

未来の  
インタラクティブ・サイネージ  
コミュニケーション

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2014.7.8

株式会社 電通テック

工藤 成



工藤 成  
Naru Kudo

株式会社 電通テック  
プロデューサー / ディレクター / プランナー

電通グループ横断コミュニケーションチーム「\_\_ (UNDER\_BAR)」にて、  
デジタルクリエイティブ領域のサービス開発に従事。

TM



電通OOH局が媒体開発した都営大江戸線六本木駅ホームのデジタルサイネージ「六本木ホームビジョン」。

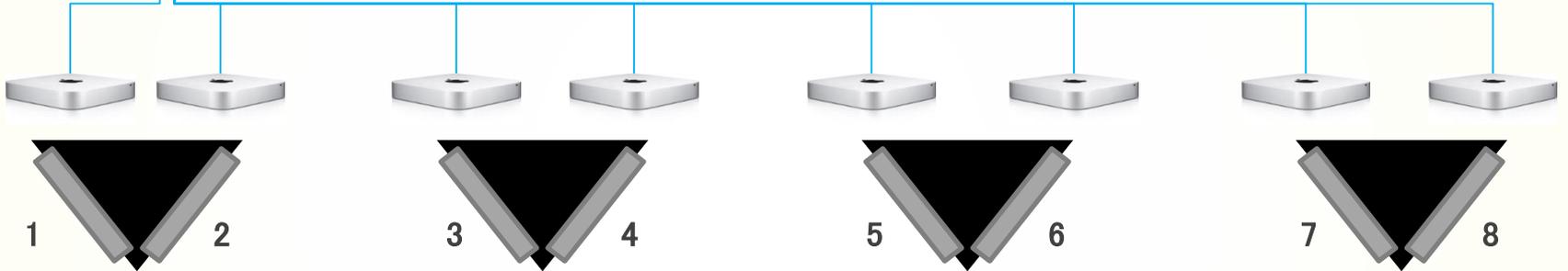
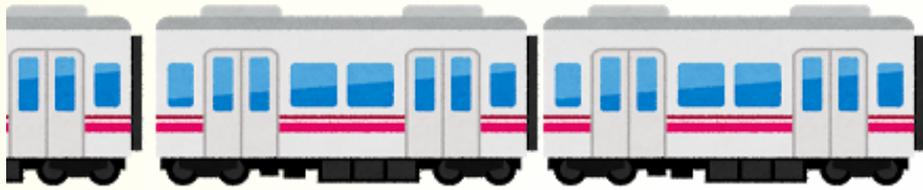
本運用に先立ち、2つの実証実験を実施。



