

# Press Release



July 21, 2009  
transcosmos inc.

## transcosmos adopts NMstage as the digital signage for the “Daiei Special Live! ‘[Amami] Total Solar Eclipse Relay”

– Provides a digital signage solution with multipoint control of live and local sources –

transcosmos inc. (Headquarters: Shibuya Ward, Tokyo; President and COO: Masataka Okuda; Securities code: 9715; hereafter, transcosmos) installed Panasonic Corporation’s digital signage solution NMstage at some retail locations in support of the “Daiei Special Live! ‘[Amami] Total Solar Eclipse Relay” event, 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.

<Reference>

- Press release announcement of June 24, 2009

transcosmos provides a total solution for the “Daiei Special Live! ‘[Amami] Total Solar Eclipse Relay” from the installation of digital signage to content production

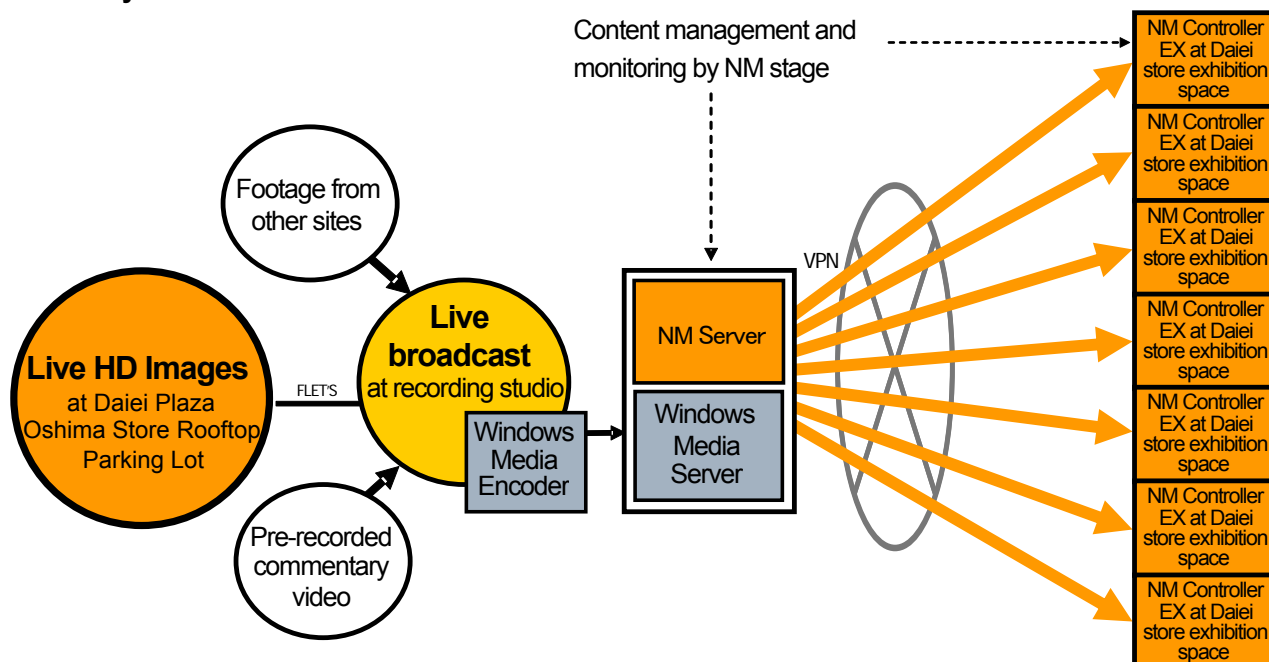
(URL: <http://www.trans-cosmos.co.jp/english/company/news/pdf/2009/release090624e.pdf>)

In response to operational risks such as weather and communications problems, it will be possible to dynamically switch to live images and high quality local images (images of commentary and past solar eclipses, etc.), thereby making it possible to enhance stability as an event.

### ● Points leading to the installation

1. Avoidance of human operation risks with consolidated control of multiple stations
2. HD picture quality compatibility (including WMV-HD compatibility)
3. Flexible schedule planning with live image compatibility and smooth switching with local images
4. Operational track record and reliability, etc.

### ● Delivery Scheme Illustration



- **About NMstage**

NMstage is Panasonic Corporation's digital signage solution system.

The "NMstage Series" was first released in 2002 and the total number of terminals delivered has reached approximately 9,000 units. These terminals are used primarily in locations where high system reliability is required for business purposes, such as "presentation boards" for display of stock prices and financial products at retail locations of financial institutions, "transit service information display systems" used by railroad companies during service failures, etc., and in city redevelopment facilities as "information systems" for tenants and inside buildings.

[NMstage Features]

- Full HD content display compatibility

With NM Controller EX, not only still images, but display of moving images is also accommodated in full HD (1920×1080).

- High network security and stable distribution capability

With network security and stable data distribution capability based on Panasonic's unique delivery technology, advertising delivery businesses also can use the system with confidence.

- Flexible system expandability

From one display terminal (player) up to a maximum of 3,000 terminals can be controlled with one management server (NMstage management server).

\* Please see the following product site for details on "NMstage".

[URL]: <http://panasonic.biz/it/nmstage/index.html> (Digital Signage Solution "NMstage")

\* NMstage is a registered trademark of the Panasonic Corporation.

- transcosmos is a trademark or registered trademark in Japan and other countries.

- 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/>)

<p><b><u>Inquiries from the media should be forwarded to</u></b> transcosmos, inc. Public Relations, Advertisement Dept. Phone: 03-4363-0123 Fax: 03-4363-1123</p>
--