

TPAC 2019 Fukuoka, Japan  
Web-based Signage Business Group meeting

# Business situation of Web-based Signage

September 19, 2019

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<https://www.newphoria.co.jp/>



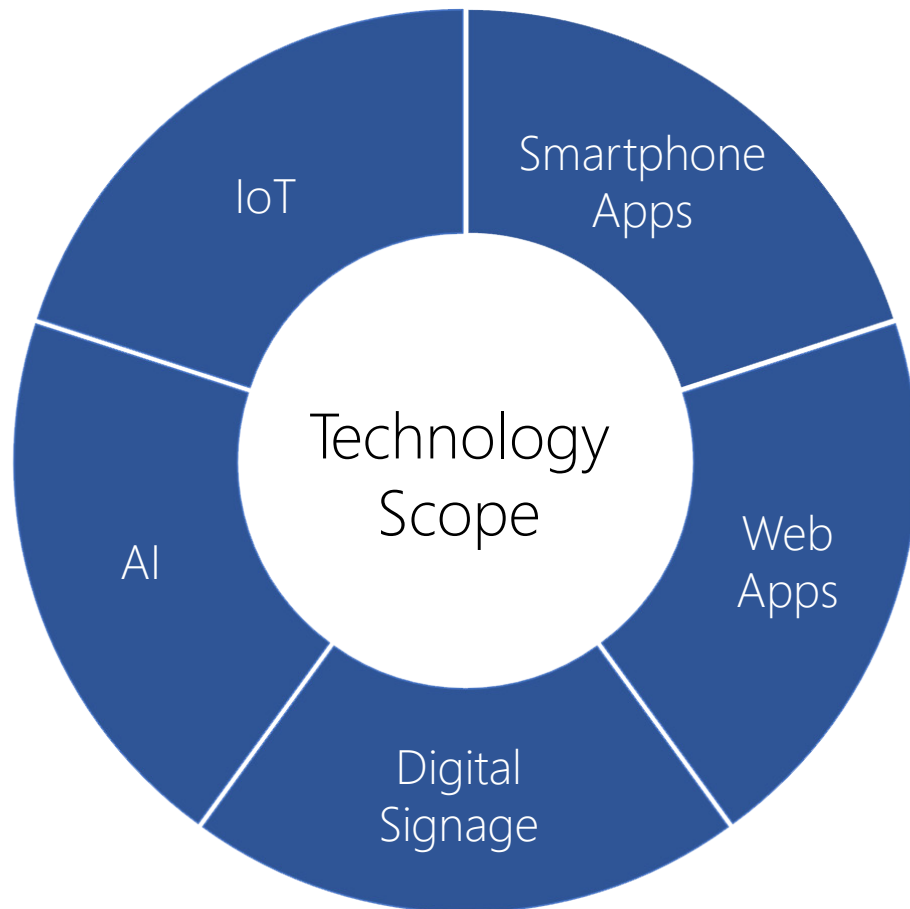
@futomi








# About Newphoria Corporation



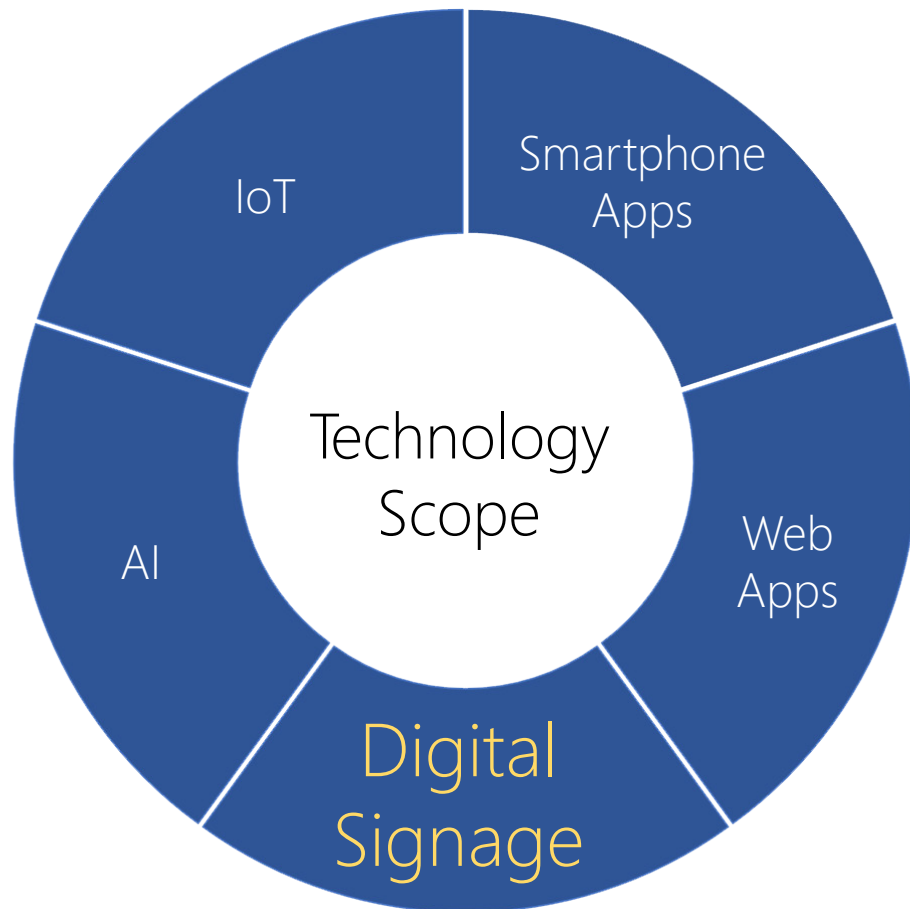
Established	May 2008
Employees	45 (Japan)
Offshore	20 (Vietnam)
Parent Company	AIDMA Marketing Communication (Since 2018)








