

March 4, 2014
Shikino High-Tech Co., Ltd.
Dentsu West Japan Inc.
Dentsu Tec Inc.

Shikino develops the STB-type interactive digital signage easily connectable to existing monitors with Dentsu West Japan and Dentsu Tec

UOZU (March 4, 2014) —Shikino High-Tech Co., Ltd. (Headquarters: Uozu-shi, TOYAMA, JAPAN/ President: Yuaki Osada) today announces that it cooperated with Dentsu West Japan Inc. (Headquarters: Kita-ku, OSAKA, JAPAN/ President&CEO: Yoshito Hashimoto) and Dentsu Tec Inc. (Headquarters: Chuo-ku, TOKYO, JAPAN/President&CEO: Hiroaki Hori), and developed the set-top box ("STB") to add the highly interactive digital signage function to existing TV sets and monitors using the simple connection method. Also, it aims to expand the service of developing hardware and software for the digital signage specializing in advertising and promotions.

STB, a newly developed product, controls the operations with gesture recognition cameras and requires no touchscreens. It thus makes available of interactivity in existing TV sets and monitors additionally. Also, STB functions as an embedding-type dedicated hardware without using PCs and enables users to connect to the power source and monitors easily and reduce the implementation cost.

It is scheduled to introduce various media contents without changing hardware by adding program contents in SD cards in the future.

As our first media content, we developed the program called "Jan-Cou-Pon" that provides coupons for visitors when winning at Rock-Paper-Scissors against a cartoon character appearing in the display. It is expected to be utilized in the promotion activities in stores and event sites.

【Inquiries for the product release】

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Images



Structure

※This product image is in development.



A gesture recognition camera detects hand shapes.

Just connect this dedicated hardware to existing monitors and TV sets.