

September 3, 2015

For General Release

Information Services International-Dentsu, Ltd. (ISID)

ISID Exhibits at the World's Highly Acclaimed Festival of Media Art, Ars Electronica Festival 2015

Conveying Images of a Future City in Which Trees and People Sympathize with One Another

Open Innovation Lab (“Innolab”), of Information Services International-Dentsu, Ltd. (Head office: Minato-ku, Tokyo; President and CEO: Setsuo Kamai; “ISID”) will be exhibiting at the ARS ELECTRONICA FESTIVAL 2015, the world’s prestigious festival of media art to be held in Austria, Linz from September 3 to 7, 2015. We have created and will exhibit artwork that portrays images of a future city in which trees and people sympathize with one another. Our work here is based on the festival’s theme “Post City—Habitats for the 21st Century.”

In recent years, the urban development of the world has incorporated “greening” as an important element. Numerous cases including city developments with vast green spaces or reusing waste lines as aerial green roads have been implemented overseas, and multiple local governments in Japan have examined urban development centered around a park full of green.

Based on this worldwide trend, Innolab envisioned a future city as artwork intertwined with technology; in other words, the surrounding urban environment is altered by the resonance of trees and people and exhibited by sharing our concept with the world. In this work, the Responsive Environments Team of the Massachusetts Institute of Technology Media Lab, in which ISID is a member company, has implemented the “Listen Tree,” with which people hear sounds by applying their ears to the tree, i.e., a new acoustic device. Innolab has constructed a system that links vital data obtained from the human body and trees to the “Listen Tree,” which then automatically changes its sounds and lighting. This was accomplished with the technological cooperation and content offered by Kawahara Laboratory of the Open University, Lopez Laboratory of Aoyama Gakuin University, and the Obayashi Corporation. At the venue, this work will be exhibited as a work of art in combination with fantastic modeling and lighting, all of which visitors can experience.

■ Work Introduction

- Title: A tree tweets, A tree reacts.



· Overview

When a person touches a tree, his or her pulse and the sap flow of the tree are measured. On the basis of these vital data, environmental conditions such as the sound from inside the tree, the surrounding lighting, and sprays of fine mist automatically change. These phenomena are realized by the vital data perception interlocking system jointly developed by Kawahara Laboratory of the Open University, Lopez Laboratory of Aoyama Gakuin University, and Innolab; furthermore, the spray of mist uses technology developed by the Obayashi Corporation. Overall, this work portrays a future in which trees are able to uplift or calm the emotions of people by reading the feeling and degree of tension from their pulse rates.

■ Exhibition Overview

Exhibition name: ARS ELECTRONICA FESTIVAL 2015

Host City: Linz, Austria

Main Venue: The central cargo collection place of the Austrian Post Office near Linz Central Station

Period: Thursday, September 3 through Monday, September 7, 2015 *Local Time

Exhibition Location: Exhibitions will be primarily located at the “Knowledge Capital Space” at the Post City site and the courtyard site as well as the central plaza (Hauptplatz).

■ About the ARS ELECTRONICA FESTIVAL

Held every September since 1979, this event is a global festival showcasing media art. The theme of this year’s ARS ELECTRONICA FESTIVAL 2015 is “Post City—Habitats for the 21st Century.” The central cargo collection place of the Austrian Post Office near Linz Central Station, which is in the center of Linz, will house the main venue. Here and throughout the city of Linz, artists, scientists, entrepreneurs, and visitors will experience and ponder on how to transform the appearance of the city of the future.

<http://www.aec.at/festival/en/>

■ About Open Innovation Lab

In April 2011, ISiD established the Open Innovation Lab to collaborate with companies and educational institutions in technology research and service development by making practical use of cutting-edge technologies including those that are still in experimental phases.

<http://innolab.jp/en/>

Reference Data

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/english/
Establishment:	1975
Capital	JPY 8,180.5 million
Employees (consolidated basis):	2,502 (at March 31, 2015)
Net Sales (consolidated basis):	JPY 78,276 million (fiscal year ended March 2015)
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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