# Our Target Industries



-  Retail
-  Healthcare
-  Education
-  Telecom
-  Manufacturer
-  Financial
-  Travel

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# Web-based Signage Anywhere

- Our digital signage solutions are almost web-based in recent years
  - Player and Contents
- A variety of devices are supported
  - Android TV
  - Android STB/Tablet
  - Windows 10 PC (Chromium)
  - etc.

# Touch Signage

# STB-less Signage

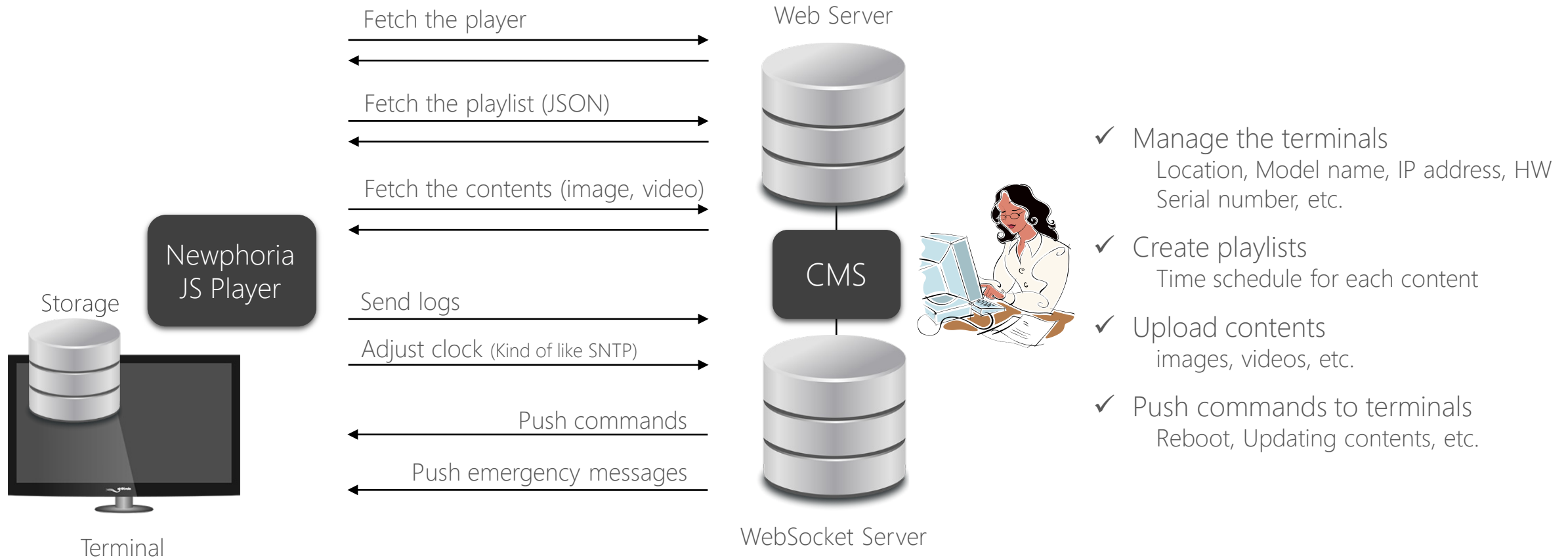
# Tablet Signage



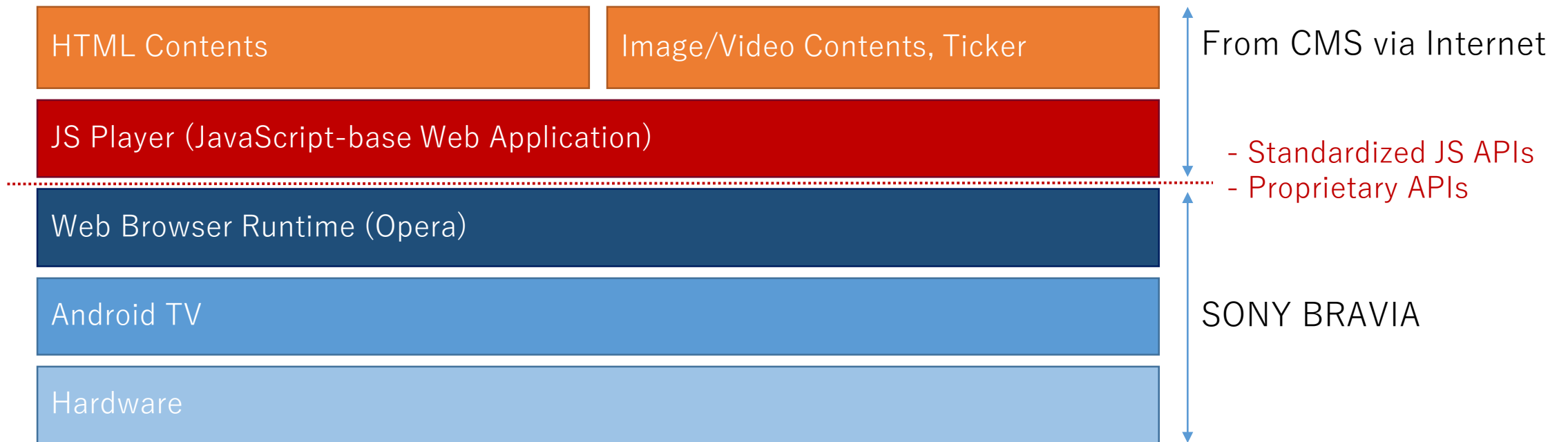
# JS Player

- Newphoria had developed JS-based signage players
  - All players are developed using only Web technologies
    - HTML, CSS, JavaScript, HTTP, WebSocket, etc.
  - The players were developed mainly for Embedded devices
    - TV sets (Linux, Android TV), STBs (Linux, Android), etc.
