

## **News Release**

D.A. Consortium Inc.

### **DAC establishes the Fukuoka Technology Lab for system development focused on corporate DX**

**Tokyo, June 30, 2020**--- D.A. Consortium Inc. (DAC) is pleased to announce that it has established the Fukuoka Technology Lab in its Kyushu branch office in Fukuoka. This lab will comprise a specialized system development team that will focus on reinforcing DAC's efforts to promote and support corporate digital transformation (DX)(\*1).

The recent wave of digitalization has prompted many companies to utilize digital technologies to reconstruct their businesses and organizations. This growth in DX initiatives has led to an increased recognition of the need to raise competitiveness by revamping IT systems to utilize the latest AI (artificial intelligence), cloud, DMP (data management platform) and other technologies. However, many companies have been unable to promote DX effectively or update their IT systems appropriately, resulting in bloated and complex systems.

Since its establishment during the dawn of online advertising, DAC has focused on the development of online ad delivery solutions and other ad technologies. In recent years, DAC has developed and provided DialogOne®(\*2) for social CRM (customer relations management), and AudienceOne®(\*3), a DMP. DAC also supports corporate DX efforts, primarily in the fields of marketing and CRM.

Using this expertise and experience, DAC has established the Fukuoka Technology Lab primarily made up of engineers in the Kyushu branch office to develop and provide services that utilize the latest technologies and know how (AI, cloud, CDP and other areas). The Fukuoka Technology Lab is also scheduled to begin recruiting engineers.

Through the support of corporate DX, DAC will continue to help advertisers develop effective digital marketing activities and media companies raise their media value and profitability.

(\*1) Effectively creating and providing value by utilizing digital technology to strategically and structurally rebuild the activities, content and systems of businesses and organizations.

(\*2) DialogOne® is a messaging management solution for messaging service communication platforms, such as LINE. A wealth of experience, exhaustive range of functions and high-level technical expertise enable us to comprehensively support companies' CRM initiatives in a customized manner.

<https://solutions.dac.co.jp/dialogone> (Japanese)

(\*3) DAC's AudienceOne® is Japan's largest Data Management Platform (DMP) with over 100 million monthly mobile ad IDs and 2 trillion data points to provide high-definition third-party data through analysis. AudienceOne integrates various data to analyze and visualize users' behavior, CRM, advertising campaign and panel survey results, which provide marketers an environment where they can pursue new user acquisition and improve LTV of existing users.

<https://solutions.dac.co.jp/audienceone> (Japanese)

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<Corporate Information>

■ **D.A.Consortium Inc.**

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

D.A.Consortium Inc. (DAC) is a leader in the online advertising industry. Established in 1996 as a media rep during the early days of online advertising, DAC has played a key role in the market's formation and the industry's growth. Currently, DAC offers a wide variety of advertising-related digital marketing services both domestically and abroad.

DAC provides seamless services to publishers, ad agencies and other partner companies by offering comprehensive support for ad transaction related services, from purchasing and selling ad space to consultation, planning, operations and results analysis. The company is also engaged in creative production that maximizes the media's characteristics, the development and provision of solutions that bridge a wealth of data with advanced technology, the support of global promotions and other services.

Under the brand slogan, "**Empowering the digital future**," DAC will pursue and lead the future of marketing through innovations that create new businesses.

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Established : December 1996  
Business : Online media transaction related business, Solution business,  
Ad Operations Business

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**Empowering the digital future**

デジタルの未来に、もっと力を。