

Introducing “Yunika Vision,” **Japan’s Largest Outdoor Screen** **Japan’s first** triple-screen HD outdoor display offers stunning images and real-time information

YUNIKA VISION

Powers up on Friday, April 16, 2010 with the grand opening of the Yamada Denki LABI Shinjuku Higashiguchi Store

TOKYO, April 9, 2010 — Yunika Corporation announced today that Yunika Vision, the largest outdoor screen in Japan, will be featured on the front of the newly completed Yunika Building, a new landmark in the Shinjuku district of Tokyo, Japan. The building is located at 3-23-7 Shinjuku, Shinjuku-ku.



Yunika Vision will officially power up on April 16, 2010, the same day that the main tenant of the Yunika Building, the Yamada Denki LABI Shinjuku Higashiguchi Store, opens its doors to the public.

Yunika Vision comprises three high-definition screens, each measuring approximately 100 square meters. It will showcase a variety of content ranging from commercials to original productions. The triple-screen system offers various display options, making it possible to show commercials in new ways. Yunika Vision also features a digital signage system to incorporate real-time visual information. The system enables Yunika Vision to provide useful information accompanied by delightful, stunning visual images, including cinema information about movies now showing at nearby theaters, and concert and event information for clubs and venues, all featured on the massive, large-screen display. Yunika Vision is a state-of-the-art media channel, Japan’s largest outdoor screen and first triple-screen display, and an excellent source of real-time information.

Building Address: 3-23-7 Shinjuku, Shinjuku-ku, Tokyo, Japan

Floor Space: 1,674 m210 floors above ground, 4 floors underground

Building application: Commercial tenant building (including underground parking)

Tenants: Yamada Denki LABI Shinjuku Higashiguchi Store Yoshinoya Shinjuku Higashiguchi Yasukuni-dori Branch

Main Features of Yunika Vision

Stunning images from Japan’s largest outdoor display

Japan’s first triple-screen outdoor display (measuring 100 square meters each) offering various display options

3 screens, identical image



3 screens, multiple images

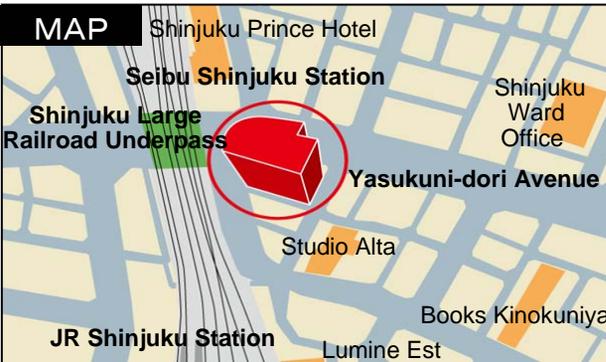


3 screens, interlocking



Useful real-time information including movies now showing

Broadcast time: 7:00 am–1:00 am (audio muting 11:00 pm–1:00 am)



Display Content:

- ◆Advertising: Corporate commercial advertising, other
- ◆Original content:

LIVE INFO

【Concert Information】

- Blue Note Tokyo
- Cotton Club
- Billboard Live

CINEMA INFO

【Movie Information】

- Movies now showing at Shinjuku Piccadilly theaters

EVENT INFO

【Event and Live Theater Information】

- Latest information such as Cirque du Soleil "ZED," live theater performances in Tokyo, etc.

【Content Providers (as of April 9, 2010)】

Blue Note Tokyo, Cotton Club, Hanshin Contents Link, Lumine Co., Ltd., Oriental Land Co., Ltd., Shinjuku Picadilly, Tokyo Broadcasting System Television, Inc.

《Yunika Vision Technical Specifications》

Images

Single Screen Dimensions: 7.36 x 13.12 m (H x W), 96.56 m²
(592-inch display equivalent)

Triple Screen Combined Size: 289.7 m

Resolution: High resolution 1312 x 736 pixel HD display

LED Technical Data: Display system by Akami Electric Co., Ltd.

LED lights by Nichia Corporation

10 mm pitch surface mount device (SMD) configuration

*Offers excellent color mixing properties for three LED colors
(red, blue, green)

Viewing Range: 3–70 m

System Design and Software Development: Sanshin Electronics Co., Ltd.

Text (Ticker Display)

Size: 1.0 x 52.8 m (H x W)

Display Area: 52.8 m²

《Yunika Vision Business Description》

- Advertising sales
- Programming and broadcasting
- Video production

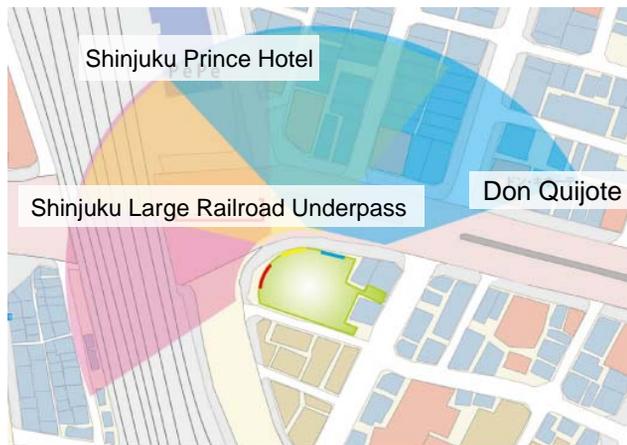
【Advertising Agencies Under Contract】

Studio Alta Co., Ltd.

Pas Communications

P. Planning Corporation

Mainichi Advertising Inc.



《Corporate Data for Yunika Corporation》

President: Motohiko Isozaki

Established: August 13, 1971

Capitalization: ¥99 million

Consolidated Sales: ¥145.1 billion

(fiscal year ended March 31, 2009)

【Main Areas of Business】

- General real estate
- Amusement
- Advertising agency

【URL】 <http://www.yunika.co.jp/eng/index.html>

【Inquiries:】

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YUNIKA VISION

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