

YUNIKA VISION

Experience the amazing performance of Japan's largest 3-paneled High-definition LED displays.

POINT
1

High performance LED displays deliver huge visual impact through their large-scale & HD screen combination

POINT
2

Various Screen Combinations to display stunning Video

POINT
3

Enjoyable and Crystal Clear Sound

POINT
4

Original Contents to Attract Passersby

POINT
5

Interactive broadcasts accessible through smartphone apps and social media



◆ Display specifications

Size H7,360mm × W13,120mm × 3 screens
(Total screen size: 290m²)

LED specifications SMD-type 10mm pitch high luminosity LED

◆ Display overview

Broadcast content: advertisements, music programs, news, weather forecasts, etc.

Broadcast hours: 7:00AM - 1:00AM (No audio from 11:00PM)

◆ Location

Yunika Building

3-23-7 Shinjuku, Shinjuku-ku, Tokyo 160-0022



solution

broadcast solutions.

◆ Broadcasting same content on all 3 display screens.



◆ Combining 3 screens as 1 landscape-oriented display enables a more dynamic visual expression.



◆ A still image on the center screen can further accentuate advertising message



An interactive broadcast with high profile content heightens visibility of commercials.

◆ Interactive broadcast with weather forecast



On the center screen, various information can be automatically fetched in real-time and be graphically converted for broadcast.

◆ Interactive broadcast with information

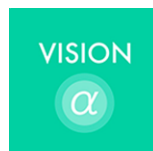


Advance notice of commercial broadcasts on Yunika Vision can be released through our website and SNS posts. Useful for live broadcasts from event venues, premiere screenings of promotional videos for movies, games and artists. Use Yunika to create a buzz about your product.



Advance notice can generate information diffusion through SNS to develop highly effective publicity. What's more, SNS posts by viewers of photos, videos and reports can be expected, leading to information sharing among fans after deployment and further swelling in topicality.

We also offer smartphone apps which interlink with commercial broadcasts.



* Free Apps

Vision α is a YUNIKA VISION-linked app with many handy features. With earphones, it shuts out the surrounding noise to offer a wonderful YUNIKA VISION experience in high quality sound. It also offers easy entries to special program campaigns and giveaways by simply holding up smartphones with the app toward the screen.

Yunika Corp. Digital Solution Division

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YUNIKA VISION

Advertising rates ※The rates listed below do not include consumption tax

Broadcast hours: 7:00a.m to 1:00am(No audio from 11:00p.m)

■ Normal commercial spot

Timeframe	Two 15-second spots/hour(36 times/day) or One 30-second spot/hour(18 times/day)	Four 15-second spots/hour(72 times/day) or Two 30-second spots/hour(36 times/day)	Eight 15-second spots/hour(144 times/day) or Four 30-second spots/hour(72 times/day)
1 day	150,000 yen	300,000 yen	600,000 yen
1 week (7 days)	500,000 yen	1,000,000 yen	2,000,000 yen
2 weeks (14 days)	950,000 yen	1,900,000 yen	3,800,000 yen
1 month (30 days)	1,500,000 yen	3,000,000 yen	6,000,000 yen
3 months (90 days)	3,500,000 yen	7,000,000 yen	14,000,000 yen
6 months (180 days)	6,000,000 yen	12,000,000 yen	24,000,000 yen
1 year (360 days)	9,000,000 yen	18,000,000 yen	36,000,000 yen

■ Music/Movie/Ticket Sales limited plan

【PLAN 1】 for materials with the length of 15 or 30 seconds

Timeframe	Two 15-second spots/hour(36 times/day)	Four 15-second spots/hour(72 times/day)	Eight 15-second spots/hour(144 times/day)
1 day	90,000 yen	180,000 yen	360,000 yen
1 week (7 days)	200,000 yen	400,000 yen	800,000 yen
2 weeks (14 days)	400,000 yen	800,000 yen	1,600,000 yen

【PLAN 2】 for videos with the length of 60 seconds or longer

Special benefits: advance notice of the broadcast time on Yunika Vision official Twitter accounts

Timeframe	One 60-second broadcast/hour (18 times/day)	One 120-second broadcast/hour (18 times/day)	One 180-second broadcast/hour (18 times/day)
1 day	90,000 yen	180,000 yen	360,000 yen
1 week (7 days)	200,000 yen	400,000 yen	600,000 yen
2 weeks (14 days)	400,000 yen	800,000 yen	1,200,000 yen

■ Broadcasting fee for relaying an event, etc. / outright purchase (specific broadcast time)

※For live broadcasts, an estimate of technical-related costs will be provided.

