

September 21, 2004

Digital Palette Inc.

Digital Palette Inc.: Opening of US Representative Office

Information gathering on latest digital solutions in Europe and the US and measures for Digital cross-media marketing now in full swing

Digital Palette Inc. has opened its US Representative Office in Salt Lake City, Utah. This office will serve as a hub for enhancing the company's information gathering capacity concerning the latest overseas digital solutions as well as assist Digital Palette in the implementation of Digital cross-media marketing solutions. Mr. Mark Parkinson, a specialist on digital cross-media marketing, has been appointed to head the office.

Since its establishment, the group of first-class web producers at Digital Palette has endeavored to produce creative and ingenious contents for its clients. At the same time, Digital Palette Inc. has been providing solutions that meet the needs of various media such as mobile, image and print as well as proposing the development of new media forms that makes best use of digital technologies.

A digital environment of one-to-one communication, traditionally believed to be impossible in terms of cost, speed and quality, is becoming a reality. This is now being made possible by developments in digital technology and rapid dissemination of digital network infrastructures. In Europe and the US, marketing methods such as one-to-one marketing and database marketing have been revolutionized into "Digital cross-media marketing*1" which utilizes several digital media in a multi-dimensional manner. Success using this method is evident in several cases.

Digital Palette took note of the future potential held by digital cross-media marketing and decided to aggressively engage in this field. Digital Palette aims to provide solutions that incorporate cutting-edge know-how by developing the US Representative Office into a collection center for latest examples and a negotiation place for leading companies in the field to conclude alliances or partnerships with Digital Palette.

Digital Palette Inc. US Representative Office

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Profile: Mark Parkinson , Digital Palette Inc. US Representative

Mark Parkinson came to Japan in 1989 after studying economics, completing a BA in art and Japanese at Utah State University. He served as a specialist in variable printing software in the On-Demand Image Systems Division of Toyo Ink Mfg. Co., Ltd. and contributed to promoting the business. He was put in charge of the licensing business of major software at Adobe Systems Inc. in 1996. He has been involved since the earliest stages in 2001 in the promotion of digital cross-media marketing business at Nimblefish Technologies Inc. and Pageflex Inc. With such a background, he has accumulated considerable knowledge in both IT infrastructure and marketing.

***1 Digital cross-media marketing**

Type of marketing technique that continuously improves the return on investment (ROI) by utilizing several digital media in a multi-dimensional manner on each user group and providing information appropriate to each client. This in turn further leads to improved client loyalty by making use of the client database. In Europe and the US, this marketing technique is referred to as “closed loop marketing” with increases in loyalty of each and every client that is retained or “hand raiser marketing” implying that consumer interest must first be created to initiate the marketing process.

Digital Palette Inc. Corporate Data
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■ Company Name	Digital Palette Inc.
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■ URL	http://www.digitalpalette.co.jp/
■ Establishment	April 2, 2001
■ Shareholders	DENTSU TEC INC. / Dentsu Dot Com. / Fuji Xerox Co.,Ltd. / Kyodo Printing Co., Ltd. /Dainippon Printing Co., Ltd. / Toppan Printing Co., Ltd.
■ Capital	400,000,000 Yen
■ Corporate Representative	Ryosuke Watanabe (President)

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