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## Digital Palette Introduces Global Artist Network

—Strengthens Multilingual Web Site Development Appealing to Global Site Visitors—

TOKYO, January 5, 2004 -- DIGITAL PALETTE INC., a Web marketing company in the Dentsu Group, has introduced the Global Artist Network, a group of globally based creators, to promote its multilingual Web site development. With the introduction of the Global Artist Network, Digital Palette can provide Web sites with content and design appealing to the tastes of global site visitors.

While many companies in Japan provide a Japanese and English version of their Web sites, as well as other languages, the English version is often a direct translation of the Japanese version, lacking the appropriate linguistic expression and emotion appreciated by global site visitors. Digital Palette will utilize a Global Artist Network to develop multilingual Web sites that global site visitors can readily accept, understand, and feel comfortable to use.

The Global Artist Network currently features specialists including IT consultants, Web designers, copywriters and music composers that work in their own languages in their home countries such as the US, Canada, Korea, Japan, Australia, and Spain.

To benefit from using the resources in the Global Artist Network, Digital Palette has developed an internal project team capable of handling various languages to efficiently manage the Global Artist Network, while also maintaining quality control regardless of global time differences.

As an example of a recent best practice, Digital Palette sourced an IT specialist from the Global Artist Network to develop the usability guidelines for the Web site renewal of Park Hotel Tokyo, a customer that recently opened business in the Shiodome area. The Web site content and design have a sense of sophistication and style in keeping with the identity of the design hotels TM group, and targets a largely global clientele.

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Visit Jackie's Global Site Watch: Read Jackie's interviews with global artists see Tokyo snaps and more.

<http://www.digitalpalette.co.jp/english/Jackie/index.html>  
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