



April 22, 2011

Oak Lawn Marketing launches Augmented Reality (AR) app for JAANA Rhythms

Oak Lawn Marketing's (OLM) exercise brand, exabody, is pleased to announce that in line with the launch of sales of its new exercise DVD JAANA Rhythms (April 19), it is also offering a free AR (Augmented Reality) app of JAANA Rhythms for use on Android™ Smartphones from April 22.

After users download the app, they can enjoy an AR video by scanning the JAANA Rhythms logo with their Android™ Smartphone. After the video finishes it automatically links to "kubireru.jp" which spotlights JAANA Rhythms celebrity testimonial popular comedian Ms. Kuwabata.

Part of the attraction of AR technology is that it makes it possible to share a wider variety of information with users than typical media formats. Customers may also learn more about JAANA Rhythms through the kubireru.jp site.

OLM will continue to strive to provide contents that satisfy individual customer's needs and to support lifestyle enrichment for each and every customer.



AR applicable products: JAANA Rhythms



Product outline

Name of app: JAANA Rhythms

OS: Android™ 1.6 and above

Date available: April 22, 2011

App fees: Free of cost



Usage

1. Download and install the free Android™ app (Access the Android Market and search for JAANA Rhythms)
2. Activate the JAANA Rhythms app, and scan the JAANA logo (on the homepage)
3. Once the logo scan is complete (it takes a few seconds) tap the video to view the show.
4. You can access the kubireru.jp site after the video finishes or by tapping “finish” and then tap the link “to the homepage” .

※This service is limited to certain models of Android™ Smartphones. Packet fees are charged for download of the app and video viewing. The video may be viewed until May 22, 2011.

Oak Lawn Marketing, Inc. (President, Harry A. Hill) administers three shopping brands, Shop Japan, Hill's Collection and exabody from its headquarters in Nagoya, Aichi.

For further information, please contact the PR section at Oak Lawn Marketing, Inc.

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