

## Starting Demonstration Experiment of New Advertising Medium at Takarazuka-kita Service Area of the E1A Shin-Meishin Expressway

Nabtesco Corporation (headquarters: Chiyoda-ku, Tokyo; President and CEO: Kazumasa Kimura; hereinafter, “Nabtesco”) and West Nippon Expressway Company Limited (head office: Osaka City, Osaka; President and Representative Executive Director: Hidekazu Maekawa; hereinafter, “NEXCO-West”) hereby announce that from December 1, 2022, the two companies will conduct a demonstration experiment on the use of automatic doors as an advertising medium by installing the necessary equipment on a trial basis at the commercial facilities located within the Takarazuka-kita Service Area (SA) of the E1A Shin-Meishin Expressway.

Nabtesco’s Accessibility Innovations Company has newly developed an automatic door equipped with a digital signage system to launch a new business to generate advertising revenue from ads posted on the signage. For the launch of this business, NEXCO-West provides Nabtesco with access to one of its SAs for the installation of a demonstration unit and the establishment of an environment suitable for the display of advertising content. At the SA, the two companies will jointly verify the effectiveness of using an automatic door as an advertising medium.



Automatic door equipped with digital signage system (Illustrative image)

### [Features of automatic door equipped with digital signage system]

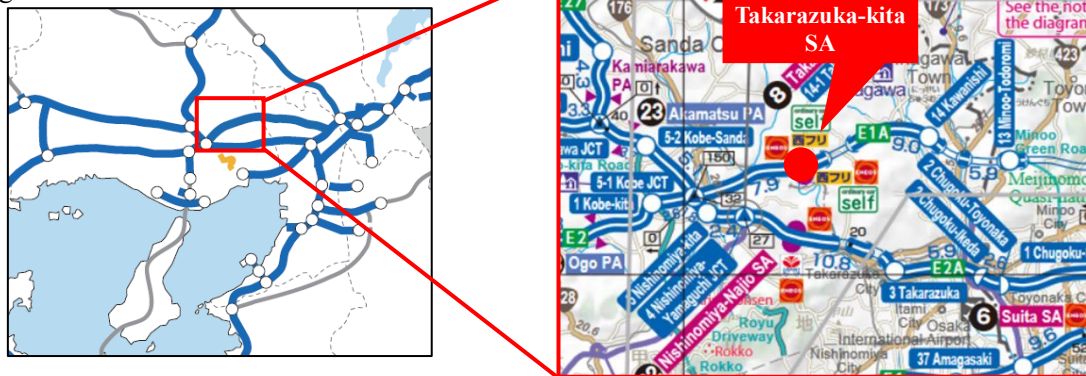
Nabtesco has newly developed an automatic door the fixed part of which can be utilized as digital signage to display advertising images. By equipping an automatic door installed at the entrance of a building with a digital signage system, updated information can be displayed to passers-by and visitors to the building in a highly visible manner. For the owner of the facility, such a door will help increase visitors’ willingness to buy through the advertising effect while also increasing the degree of customer satisfaction by the display of information useful for them.

#### (Example applications)

- At commercial facilities: Drug stores, convenience stores, shopping malls, electronics retail stores and the like  
By showing information about recommended products, a discount sale and other events to visitors, the door will contribute to raising the visitors’ willingness to buy and also improving customer experience.

- At public transportation facilities, expressway service areas, airports and others  
By displaying local information including weather and disaster-related information, the door will contribute to increasing convenience for tourists and the satisfaction of users of the facilities.

**[Location of Takarazuka-kita Service Area]**  
1-125 Tamase Aza Okunoyaki, Takarazuka City,  
Hyogo Prefecture



**[Future developments]**

For the full-scale launch of the business, Nabtesco will conduct demonstration experiments within NEXCO-West's Takarazuka-kita Service Area from December 2022 to March 2023 and also at the DoCoMo Shop in Marunouchi and stores operated by other companies to verify the effectiveness of using the new advertising medium and accumulate related know-how.

Going forward, Nabtesco will cooperate with an advertising firm and the domestic Nabtesco Group door sales company to enhance its planning and sales functions for the advertising business, while also enhancing the reporting function of the developed system based on analysis of the data obtained about passers-by by using the company's unique automatic door sensor. The company will thereby create a business model of a value-added advertising medium for both owners of facilities and consumers.

NEXCO-West lists the improvement of customer experience in its SAs as one of its priorities and is accordingly working to provide new services and stores in consideration of the fact that people visit its facilities for various purposes. As part of this effort, NEXCO-West decided to introduce a door equipped with a digital signage system to its facilities on a trial basis. Based on the results of the demonstration experiment, it will identify the needs of users of its SAs and will also make use of the results for the provision of information to outside its facilities through the effective use of the glass surfaces of the facilities. Furthermore, NEXCO-West will verify the financial effect of installing an advertising system at its commercial facilities.

**[About Nabtesco]** <https://www.nabtesco.com/en/>

Nabtesco was established through the integration of Teijin Seiki Co., Ltd. and NABCO Ltd. in 2003. Based on its unique motion control technology, Nabtesco manufactures components for machines to support the automation of production facilities and to provide safety, comfort and a sense of security for land, sea and air transportation. For precision reduction gears used in the joints of medium- to large-sized industrial robots, Nabtesco boasts a world market share of 60%. For automatic doors for buildings, it has about a 55% market share in Japan. The company sells automatic doors under the NABCO brand in Japan and also sells doors under the GILGEN brand outside the country. In addition, it engages in the business of platform doors, which help ensure the safety of passengers at railway stations.

**[About NEXCO-West]** <https://global.w-nexco.co.jp/en/>

Please refer to its official website as shown above.

**[Media Contacts]**

- **Nabtesco Corporation (Corporate Communication Dept.)** Tel.:81-3-5213-1134
- **West Nippon Expressway Company Limited (Public Relations Division)**  
Tel.:81-6-6344-7410 (only for media companies)

**[Product inquiries]**

- **Nabtesco Corporation's Accessibility Innovations Company (Domestic Sales)**  
Tel.:81-78-569-2605 Fax: 81-78-413-8349