

News Release

D.A.Consortium Inc.

DAC's EngageOne, solution for Apple Messages for Business, adds a new feature for customer-company communication **~developed and providing a new messaging service with Torchlight~**

Tokyo, July 6, 2023 --- D.A.Consortium Inc. (DAC) is pleased to announce that EngageOne, a messaging solution for Apple Messages for Business, will now offer a new messaging service called Smoothi, jointly developed with Torchlight Inc. (Torchlight). This new service will enable companies to create official accounts within the Messages app, a standard feature on iPhones and other Apple devices, and activate one-to-one communication with *sei-katsu-sha* (a term Hakuhodo uses to denote people with hopes, aspirations and dreams, not simply "consumers") through the Message management screen, thereby facilitating company-customer communication, building good relationships and enhancing marketing effectiveness.



Apple Messages for Business is a service that allows companies to create business accounts within the standard Messages app on Apple devices and communicate with *sei-katsu-sha* in a variety of formats, including texts, images and videos. Only Apple-certified Messaging Service Providers (MSP)(*1) are able to develop functions for companies to create business accounts within the app or link APIs with other iOS functions or business systems provided by Apple. DAC was certified as an MSP in December 2022(*2) and developed EngageOne.

■ EngageOne solution for Apple Messages for Business

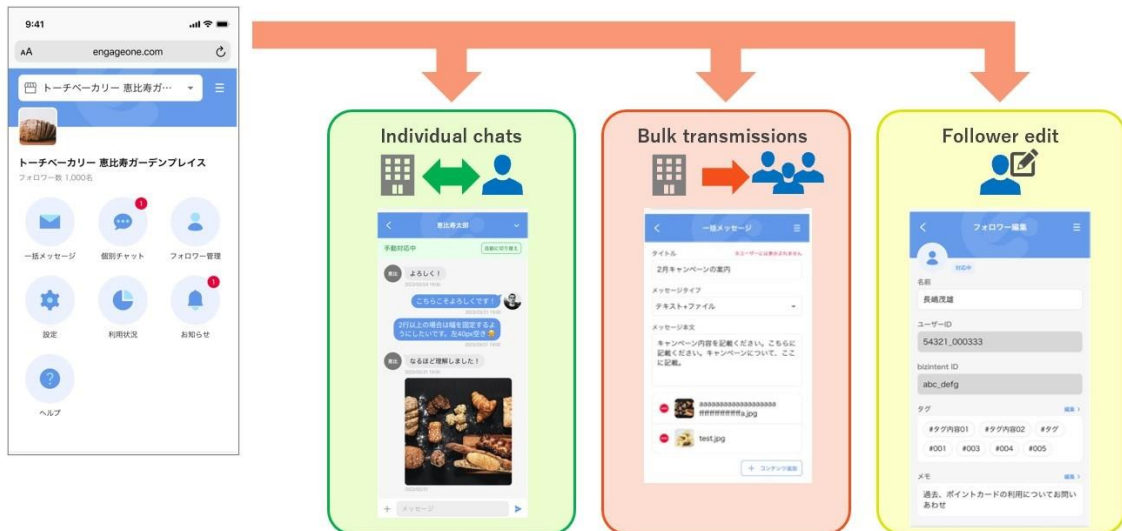
EngageOne is a messaging solution that supports communication between companies and *sei-katsu-sha* within the Apple device built-in messaging app. In collaboration with Media4u Inc., we have been providing a message delivery service on their Media SMS service that includes rich content for all iOS and other mobile phone users.(*3) Working with our group social marketing company Torchlight, we will now begin offering Smoothi, a new messaging service that further promotes one-to-one communication between companies and *sei-katsu-sha*.

■ EngageOne's new functions with Smoothi

In addition to the convenience and privacy protection measures(*4) of the Messages app, which is a built-in feature of Apple devices, Smoothi allows businesses and *sei-katsu-sha* to send and receive files in various formats free of charge. We have also developed the following in-app account management screen.

<Account management screen for centralized management of communication within the iOS Messages app>

Thanks to a simple UI design, the account management screen can be easily accessed and used on a mobile phone. Individual chats and bulk transmissions can be monitored and with the "follower edit" function, customer information can be stored.



For details on Smoothi functions ⇒ <https://smoothi.torchlight.co.jp/> (Japanese)

■ EngageOne future outlook

EngageOne is focusing on the development of functions that facilitate the effective use of Apple Messages for Business, a convenient service with strong privacy protection measures. We plan to expand functions, such as CRM functions and CDP integration, by working collaboratively with partner companies in various industries in anticipation of integration with Apple Pay, an in-chat payment function that has been adopted by many companies overseas, as well as Maps and other apps.

DAC will continue to contribute to our client companies' marketing activities by developing and providing solutions, such as EngageOne, which supports one-to-one communication between companies and their customers.

*Apple, iPhone, iMessage and Apple Messages for Business are trademarks of Apple Inc., registered in the U.S. and other countries and regions.

(*1) Messaging Service Provider :

<https://register.apple.com/resources/messages/messaging-documentation/faq>

(*2) DAC develops "EngageOne" a messaging solution for iMessage and launches SMS linked service

https://www.dac.co.jp/english/press/2022/20221206_engageone

(*3) (Fabrica Communications Co., LTD.) News release of December 6, 2022: An industry first! Messaging service that seamlessly links Apple Messages for Business with RCS/SMS)

<https://www.fabrica-com.co.jp/news/press/3145/> (Japanese)

(*4) <https://support.apple.com/ja-jp/guide/security/sec1c603aab4/1/web/1>

ISO/IEC 27001 and ISO/IEC27018 certified ↓

<https://register.apple.com/resources/messages/messaging-documentation/privacy-security>

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<Corporate Information>

■ D.A.Consortium Inc.

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

Established in 1996 during the early days of online advertising, DAC has led the formation and growth of the digital marketing industry by steadily expanding its operations with the increased digitalization of information and lifestyles.



Utilizing a wealth of knowledge and experience in digital advertising, advanced technological development skills, and strong relationships with media companies, platformers and other technology partners, DAC provides global and comprehensive digital marketing services, such as supporting company data utilization, designing promotional initiatives, and developing and constructing marketing systems.

Guided by the mission, "**Empowering the digital future**," DAC will continue to be a leader in creating new forms of digital ads and marketing that provide new value to society.

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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。