



Press Releases

FOR IMMEDIATE RELEASE

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Yasukazu Yoshie (President)

DynaFlex Inc.

TEL: +81 3 3661 2333

FAX: +81 3 3661 2338

E-mail: sales@dynaflex.co.jp

WEB: <http://www.dynaflex.co.jp>

Location: Nihonbashi-Kayabacho 3-5-4,
Chuo-ku, Tokyo 103-0025 Japan

DynaFlex Inc. resells Intel® AIM Suite service Targets the expanding digital signage market

TOKYO, JAPAN, and SANTA CLARA, CALIF., Jan 30, 2011 - DynaFlex Inc., - a Tokyo based corporation, President Yasukazu Yoshie - has agreed to become a reseller for Intel® AIM Suite, an anonymous viewer analytics technology for retail and digital signage applications. Intel® AIM Suite is now available through DynaFlex Inc..

<Digital Signage becomes the “next big thing”>

Digital signage has been expanding rapidly to super markets, convenience stores, signage on railway stations, and vending machines, etc. The digital signage market is growing by 20% compared to the previous year. Although it is a growing market, measuring ROI (Return on Investment) has been an issue for these outdoor advertisements (digital signage). DynaFlex Inc. aims to address these problems by reselling Intel AIM Suite in Japanese markets.

<Audience Measurement for Digital Signage>

Intel AIM Suite enables network operators, content providers, advertising agencies and service providers to deliver relevant messages and gauge the effectiveness of the networks and content like never before. Intel AIM Suite detects the number of viewers, determines their gender and age group, and measures impression time. These data makes real-time to tailor on-screen content possible, based on the demographics of current viewers. For campaign planning and ROI measurement, Intel AIM Suite data can be correlated with Proof-of-Play data to determine content-specific viewership metrics by demographics and time of day.



<Getting started with Intel® AIM Suite >

Intel® AIM Suite offers device manufacturers, system integrators and software developers, an open media player platform that is optimized for digital signage applications. With Intel® AIM suite installed PC platform, and an optical sensor, you're ready to go.

System Requirements:

CPU	Intel® Core™2 Duo 2.0GHz or faster (2.4GHz is preferred)
Operating System	Windows XP, Windows Vista, or Windows 7

Software specifications:

- Gender detection
- Age group detection: 5 groups (Child, Teenager, Young adult, Adult and Senior)
- Viewing behavior detection (length, time of day dispersion)

Others:

- No images or video are ever recorded
- Data analysis is provided
- Application Programming Interface (API) is provided for integration with third-party software

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