

December 6, 2012
Oak Lawn Marketing, Inc.
Mie Television Broadcasting Co.,Ltd.
Nippon Telegraph and Telephone Corporation

Demonstration experiment to link TV shopping program and web information with use of the smartphone

The first verification of the new style of TV shopping on the terrestrial digital broadcasting through the collaboration between Shop Japan and the digital watermarking technology for mobile video

Oak Lawn Marketing, Inc. (hereinafter referred to as "OLM") is pleased to announce that it will conduct the first demonstration of a new style of TV shopping jointly with Mie Television Broadcasting Co.,Ltd. (President, Michihiro Shida and headquartered in Shibumi-cho, Tsu-shi, Mie Prefecture. Hereinafter referred to as "Mie TV") and Nippon Telegraph and Telephone Corporation (President, Hiroo Unoura and headquartered in Chiyoda-ward, Tokyo. Hereinafter referred to as "NTT") The experiment is to verify the effectiveness of the "Mobile Sukashi Douga (digital watermarking technology for mobile video) (see Exhibit 1)" which connects a TV program and web information with the smartphone. The digital watermark is embedded on OLM's shopping program's "Shop Japan" *1 broadcast to Mie TV viewers. This is the first time to test the technology in a broadcasting environment in Japan. Through this experiment, we will strive to develop the new service that integrates TV program and web information.

1. Background

In recent years, various services that utilize video contents—such as the video transmission via TV or the internet, POP and digital signage in commercial and public facilities—are expanding. On the other hand, as media has become more diversified along with the popularization of social media and internet shopping with the use of smartphone and tablet, the needs for an easy yet effective method of watching video and acquiring information is increasing.

Under such circumstances, we focused on TV programs as the most major touch point in everyday lives. For the purpose of improving the convenience of the information acquisition related with TV programs and also verifying the usefulness and effectiveness of the new service, we will jointly undertake the experiment by using Shop Japan's program.

2. Role of each company

• OLM

In this experiment, OLM will focus on verifying the effectiveness of the new contact point in which people use the internet while they are watching TV.

• Mie TV

Mie TV will broadcast a program that is applied the digital watermarking technology for the first time in

the county, providing the know-how to create programs for the terrestrial digital broadcasting and a technical verification environment.

• NTT

NTT provides the digital watermarking technology for mobile video and cooperate to test its validity in the real broadcasting environment.

3. Experiment Summary (See Exhibit 2)

1. Test period

December 8, 2012 to December 31, 2012 (TBD)

*Please see Exhibit 3 for On-Air schedule.

2. Experiment environment

- In the service area of Mie TV terrestrial digital broadcasting.
- For the users of smartphone with the digital watermarking detection software, which is available after download.

* This service is only available to users of the Android smartphone compatible with the experimental service.

3. How to use

Shopping program "Shop Japan Speed Slicer Subayaisa" will begin broadcasting on December 8 on Mie TV, and a QR code (see Exhibit 4) will be shown on the screen. Viewers can download the digital watermarking detection software by laying their smartphone on the screen to scan the code. This enables them to easily access to Shop Japan's ordering page just by waving their phone over TV screen while the program is on air. A special gift will be sent to all customers who made a purchase during the test period.

*The digital watermarking software is also available on Google Play. Search by "モバイル動画透かし (Mobile digital watermarking)".

4. Technical key point

The digital watermark, which is invisible for viewers, is embedded on TV programs. Viewers can download an app to their smartphone, which allows their device to read the invisible code to access relevant website just by aiming the smartphone camera at the TV screen in as quickly as one second. This service utilizes the "digital watermarking technology for mobile video" developed by NTT Media Intelligence Laboratory, enabling users to receive information with their smartphone instantly, even from a distance or diagonal position. This technology is expected to be widely used for various image media in the future.

5. Future Plan

We will strive to establish the new and effective information acquisition method based on the technical challenges we would find out through this experiment. Also, we will keep looking into the trend of new

viewing style linked with the mobile phone and analyzing the needs of TV shopping viewers for future shopping styles and the development of TV broadcasting.

Terminology

***1. TV shopping program—Shop Japan**

Shop Japan is one of OLM's shopping brands, which provides Japanese customers with carefully selected products from all over the world for more comfortable lives. Our products—all selected by our brand staff—are sorted into six product categories: Cleaning; Foam Mattress & Bedding; Kitchen & Home Appliance; Hobby, Pet and Education; Music CD & DVD and Healthy Food.

