

Indoor Location Technology “TAGCAST” Announces Series A Round of 50 million yen.

Tokyo, 15th April 2016: Indoor Location Technology Company, “TAGCAST, Inc.” (CEO: Akatsuki Torii) announces to increase capital of 50 million JPY through the allocation of new shares to Gukuedo, LLC. (CEO: Makoto Nunokawa) in which domestic and foreign angel investors participate.

With indoor location technology, TAGCAST makes up for what GPS cannot do. TAGCASTBeacon makes it possible to use location information even in GPS-unavailable places.

TAGCAST is now providing 3 types of beacons; TAGCASTBeacon is a standard beacon which is battery-powered and easy to set up. PaperBeacon which brought a big impact into O2O and Omni-Channel field, realizes amazing "identification by individual seats at tables". LEDBeacon, a beacon unified with a light bulb, is suitable for the usage in house facilities.

TAGCAST-Cloud service is managing information such as coordinates and locations in facilities on the world and indoor maps. Customers can analyze big data of app users, who stay not only in outdoor locations but also in indoor locations.

By managing the location information effectively, stores and restaurants can send "authentication of visit" to visitor's smartphone to give them coupons, points, and connect the online reviews with the number of actual visits of the reviewer.

Especially, PaperBeacon is also known as a smart IoT device. It has been adopted in "10 Languages ordering service" by Putmenu, Inc. in USA. Since visitors of restaurants can place orders by only "putting" their smartphones on PaperBeacon at tables, staffs can identify the table where the order is placed. In addition, it is also used to "ring a bell" on their smartphones to make requests such as "Check, please?"

TAGCAST is aiming to develop technology in beacons and cloud services further with this capital increase, and accelerate distribution of the services into the global market.

■Demonstration video "PaperBeacon in the table"

<https://youtu.be/Qh7-PMR7jKU>

◆About TAGCAST, Inc.

TAGCAST offers Indoor Location Technology by beacons and cloud services. Regarding the application using its own technology developed in 2012, TAGCAST acquired a basic patent which is indispensable in beacon services. (Registration no. 5650870, on 21st November, 2014 in Japan)

This patent was also registered in Korea, and is in progress for registration in USA, Europe, China, and etc. TAGCAST won the Grand Prix Award in "Social Innovation" section of CEATEC JAPAN 2014, which is one of the biggest Business Model Competition in Asia.

◆Company overview

Company name: TAGCAST, Inc.

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CEO: Akatsuki Torii

Founded: 7th May 2013

Capital: 30 million JPY

Main operation: Indoor Location Technology

Website: <http://tagcast.jp/en/>

◆For more information, please contact below◆

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