

April 26, 2017

For General Release

Information Services International-Dentsu, Ltd.

## **Launching Provision of FACERE Platform for Development of Apps for Smartphone**

*Providing sample apps that are customizable and offer backend functions necessary for  
app development and management*

Information Services International-Dentsu, Ltd. (Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISiD”) launched the FACERE platform providing backend functions necessary for the development and management of smartphone and online applications.

In addition to basic functions including login authentication and member management, FACERE is a “back end as a service” (BaaS) supporting quick and effective app development that users can customize in accordance with intended purpose, such as sightseeing or traffic information, through sample apps provided on the Google Cloud Platform.

### **Example: Developing a traffic information app using FACERE**

FACERE is used for *Dokone Navi*, a smartphone app for getting around the city of Nagasaki using streetcars.

*Dokone Navi* was developed as part of a social experiment through collaborative research conducted by the University of Nagasaki, Nagasaki Electric Tramway Co., Ltd., and Kyowakiden Industry Co., Ltd., under consignment from the Ministry of Internal Affairs and Communications’ Strategic Information and Communications R&D Promotion Programme (SCOPE). ISiD participated in this project as a collaborative researcher, contributing to the creation of this system in a short period of time through the provision of FACERE.

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