

# Press Release



April 6, 2017

transcosmos inc.

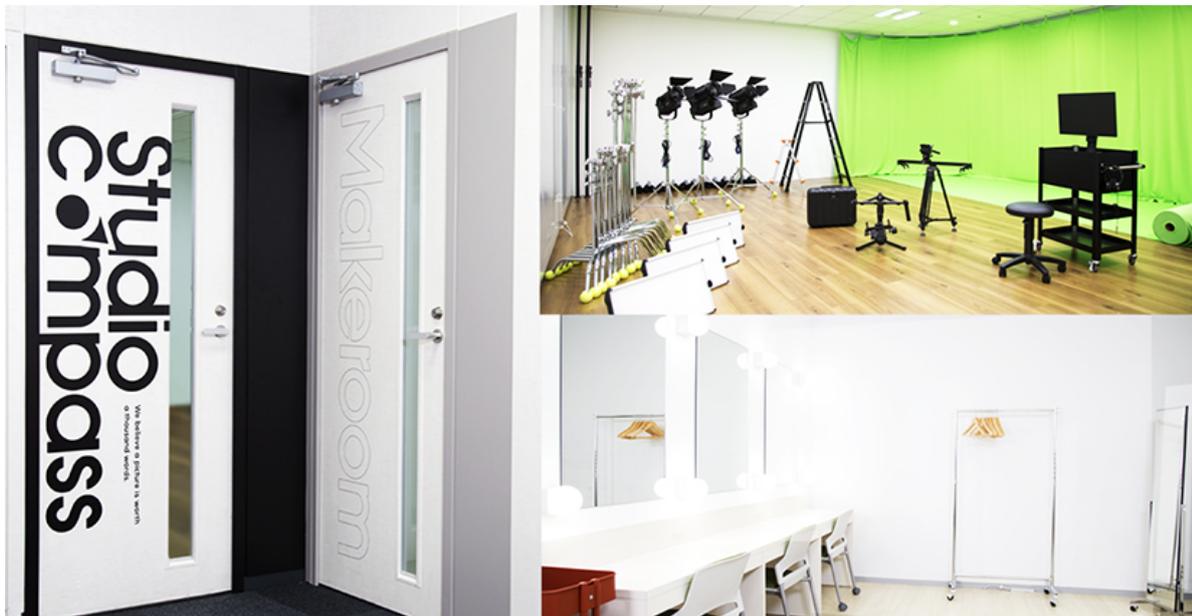
## transcosmos Opens a Creative Studio “STUDIO COMPASS”, in Shibuya Head-office Building

To produce high-quality creative from shooting to editing

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) established its own creative studio “STUDIO COMPASS”, enable to produce creative works more speedy and superior.

In STUDIO COMPASS, the professional team film model and product by both still and video to post them on e-commerce and web-site. As it affords a series of creating work from shooting to editing in the company, the studio makes it possible to be more effective and efficient.

In addition, STUDIO COMPASS is specialized in Video-Making because it introduces the full-scale photography equipment including camera, lightings and a green screen. The makeup room is also available. Furthermore, transcosmos has planned to enhance this studio to introduce motion capture system, 3DCG, VR and more.



The fast-growing video advertising market is expected to reach 117.8 billion yen in 2017, which marks 140% year-over-year growth, and 291.8 billion yen in 2022 (approximately 350% growth from 2016). (\*Source: “The Japanese Market of Video Ads”, joint survey by Online video research and Digital InFact, Inc.) the video ads production of transcosmos also has increased almost 5 times in the last half comparing to the first half of 2016 (JPN fiscal year).

Since the digital device and ads technology have kept on evolving, the latest image technologies such as VR (Virtual Reality) and Interactive Video are gaining power and media also are more diverse in the Japanese market. Therefore, transcosmos continues to develop our production skill with utilizing the cutting-edge technology and STUDIO COMPASS in order to contribute to the customers ROI by our comprehensive support in terms of communication strategy, ads operation, verification and optimization.

\* transcocosmos is a trademark or registered trademark of transcocosmos inc. in Japan and other countries.

\* Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

**About transcocosmos inc.**

transcocosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost reduction through our 171 locations across 31 countries with a focus in Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 49 countries around the globe. transcocosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever changing business environment.

**Contact for Media Inquiries**

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