

## **News Release**

D.A.Consortium Inc.

# **DAC's "DialogOne®" offers compatibility with LINE's new API format "Flex Message", allowing messages to be laid out however you like**

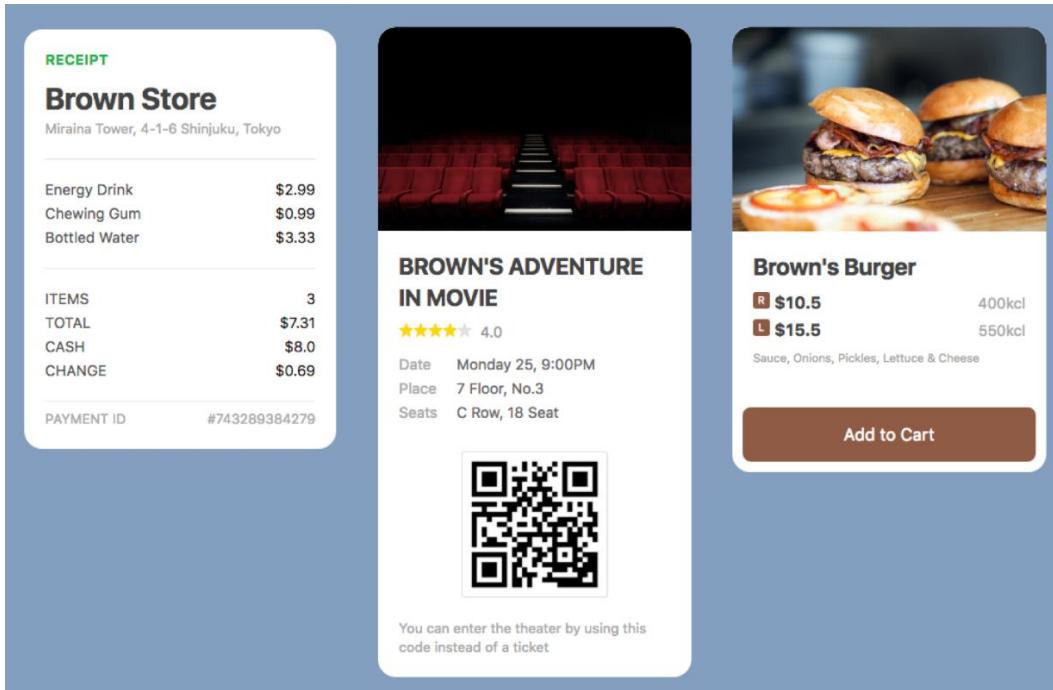
**Tokyo, June 12, 2018** --- D.A.Consortium Inc. (DAC) is pleased to announce that its LINE Business Connect (\*1)-compatible solution DialogOne®(\*2) now offers compatibility with Flex Message, a new Messaging API format from Tokyo-based LINE Corporation. This format, available starting today, allows graphics and buttons to be laid out however you like. DAC was provided with Flex Message in advance as one of the privileges of being a certified Diamond Partner (\*3), the highest rank of partner in the LINE Biz Account category of the LINE Biz-Solutions Partner Program, which certifies partners that work with LINE on selling and developing corporate services.

### **■ About Flex Message**

Flex Message, part of the messaging app LINE offered by LINE Corporation, is a new message format for LINE's Messaging API, which makes possible two-way communications with users via a LINE account. Flex Message provides tremendous flexibility in laying out messages. It enables layouts to be customized within the display frame almost as with HTML format, and is designed such that each component falls neatly into place. You can, for example, change text size and color at will, or insert whatever visuals you like anywhere in the message or in the header.

By delivering such versatility in laying out messages, Flex Message greatly enhances the user interface (UI) (\*4) and user experience (UX) (\*5) embodied by each message, making it possible to expand the range of communication with users through more user-friendly, elegantly designed messaging.

