

Expression of Interest in Participating in the Workshop

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Statement of Interest

As a governmental body, we are committed to promoting standardization in ICT technology in order to reap its full potential to improve people's lives. In this context, we are quite interested in the W3C activities regarding the standardization of web technology.

The advent of widespread use of public displays, together with the deployment of broadband networks, has enabled people to utilize digital signage in various ways, such as for advertising and sales promotions. The importance of digital signage was noted after the occurrence of the Great East Japan Earthquake, when public displays disseminated timely information to commuters unable to get home. Thus, we believe that digital Signage played the worthy role of disseminating right information at the right place.

As we expect that such potential of digital signage will be harnessed by web technology, we are interested in the WS discussions, especially:

- areas of standardization of Web-based Signage
- possible applications of web technology to various display devices (e.g. smart phones and tablets) and the interoperation of those devices with public displays
- possible impact on digital signage and related industries of the application of web standard
- insights taken from the discussion which can be of help as resources in our planning of ICT policy

We expect that all stakeholders will be actively involved in this WS discussion and that this meeting will be a good starting point for the standardization of Web-based Digital Signage.