
January 29, 2021
HAKUHODO PRODUCT'S Inc.
PARONYM Inc.

**HAKUHODO PRODUCT'S Inc. and PARONYM Inc.
concluded "Global Sales Partnership" for TIG
"Next Generation Interactive Video Technology".**

HAKUHODO PRODUCT'S Inc. (President Naohiko Kishi, hereinafter HAKUHODO PRODUCT'S) has become the first-ever global sales partner of TIG "Next Generation Interactive Video Technology" in the marketing industry and accelerates to develop the burgeoning video-marketing market with and through the partnership with PARONYM Inc. (CEO Michio Kobayashi, hereinafter PARONYM), the developer of TIG technology.

•PRODUCT'S•

P A R O N Y M

TIG technology enable to seamlessly transaction from interaction points on video to various information. The users are able to ascertain in-depth information of relevant things by tapping and/or clicking on the objects in the video images of a variety of display devices. And furthermore, HAKUHODO PRODUCT'S is authorized as "Co-development Partner" of the solutions by utilizing TIG technology.



[The Future Initiatives]

This partnership will substantiate to attain the high-performance conversion rates and the high-quality video-marketing mechanism through which a combination of the bilateral competencies as TIG from PARONYM/ the attraction of users' action such as request documents, make purchases and so forth/ and HAKUHODO PRODUCT'S/ the data analytical capabilities and the creative abilities/.

- ① **Exhibition x TIG:** In a surge in demand for Online-Events, TIG technology boosts customers' behavior to be more proactive such as the request for information materials, the acquisition of detail information and so forth from simply viewers. And thereby to be connect to excavation for potential customers.
- ② **E-commerce x TIG:** Utilizing TIG technology and through the motion-videos that appealing the products and services on EC site. It is possible to create schemes and mechanisms for the customers purchasements.
- ③ **Digital Signage x TIG:** The high-value added experience is provided for customers through the TIG-Implemented digital-signages. The utilization of digital-signages that the core function of digital transformation in the retail-marketing industry change fundamentally to the practical devices which for motivate customers' behavior from the merely information boards.
- ④ **"TIG Video Production Experts" Team:** To propelling TIG business, the team of TIG video production is constituted in Video Production Division. It consists of virtuosic experts from varied roles that they are related on video production business such as Planning, Design, Video-Shooting and Editing.

Aiming the customers' response maximization through their experience from TIG-Implemented motion-videos, HAKUHODO PRODUCT'S is going to add TIG capabilities while leveraging existing various business fields even apart from above.



■ About PARONYM Inc.

- Company Name : PARONYM Inc.
- Represent : Michio Kobayashi
- Address : Mita Sonnette bldg,6F,1-1-15 Mita,Minato-ku,Tokyo 108-0073
- Description of business : Developing and providing new technology in the video streaming market
Video broadcast service
Planning and producing videos etc.
- Date of establishment : November 28,2016

For inquiries, with regards to this service,
Please contact,

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International Business Development Dept.

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*This information is as of the announcement date. Please note that it may be different from the search date.