<http://www.shopjapan.jp/>

*** 2. Android smartphones compatible with the experimental service (See Exhibit 5 for details)**

Please use any of the camera-equipped smartphones in the list in Exhibit 5 to try out the service.

*Please note the detection accuracy may vary between models.

To check other operating conditions, please visit the Google Play website (URL is below)

<https://play.google.com/store/apps/details?id=jp.co.ntt.mvwm.wmreader>

*Google, Android and Google Play (old Android Market) are trademarks of Google Inc. registered in various countries including the US.

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Exhibit 1

Digital watermarking technology for mobile video

It enables smartphones to read invisible codes that were embedded on video images in real time

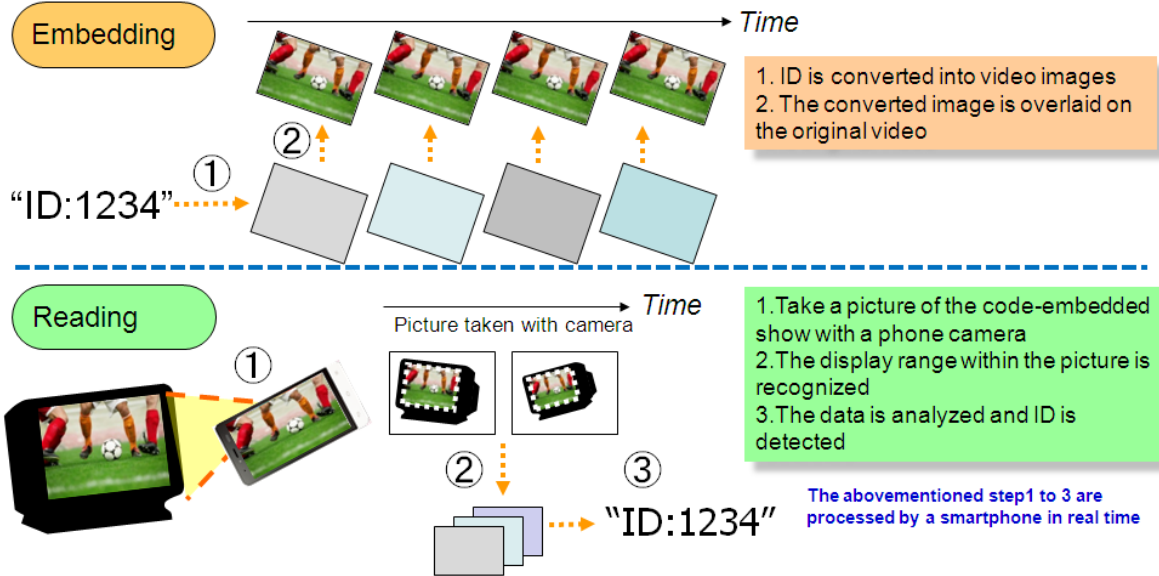


Exhibit 2

Experiment Summary

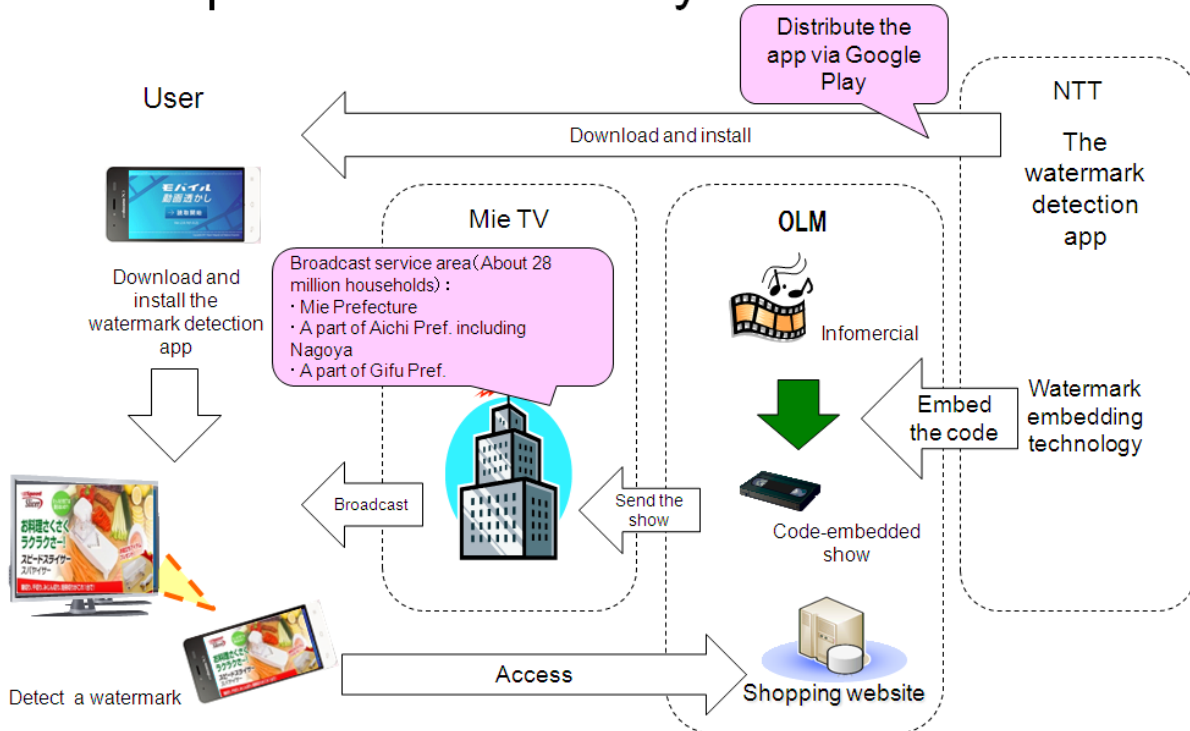


Exhibit 3

On-Air Schedule

| | | |
|-------------|-------------|---------------------------|
| 12/ 8 (Sat) | 12:25-12:30 | |
| 12/14 (Fri) | 26:55-27:00 | (12/15 (Sat) 02:55-03:00) |
| 12/15 (Sat) | 12:25-12:30 | |
| 12/16 (Sun) | 26:25-26:30 | (12/17(Mon) 02:25-02:30) |
| 12/21 (Fri) | 26:50-26:55 | (12/22(Sat) 02:50-02:55) |
| 12/22 (Sat) | 12:25-12:30 | |
| 12/23 (Sun) | 26:25-26:30 | (12/24(Mon) 02:25-02:30) |
| 12/28 (Fri) | 26:50-26:55 | (12/29(Sat) 02:50-02:55) |