- Newphoria released a commercially based JS Player in 2016
  - Licensing, Customizing for digital signage operators:
    - NTT Hikari Signage, etc.
    - For now, supporting SONY BRAVIA (Linux, Android TV)

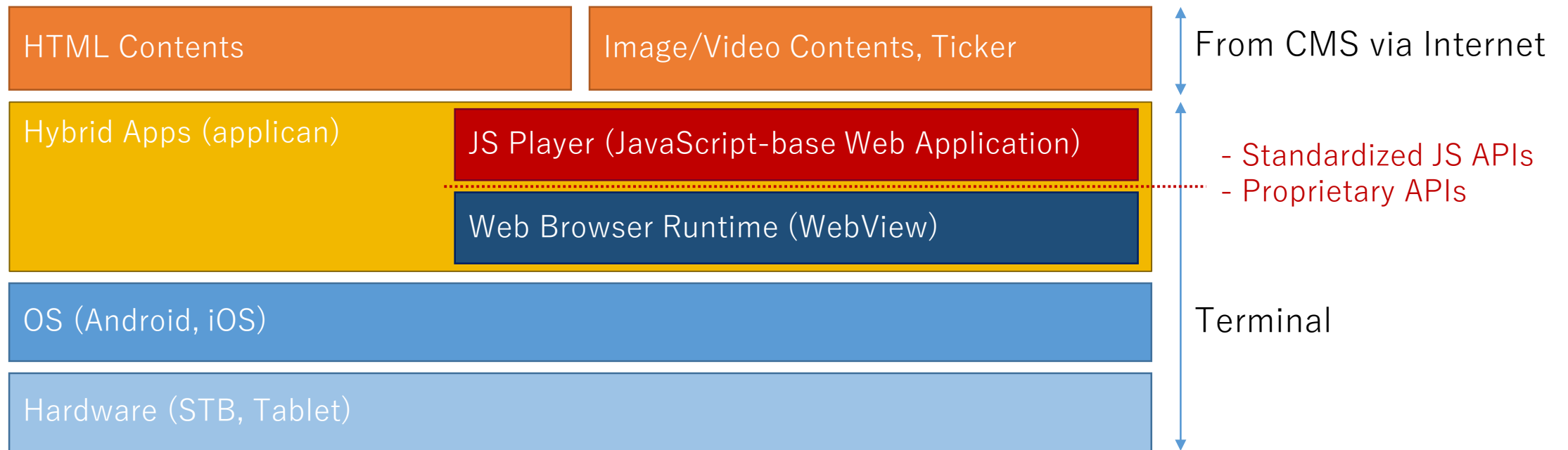
# Architecture of Web-based Signage System



# Architecture of Browser-based Player (SONY BRAVIA)



# Architecture of App-based Player



# “Write once run anywhere” in Signage

- Our JS Player works on a variety of environments with minimal customization
  - SONY BRAVIA (Opera on Android TV)
  - Android STB/tablet (hybrid app)
  - PC (Windows 10 with chromium)
- We can create rich contents easily
  - Touch input
  - Multi-language
  - Emergency information

# Thank you for listening

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