

Introduction of HITACHI Signage Service



Hitachi, Ltd., Urban Planning and Development Systems Company
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Corporate Profile

Corporate Name	Hitachi, Ltd.
Established	February 1, 1920 [Founded in 1910]
In-house Company System	<ul style="list-style-type: none">•Power Systems Company•Infrastructure Systems Company•Rail Systems Company•<u>Urban Planning and Development Systems Company</u>•Defense Systems Company•Information & Telecommunication Systems Company

<Hitachi's Signage Service>

- Provide delivery system of digital signage.
- Cloud system and outsourcing digital signage operations.

Case examples



- elevators
- railroad companies
- airports
- supermarkets ...



...Provide Service to
10,000 displays



Our customers trend

- Display installation to varieties of location
Downsizing of Display to Photoframe
- Frequent update of contents
Synchronize to website , information from outside resources
(ex) POS data , Weather Information
- Self operation
Very easy to operate



Not special but popular tool
⇒ Digital Signage × HTML5

Case 1 : Advertisement at shop



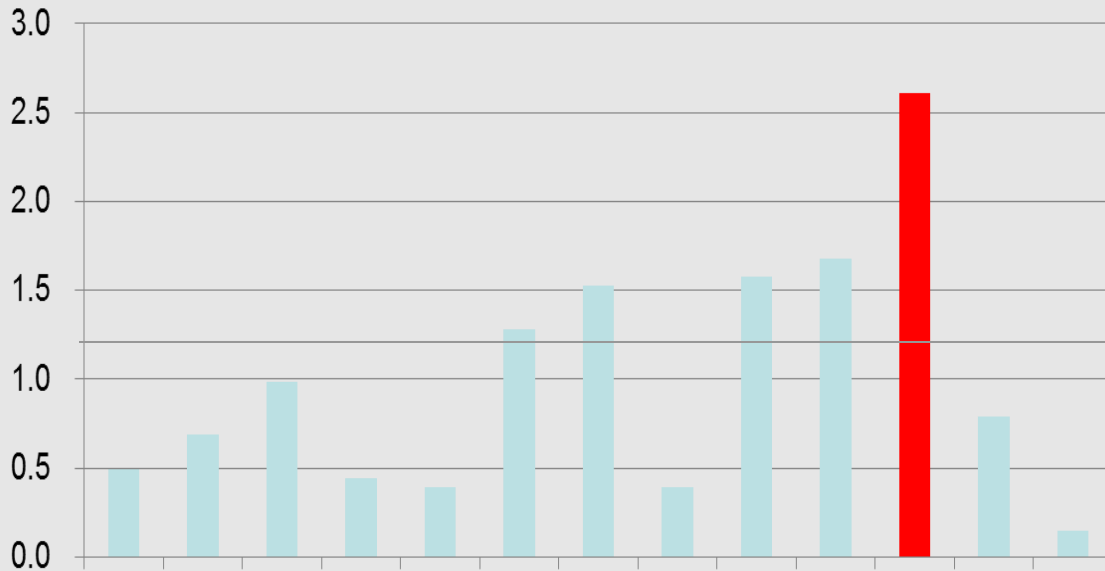
Case2 : Advertisement at CVS



Case 3 : Sales promotion at supermarket



Case3 : Sales promotion at supermarket



What Hitachi is expecting for HTML5 Signage

(1) automatically plays contents
within perfect layouts according signage screen



What Hitachi is expecting for HTML5 Signage

- (2) control the displays by remote in many locations

