

IT



IT Business Group

■ Market Presence & Business Opportunities

MECCHA COMICS e-comics distribution service for smart-phone and mobile phone users

Surpassed 1 million subscribers

Creating new services using **IoT** in nursing care

With Infocom Corporation at the core, we are engaged in Business Solutions (B2B) and the Digital Entertainment (B2C). With our Business Solutions (B2B), we provide corporate, medical, and public institutions with high value-added services, leveraging our know-how and development technology in the medical industry. With our Digital Entertainment (B2C), we provide consumers with such services as e-comics distribution and e-commerce, leveraging our know-how and track record built up from the early days of the mobile phone business. In the e-book market, MECCHA COMICS has grown to become one of Japan's largest digital comic stores.

■ Fiscal 2016 Performance

Growth in sales of the MECCHA COMICS e-comics distribution service

In Business Solutions, specifically in the healthcare business, we bolstered sales of medical information systems including the *iRad* radiology imaging software. At the same time, we are taking steps to expand into the nursing care field. Notably, we began providing monitoring services using IoT and a nursing care recordkeeping system.

In Digital Entertainment, we posted a steady performance, mainly due to steady growth in sales of MECCHA COMICS.



Medium- and Long-Term Strategies

“We will contribute to social innovation by harnessing advances in ICT, thereby raising our market presence.”

Norihiro Takehara
General Manager,
IT Business Group



Accelerate Growth in the e-Comics Business and Healthcare-Related Business

Smartphones and tablets are now spreading rapidly among the public. Besides general consumers, corporations, healthcare providers, and public institutions have also been making greater use of smartphones and tablets. In this environment, we have positioned the e-comics business and the healthcare-related business as priority businesses, and we are strengthening our competitiveness and expanding the content of our operations.

In Business Solutions, specifically the healthcare-related field, we are working to strengthen the functionality, improve the quality and bolster the competitiveness of existing services for hospitals and pharmaceutical companies. At the same time, we are driving business expansion in the

comprehensive community healthcare and nursing care. For example, we are building networks that will support the development of comprehensive community healthcare and are creating new IoT-driven services that will realize higher efficiency at medical and nursing care sites.

In Digital Entertainment, we are working to further popularize MECCHA COMICS by airing TV commercials in major urban areas across Japan. Concurrently, we aim to capture the top share of the market by enhancing user satisfaction. Measures include using AI technology to improve quality and strengthen security, supporting vertical scroll reading, and enhancing exclusive pre-release distribution and content.