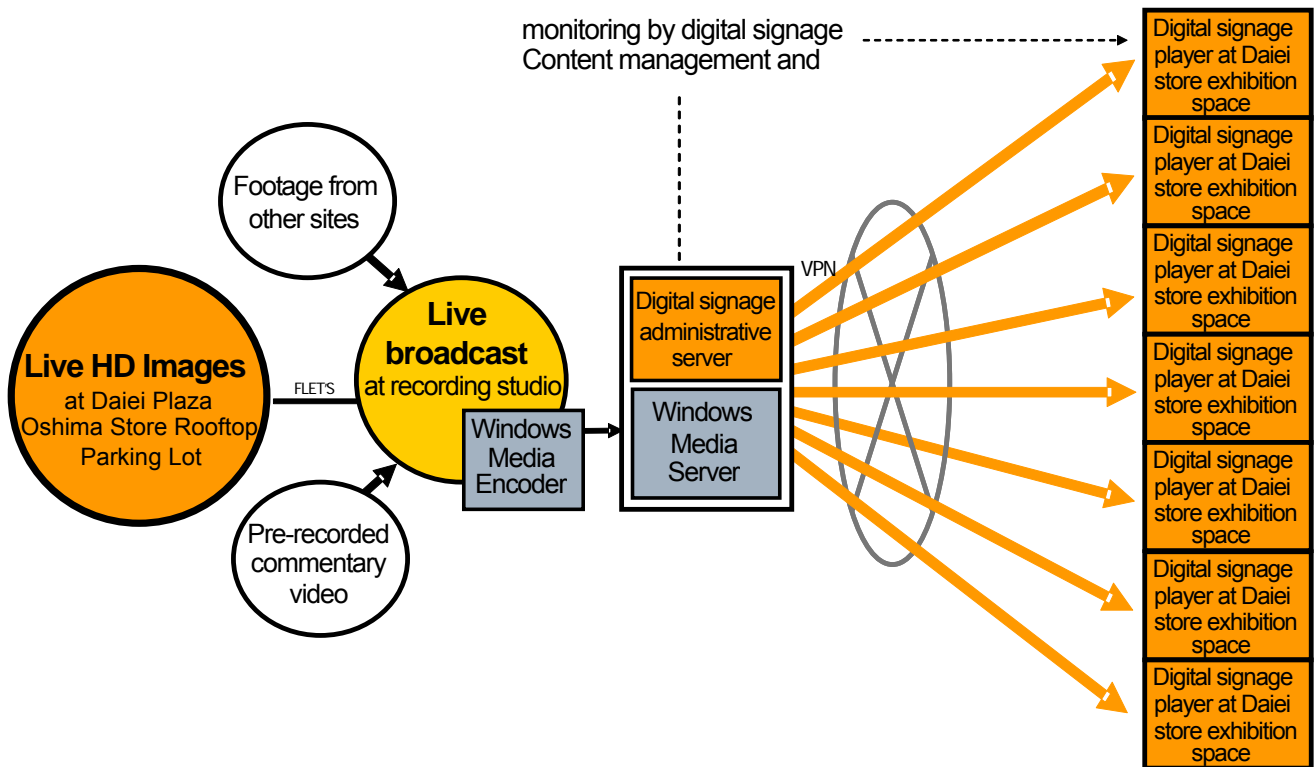
- Production of announcement DVD and free commemorative DVD
- Production of promotional website
- Sales promotions on other TV programs and at other events, etc.

(\*1) “Live! Universe” (<http://www.live-universe.org/>)

Astronomers and astronomy fans, network engineers and others come together, with non-profit organizations from every corner of the world relaying astronomical phenomena, such as solar eclipses via the Internet. The chairman is Masami Okyudo, Wakayama University Tourism Department Professor and head of the Student Volunteer Creative Science Center (former head of the Masato Astronomical Observatory).

transcosmos offers its client businesses a single source for a wide variety of customer contact services, ranging from general marketing, such as attracting customers, promotion of product recognition and sales promotion, to support, including headquarters and inquiry response. In the future, the transcosmos group will continue to contribute to improving customer satisfaction and expanding sales for its client businesses by maximizing the use of the services and solutions it provides.

● **Delivery Scheme Illustration**



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- Other company names, and names of products and services are the trademarks or registered trademarks to those respective companies.

(About transcosmos inc.)

We launched operations in 1966 as a pioneer in the information processing outsourcing business. Since then we have brought together people and technology through careful effort while striving to enhance the competitive strength of our customers’ enterprises by converting high added value to superior service. Since June 2002 broadband and VOIP spread diffusely, resulting in a more direct and rich connections between enterprises and

consumers, and in particular, in an era in which enterprise marketing activities were revolutionized. Recognizing this, we brought out "Marketing Chain Management Company" as an enterprise slogan and endeavored to drive business. Today, telephone, web, email, and even video communication are united through the hub of the Internet protocol and a completely new communication channel is emerging. This means Internet expertise has become indispensable in call-center and contact-center services. Moving forward, transcosmos will make the most of our distinctive strengths, always adopting the latest Internet technology and developing outsourcing services. It is our intention to promote interactive marketing services that offer speed, increased sales, cost reduction and improved customer satisfaction to our customer's enterprises.

(URL: <http://www.trans-cosmos.co.jp/>)

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