ご案内  
この付近は  
ホームです  
Please wait in the  
platform



電車を「感じる」サイネージ



マイク



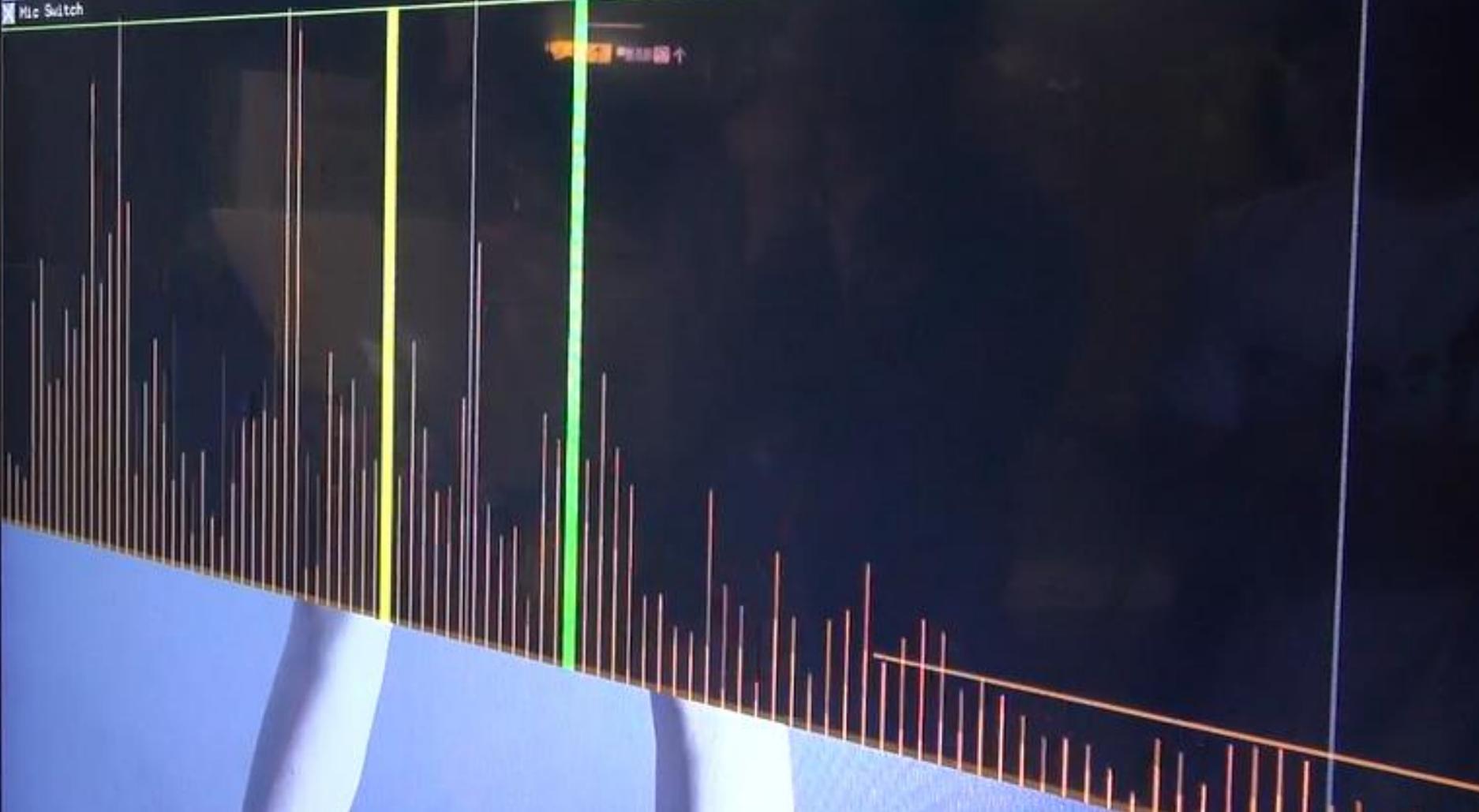
サイネージ



Mac mini

# TECHNOLOGY

Volume	850,776
Low Threshold: (x:Range-min y:Range-max z:Threshold)	868,408
Range Low	406,367
A	
M	
Z	
High Threshold: (x:Range-min y:Range-max z:Threshold)	-
Range High	1163,88
A	1170,45
M	406,367
Z	4
File Threshold	
Mic Switch	





# CREATIVE





あなたを「感じる」サイネージ

# face\_in

人間の顔を「認識」するだけでなく、個人を「認証」する、  
顔認証コミュニケーション・サービス。

Hello again,  
Noriko.

