

November 6, 2014

For General ReleaseInformation Services International-Dentsu, Ltd. (ISID)
Open Innovation Lab.**ISID is experimenting with contactless card system for visitors to Japan –
providing an easier and more entertaining stay**

- Started experimental tours in the Integrated Resort of Enghien-les-Bains, France

A card enables entry to the Integrated Resort (IR), order at restaurant in your own language, guide to points of interest, and supports all payment -

Inolab, Innovation Laboratory, of ISID, Information Services International Dentsu, Ltd., (Head office: Minato-ku Tokyo; Capital: JPY 8,180.5 million; President & CEO: Setsuo Kamai; “ISID”), is going to conduct trials of the integrated contactless card system designated for tourists. The main purpose is to develop a platform for cities that provide visitors to Japan with an easier and more entertaining stay. The trial will take from November 6th through 11th in one of the biggest European IR (Integrated Resorts: convention centers, hotels, retail outlets, leisure facilities, casinos and other attractions)) located in Enghien-les-Bains, France.

The number of visitors to Japan surpassed 10 million for the first time last year, and is expected to keep increasing. Along with that trend, there has been discussion to introduce IR in Japan in order to welcome more visitors from other countries. From now on, we will be required to provide ICT services that realize bespoke sightseeing plans for visitors with diversified backgrounds.

In this trial, we are using a contactless card, which is designed for travelers and has many applications. For instance, it will get you into multiple IRs and facilities, take your orders at restaurants in your language, or provide you with tourist information where you can visit. We are going to test effectiveness of this ICT service to increase convenience and make travel stress-free.

This trial will be conducted in tour-style where visitors of approximately 20 people will depart from Osaka International Airport or Haneda Airport and visit 10 entertaining spots, including Casino Barrière, restaurants, SPA, hotels, public museums, and more. This experimentation will be organized in cooperation with Val d'Oise Departement, CEEVO and Enghien-les-Bains city.

***** Trial Overview *****

Date & Time: November 6th Thursday - 11th Tuesday, 2014

Participants: Approximately 20 people

Place: Osaka International Airport, Haneda Airport, facilities in France (including Aéroport de Paris-Charles-de-Gaulle, approximately 10 public restaurants/ museums/ SPA/ casino/ hotels in Enghien-les-Bains)

Agenda:

1. Issue contactless cards to participants at Osaka International Airport, or Haneda Airport on departure dates that are linked to passport information including profile photos, names, ages, and their first language, and so on.

2. Provide multiple services by managing user-activity history in France and service usage all in the contactless card such as:
- Simplify ID check procedures at the visitors facilities
 - Complete payment instantly when checking-out of hotels, covering entrance fees, food and drink, and other service charges.
 - Display menus and take orders in first languages at participating restaurants
 - Display guides in first languages on participants' personal smartphones based on check-in information to each facility

*** About trial contactless card ***

The contactless card which we designed for tourists will be used for this trial - based on "FeliCa Lite-S Card". In order to provide services in first languages, we are aiming to test its validity with ETA format which is internationally standardized.

[Strength of FeliCa Lite-S Card]

This card has a simple file system structure to enable configuration of access attributes (e.g. reading, writing, etc.). It complies with industry-standard, NFC Forum Type 3 Tag, and is compatible with other NFC readers and writers such as NFC smartphones.



[Functions to be tested]

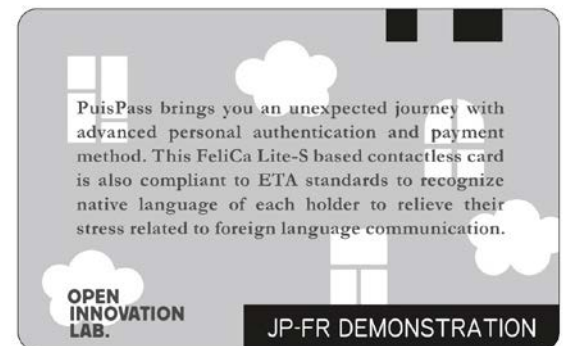
- ID
- Multiple languages based on ETA
- NDEF to lead users to informative web pages

※1 ETA: Enhanced Terminal Accessibility Using cardholder preference (ISO/IEC 12905)

※2 NFC: Near Field Communication(ISO/IEC 18092)

※3 NDEF: NFC Data Exchange Format

* FeliCa is a trademark of Sony Corporation.



The contactless card design

Overview of ISID

Company Name: Information Services International-Dentsu, Ltd. (ISID)
 Representative: Setsuo Kamai, President, CEO & COO
 Head Office: 2-17-1, Konan, Minato-ku, Tokyo, 108-0075 Japan
 Website: <http://www.isid.co.jp>
 Establishment: 1975
 Capital JPY 8,180.5 million
 Employees (consolidated basis): 2,426 (at March 31, 2014)
 Net Sales (consolidated basis): JPY 73,970 million (fiscal year ended March 2014)

Main business activities: Since its establishment in 1975, ISID has provided comprehensive services as a business partner for its clients, from consulting services to system planning, design, development, operations and maintenance support. ISID aims to be an "IT Solution Innovator" and is proactively developing business operations in a wide range of fields, including solutions for financial institutions, product development solutions, group management and consolidated accounting, human resource management (personnel, payment and performance management), ERP, marketing, and cloud-based services.

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