

Expression of Interest in Participating in the Workshop

Workshop on Web-based Signage, 14 - 15 June 2012, Makuhari, Chiba, Japan

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Participant's Interest

Newphoria Corporation offers complete web development services and digital signage services. We also create digital signage contents. Newphoria Corporation is committed to creating digital signage content using Web technology. We believe that web technologies will bring innovation to a lot of industries, including the digital signage industry.

Especially, we are interested in ways to adopt ordinary web browser or web-based application platform (such as Windows 8 Metro style, Tizen, Boot to Gecko, etc.) as a signage terminal.

Point of View

Nowadays, digital signage systems are built by proprietary technologies and custom devices. Therefore digital signage systems and developing contents are very expensive. If we can develop digital signage contents using web technologies and adopt ordinary web browsers, consumer devices (TV, tablet, etc.) as a terminal, then digital signage will spread more widely and the industry will grow much more. Furthermore, signage contents will be richer and interactive. We hope that web-based signage eventually will be more common and provide a lot of benefits to many people.

We would like to discuss some points as below.

- ✓ Use cases (not only existing use cases but also future use cases)
- ✓ What kind of technologies are required for web-based signage
- ✓ What we should standardize for web-based signage

Additionally, We would like to introduce the Web-based Signage Business Group to the participants.