| 12/29 (Sat) | 12:25-12:30 | |
| 12/30 (Sun) | 26:25-26:30 | (12/31(Mon) 02:25-02:30) |

Exhibit 4

Website to download the watermark detection app

Choose "Play Store" on the home screen of smartphone (or from app list) and search by "Douga Sukashi (Video Watermark)." Then find and click "Mobile Douga Sukashi" from the search result.



<https://play.google.com/store/apps/details?id=jp.co.ntt.mvwm.wmreader>



Exhibit 5

Smartphones compatible with the experimental service

| | |
|------------------------|-------------|
| •F-05D／ARROWS X LTE | Android 2.3 |
| •SO-01C／Xperia arc | Android 2.3 |
| •SO-02C／Xperia acro | Android 2.3 |
| •SO-03D／Xperia acro HD | Android 2.3 |
| •N-06C／MEDIAS WP | Android 2.3 |
| •SC-02B／GALAXY S | Android 2.3 |
| •SC-02C／GALAXY S II | Android 2.3 |
| •SH-01D／AQUOS PHONE | Android 2.3 |
| •SH-12C／AQUOS PHONE | Android 2.3 |
| •SH-03C／LYNX 3D | Android 2.1 |
| •F-12C | Android 2.3 |
| •T-01D／REGZA Phone | Android 2.3 |
| •T-01C／REGZA Phone | Android 2.1 |
| •N-04C／MEDIAS | Android 2.2 |

*“ARROWS” is a trademark of Fujitsu Limited.

“Xperia” is a trademark of Sony Ericsson Mobile Communications AB.

“Galaxy S” is a trademark of Samsung Electronics Co., Ltd.

“REGZA Phone” is a trademark of TOSHIBA CORPORATION.

“AQUOS”, “AQUOA PHONE” and “LYNX” are trademarks of Sharp Corporation.

“MEDIAS” is a trademark of NEC CASIO Mobile Communications, Ltd.