Ghazales Herbal and Chem

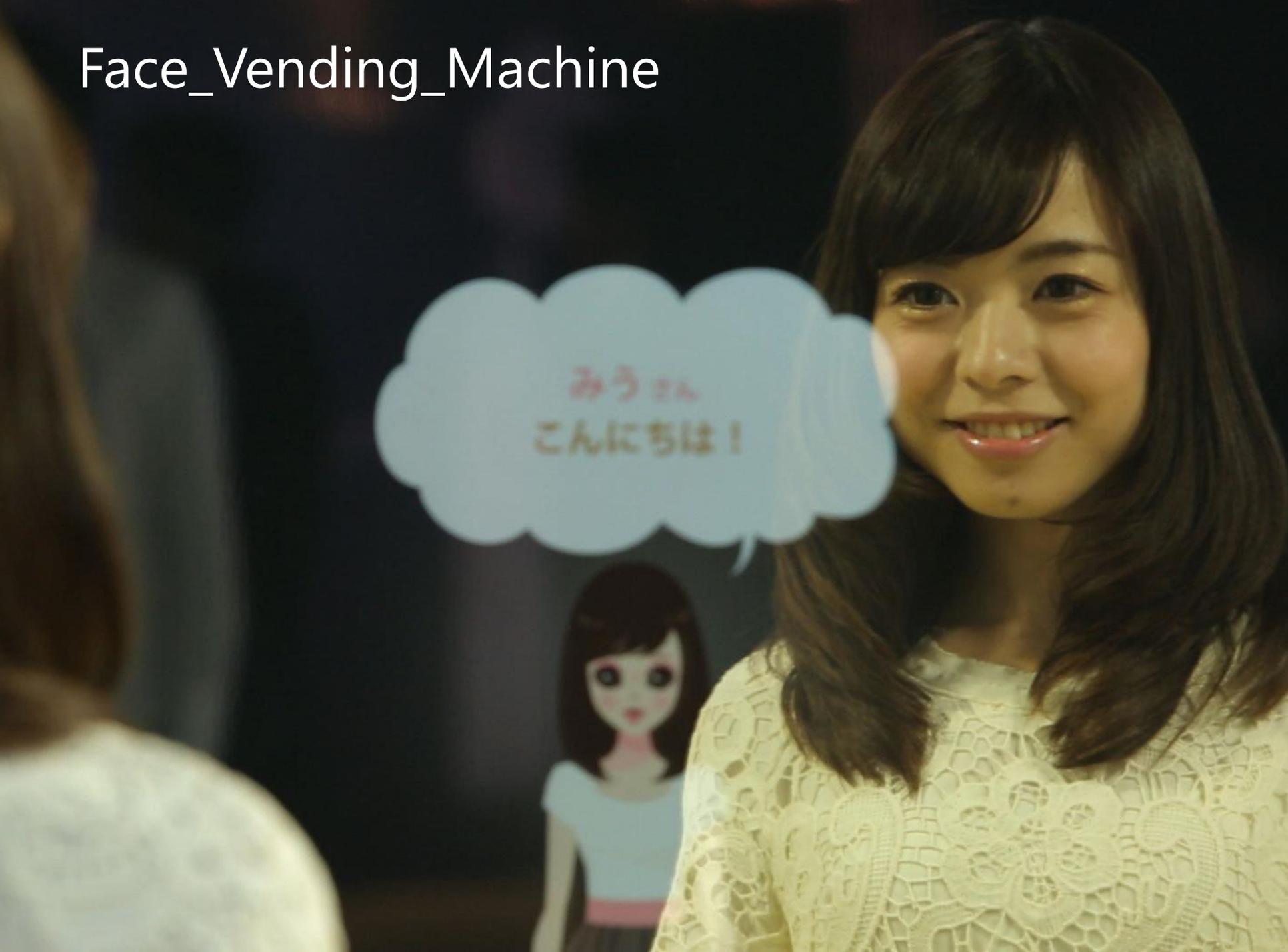
**XELEN**  
Her Shampoo, Gel & Cream





# The Psychic Parrot

# Face\_Vending\_Machine



みうさん  
こんにちは!

# CANNES LIONS

INTERNATIONAL FESTIVAL OF CREATIVITY  
15-21 JUNE 2014



ASST  
16-19 like watching  
what finds the  
cooking show

WELCOME TO THE 45th CANNES LIONS  
AWARDS CEREMONY  
GRAND AMPHITHÉÂTRE LOUIS XV

MDC  Partn  
Where Great Ta

EDA  
DENMARK

SEE THE  
WORK

DESIGN LIONS  
PRODUCT DESIGN LIONS



BETTER  
PA  
EVER  
Your gateway to  
over 350 million  
Chouetri Group  
www.chouetrigroup

# MAGIC OF FLYING BRITISH AIRWAYS

BRITISH AIRWAYS

Look, it's  
flight BA272 from  
San Diego

#lookup

THE SOCIAL SWIPE  
BISCHÖFLICHES HILFSWERK  
MISEREOR

# Feed them!

Swipe your credit card  
and donate 2 euros:

VISA



Help MISEREOR in the fight against hunger – with your donation you are supporting sustainable farming methods in the barren highlands of Peru.



**MISEREOR**  
• THE COURAGE TO ACT

**EUROPE IS JUST NEXT DOOR  
SNCF**

BARCELONE

A photograph of a wooden door with a sign that says "BARCELONE" mounted on it. The door is set in a city street at night. The sign is a small, rectangular, light-colored frame with the word "BARCELONE" in a dark, serif font. The door is a light brown color with a traditional six-panel design. The background shows a city street at night with a white taxi cab on the left, a white van on the right, and buildings with lit windows in the distance. The ground is wet and reflects the streetlights.

# UNBELIEVABLE PEPSICO



**MEGAFACES - MEGAFON  
SOCHI OLYMPIC PAVILION  
MEGAFON**