Each 5-minute segment	Each 10-minute segment	Each 30-minute segment	Each 60-minute segment
300,000 yen	500,000 yen	1,000,000 yen	1,800,000 yen

Any inquiries

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Submission of materials

Recommended format

- File: MOV MP4
- Tape: HD-CAM
- 〈Recommended〉
- File format: QuickTime:ProRes4:2:2(HQ)
- Resolution: 1920×1080/60i/29.97fps
- Aspect ratio: 16:9pixel aspect ratio: square 1:1
- Audio rate setting: 48kHz/16bit/Stereo
- *Please use stereo audio data.
- *Please contact us regarding other formats.

[Production of commercial footage]

If you don't have commercial footage prepared, we can produce high-quality commercial footage that maximizes use of the three YUNIKA VISION screens from footage or photographs you provide us with.(Production of commercial footage comes at additional charge.)

Due date

- Please supply data 7 days prior to the first broadcast date.

Broadcasting Standards

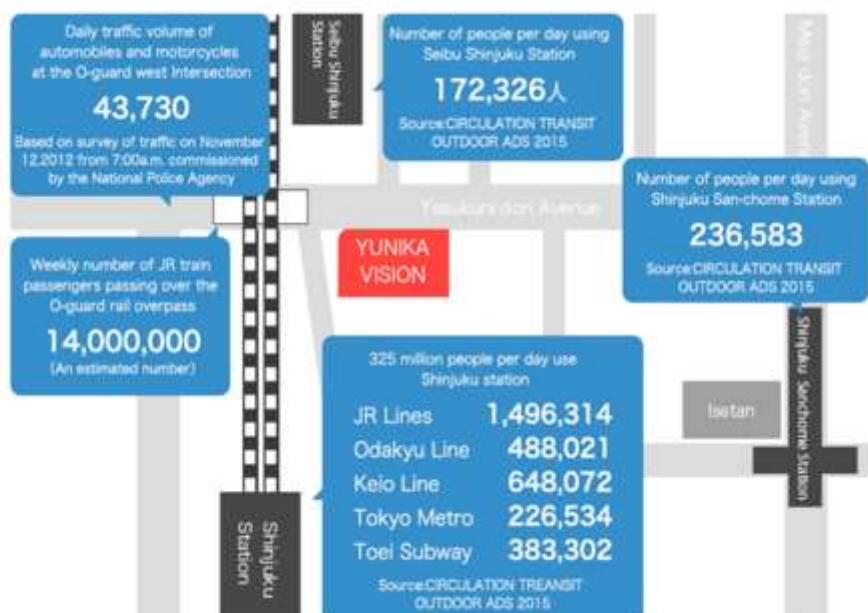
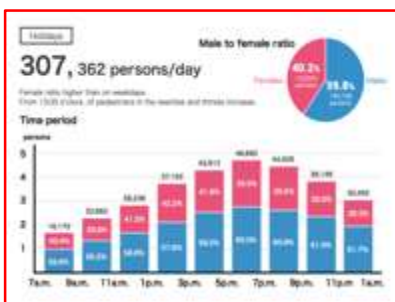
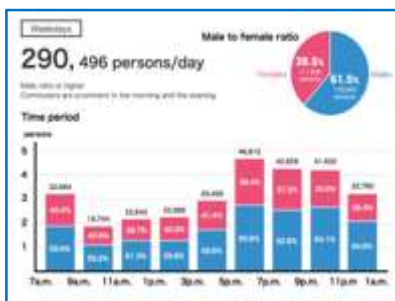
Broadcasts will be prohibited for any content which falls under any of the following items.

- Content contrary to public order and morality, having a negative impact upon the character development and habits of children and/or young adults, and any content considered socially unacceptable overall.
- Any portrayal which causes strong discomfort and/or aggravation to passersby and the public in general. Any representation where the advertiser and the responsible party of the broadcast content is unclear. Any representation which is considered inappropriate in advertisement expression.
- Content from competitive companies of the tenant businesses within our building.
- Content of pachinko halls.
- Any content we regard as inappropriate.

*Please note, preliminary "Client screenings" and "Design screenings" will be conducted.

Audience

Pedestrian Traffic Around YUNIKA VISION



Research solely conducted by Yunika Corp. Dates of research: December 2015.