

# Press Release

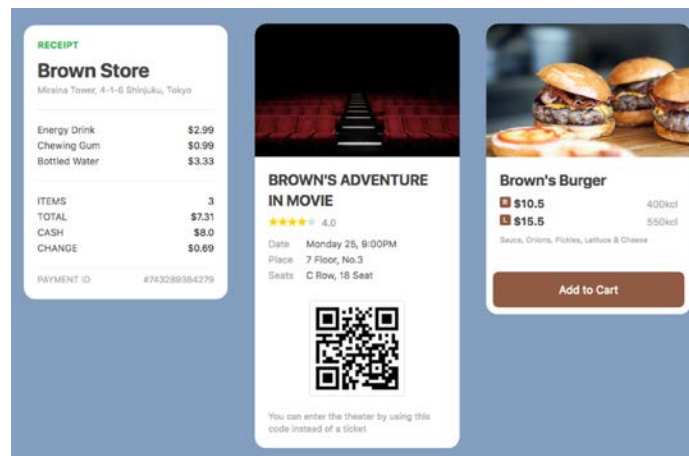


June 12, 2018  
transcosmos inc.

## transcosmos supports “Flex Message”, a new feature of LINE ahead of others

**Offers flexibility in arranging image & button layout and drastically boosts UI/UX design. Enables businesses to deliver highly user-friendly, beautifully designed messages.**

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) on June 12, 2018, started to support “Flex Message” via its communication management platform “DEC Connect”. The “Flex Message” is a new type of message available via “Messaging API”, an API for API-based LINE accounts such as “LINE Business Connect” on “LINE”, a communication app operated by LINE Corporation (Headquarters: Tokyo, Japan; Chief Executive Officer: Takeshi Idezawa). The “Flex Message” offers flexibility for businesses in arranging the layout of images and buttons.



The “Flex Message” is a new type of message available via “Messaging API”, the API which delivers two-way communication between businesses and their users via “LINE” account, the communication app offered by LINE Corporation.

\* API-based LINE accounts such as “LINE Business Connect” as well as LINE@ channel with activated “Messaging API” are required to use the “Flex Message”.

\* The “Flex Message” is only for iOS / Android v7.1.4 and later.

Before the release of “Flex Message”, “Messaging API” had been supporting two types of messages, specifically, messages that contain stickers and images in addition to simple texts, and messages called “Template” that contain multiple buttons and URLs in one message. The “Template” is especially effective in cases where businesses wish to show multiple options for users to select from, yet it has some restrictions such as a limit in number of buttons and available layouts.

Now, this new “Flex Message” offers extreme flexibility in designing a layout. With this new feature, businesses can customize the layout just like HTML messages on certain types of display windows. What’s more, the “Flex Message” also offers a scheme to arrange each component beautifully. So, businesses can change font sizes and colors as they wish whilst inserting images they wish to use in between the texts or at the header.



By offering such flexibility in arranging the layout, the “Flex Message” helps businesses and developers improve UI/UX of their messages dramatically whilst enabling them to deliver highly user-friendly, beautifully designed messages that will ultimately widen their communication patterns with their users.

Since the initial release of “LINE Business Connect”, transcosmos has been offering LINE-related services as LINE’s partner. With an abundant service lineup that satisfies clients’ needs, transcosmos claims an extensive record in serving LINE-related services in the customer support and marketing services domains. On June 12, 2018, transcosmos launched the “Flex Message” service ahead of others given its position as a “Diamond” partner, the highest rank certification among the “Sales Partner” under the “LINE Biz Account” section of the “LINE Biz-Solutions Partner Program”, a program by which LINE certifies and awards ad agents and service developers that sell and develop various enterprise services for LINE.

transcosmos continues to help clients across a broad range of industries implement and operate LINE-related services, building on its proven implementation record and support experience in order to optimize communication between businesses and their customers.

### <About Messaging API>

“Messaging API” is an API (Application Programming Interface) that enables businesses to have a two-way communication with their users via account of “LINE”, the communication app publicly offered by LINE Corporation. With this Messaging API, businesses can not only deliver messages to users but also respond to the users’ messages adequately and open/develop accounts that are linked to/integrated with other external services.

\*transcosmos is a trademark or registered trademark of transcosmos 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 transcosmos inc.

transcosmos 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. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost reduction through our 172 locations across 33 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos 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. transcosmos 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.

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