#### ▼Sample layouts



**RECEIPT**

**Brown Store**  
Miraina Tower, 4-1-6 Shinjuku, Tokyo

Energy Drink	\$2.99
Chewing Gum	\$0.99
Bottled Water	\$3.33

ITEMS	3
TOTAL	\$7.31
CASH	\$8.0
CHANGE	\$0.69

PAYMENT ID #743289384279

**BROWN'S ADVENTURE IN MOVIE**

★★★★★ 4.0

Date Monday 25, 9:00PM  
Place 7 Floor, No.3  
Seats C Row, 18 Seat

**Brown's Burger**

**\$10.5** 400kcal  
**\$15.5** 550kcal

Sauce, Onions, Pickles, Lettuce & Cheese

Add to Cart

You can enter the theater by using this code instead of a ticket

A QR code is displayed at the bottom of the movie ticket layout.



D.A.Consortium

## ■ DAC and Flex Message compatibility

DAC was provided with Flex Message in advance by LINE Corporation as one of the privileges of being a certified Diamond Partner, the highest rank of partner in the LINE Biz Account category of the LINE Biz-Solutions Partner Program. Companies that have installed DialogOne® can thus make advance use of this new message format.

Messages previously delivered in standard format — such as news reports from media companies, or product recommendations and store information from e-commerce sites — can now be sent out over LINE in the format best tailored to the service offered by the sender, thus diversifying communication with users. By allowing companies to craft their message to reflect their brand vision, Flex Message, coupled with Rich Menu customizations, enables them to turn their LINE account into something approaching owned media.

DAC will, as a Diamond Partner in the LINE Biz Account category of the LINE Biz-Solutions Partner Program, continue working hard to enhance the features of DialogOne® in order to assist companies in their marketing efforts.

- (\*1) A service of LINE Corporation offering account features to businesses over an API, along with the ability to customize them. Using LINE Business Connect, companies can do more than simply send out one-way messages to LINE users as with a conventional official corporate account; they can also target specific users with more personalized messages. Further, with the user's consent, LINE Business Connect can, by syncing a company's LINE account with its existing database or in-house systems, be turned into a customer relationship management (CRM) tool and business solution that is much more than just a messaging tool. (LINE Corporation does not retain corporate customer data linked to LINE accounts.)
- (\*2) A messaging service management solution compatible with LINE Business Connect and Facebook Messenger. It enables advertisers to make more effective use of their social accounts by combining the customer information in their possession with social account information. That makes it possible to communicate one-to-one with individual users by delivering personalized messages.
- (\*3) February 22, 2018, press release: DAC ranked "Diamond Sales Partner" in "LINE Biz Account" category of "LINE Biz-Solutions Partner Program", which certifies partners that work with LINE on selling and developing corporate services.]  
[https://www.dac.co.jp/press/2018/20180222\\_award](https://www.dac.co.jp/press/2018/20180222_award) (in Japanese)
- (\*4) User interface (UI): The way information is presented to the user when they access a device, service, or website, and how user-friendly it is. Also, the technology by which that is achieved.
- (\*5) User experience (UX): The experience a person has when using a device, service, or website. Also, the pleasure and satisfaction thus gained.

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## <Corporate Information>

### ■ D.A.Consortium Inc.

<http://www.dac.co.jp/english/>

D.A.Consortium Inc. (DAC) is a leader in the online advertising industry. Established in 1996 during the early days of online advertising, DAC has played a key role in the market's formation and development. As a media representative, DAC provides comprehensive support to publishers, ad agencies and other partner companies by purchasing and selling ad space, planning and reporting. It also manages ads through one of Japan's largest trading desks, develops high-tech solutions and offers a wide range of advertising-related digital marketing services. Under the brand slogan, "**Empowering the digital future**," DAC strives to empower the digital future of the world we live in, making it more dynamic while expanding its potential.

Representative : Masaya Shimada, President & CEO

Head Office : Yebisu Garden Place Tower, 4-20-3, Ebisu, Shibuya-ku, Tokyo

Established : December 1996

Business : Online media transaction related business, Solution business,  
Ad Operations Business

※DAC is a 100% subsidiary of D.A.Consortium Holdings Inc.



**D.A.Consortium**

■ **D.A.Consortium Holdings Inc.** <https://www.dac-holdings.co.jp/english>

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Established : October 2016  
Listing Market : 2nd Section of Tokyo Stock Exchange (Stock code: 6534)

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