

Development of an original application “VISION α”

to sync smartphones with the street screen Yunika Vision in front of Seibu-Shinjuku Station

Launch of service begins from Monday December 15th

Yunika Corporation announces the launch of full service of the original “VISION α” application developed in collaboration with Dai Nippon Printing Co., Ltd, which connects with iOS and Android smartphones.

By holding up smartphones with “VISION α” installed to the Yunika Vision screen while campaign related videos are being streamed, users are directed to the smartphone sites for the respective campaigns, so they can find more detailed information to increase the interest, and to encourage them to join campaigns. By using this service for giveaway campaigns and other promotions, it can stimulate greater interaction with passersby via smartphones. For the launch of the initial phase of the “VISION α” application, Yunika Corporation will carry out the following Xmas present campaign at Yunika Vision from Monday, December 15th, 2014.

Note that various promotions utilizing “VISION α” will be conducted on an ongoing basis in the future on Yunika Vision.

Initial Phase in Smartphone Syncing Application “VISION α” Service

■ Xmas Campaign Details

1) Original poster of Tong Vfang Xien Qi's new album “WITH” for 10 people

Hold up your smartphone with “VISION α” installed to the Yunika Vision screen when streaming the Tong Vfang Xien Qi feature to display the entry screen on your smartphone and apply.

Campaign Period: December 15th – 25th, 2014

2) Original vistlip novelty for 10 people

Hold up your smartphone with “VISION α” installed to the Yunika Vision screen when streaming the vistlip feature to display the entry screen on your smartphone and apply.

Campaign Period: December 15th – 25th, 2014

3) Tickets to the “EX THEATER TV Presents COUNTDOWN EX 2014 to 2015” to 5 pairs

Hold up your smartphone with “VISION α” installed to the Yunika Vision screen when streaming the “EX THEATER TV Presents COUNTDOWN EX 2014 to 2015” feature to display the entry screen on your smartphone and apply.

Campaign Period: December 15th – 25th, 2014

4) Tickets to the unBORDE Xmas PARTY 2014” to 5 pairs

Hold up your smartphone with “VISION α” installed to the Yunika Vision screen when streaming the “unBORDE Xmas PARTY 2014” feature to display the entry screen on your smartphone and apply.

Campaign Period: December 15th – 21st, 2014

5) Cinema tickets of Shinjuku Wald 9 to 5 pairs (Popcorn discount coupons for applicants who could not win Cinema Tickets)

Hold up your smartphone with “VISION α” installed to the Yunika Vision screen when streaming the movie featuring program “Cinema Info ” to display the entry screen on your smartphone and apply.

Campaign Period: December 20th – 25th, 2014

*For more details, please visit the “VISION α” portal Site. <http://www.yunikavision.jp/visionalpha/eng/>

◆Contact information in relation to this press release◆

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◆Yunika Vision



The three 100 square meter high definition LED screens can display dynamic images and appeal strongly to viewers. Three-sided screens provide diverse screening methods, broad choices, provision of real-time information and a variety of contents worthy of a Shinjuku landmark.

URL : <http://www.yunikavision.jp/eng/>

◆“VISION α”



This is an original application developed by Yunika Corporation for iOS and Android, in collaboration with Dai Nippon Printing Co., Ltd. The application enables to encourage users to visit various campaign sites by having them hold up smartphones which have the application installed to Yunika Vision screens. Strong demand is anticipated with the addition of this linkage between smartphones and conventional Yunika Vision screens. This application can also be deployed to other digital signage such as other street screens, in addition to Yunika Vision.

* “VISION α” is a registered trademark of Yunika Corporation.

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