

## **Digital Palette Established— Offering Comprehensive Services in Digital Communications**

TOKYO (April 2, 2001), DIGITAL PALETTE INC. was established on April 2, 2001, with its six founding shareholder companies, Dentsu Tec Inc, Dentsu Dot Com, Fuji Xerox Co., Ltd, Kyodo Printing Co., Ltd., Dainippon Printing Co., Ltd., and Toppan Printing Co., Ltd.

### **1. Background and purpose of establishment**

Along with the digital revolution and advancement in communications as well as the expansion of the Internet and the start of BS digital broadcasting, customers' advertising and sales promotion needs are rapidly changing. Two main outcomes of this trend have been the use of multimedia to meet customers' needs in sales promotion and advertising as well as database marketing activities based on CRM. Digital Palette's mission is to combine the latest digital technologies and media to efficiently provide communications content and marketing methods using a new digital communications business model, and a standard business workflow for developing communication contents in EC (e-commerce).

### **2. About Digital Palette's business**

Digital Palette provides total digital content management services for Web sites, mobile media content and on-demand printing. Digital Palette also offers customized distribution and on-demand printing of various contents including e-mail, Web sites and mobile media to meet diverse customer needs. From interactive Web site contents to sales promotion printed materials and PDF (Portable Document Format) document distribution, Digital Palette provides seamless service and support for customers' interactive media content and printing needs as well as one-to-one marketing needs through CRM.

### **3. Future business plans**

Digital Palette Inc. has long-term plans to create an e-marketplace for advertising and digital communication. This will become a hub for advertising and digital communications content production services. It will entail the following services:

- 1) A job matching service that links customers, advertising agencies, printing and design firms and related companies and specialists
- 2) Online workflow support for the management of advertisement production as well as total content quality management
- 3) Digital content databank service for advertising
- 4) Provide information targeting industry groups, educational institutions and companies associated with digital content production and advertising

### **4. Organization and sales target**

While combining the expertise and know-how of its six founding partner companies, and incorporating VAP (Value Added Partner) Systems to incorporate the best in advertising and digital content production, Digital Palette aims to achieve a high quality, low cost and efficient service. In its first year of operations, sales reached 1.5 billion yen and are expected to climb to approximately 4 billion yen by 2003.

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