

Broadmedia signs business alliance with HELLO! MOVIE Inc., which provides an accessibility system to movie theaters

Global rollout of HELLO! MOVIE, an accessibility system from Japan

Broadmedia Corporation (head office: Minato-ku, Tokyo; Taro Hashimoto, CEO; hereafter, “Broadmedia”), has signed a business alliance agreement with HELLO! MOVIE Inc. (head office: Chuo-ku, Tokyo; Atsushi Takigawa, President), which provides accessibility services for hearing and visually impaired audiences at movie theaters. The alliance is aimed at launching full-scale activities to have HELLO! MOVIE, an accessibility system conforming to Japanese film industry standards, adopted by major Hollywood film studios and to promote it globally.



HELLO! MOVIE Inc. is a provider of services and systems that enable barrier-free screenings in movie theaters, which was established on December 1, 2023 as a subsidiary of Evixar Inc. (head office: Chuo-ku, Ginza, Atsushi Takigawa, Chairman of the Board, Director, CEO) through an incorporation-type company split. HELLO! MOVIE Inc. enables barrier-free screenings with HELLO! MOVIE, a free app that enables viewers to enjoy movies with subtitles and audio description via smartphones or smart glasses, and subtitle glasses that are loaned out by movie theaters for free.

Due to the April 2024 revision to the basic policy based on the Act for Eliminating Discrimination against Persons with Disabilities, movie theaters will be more proactive than ever in adopting accessibility measures. In Europe and the United States, as leaders in accessibility initiatives, the replacement of aging movie theater equipment with new facilities that incorporate new accessibility screening methods has been a challenge. However, movie theaters are hesitant to invest in equipment because they face difficult financial conditions associated with the COVID-19 pandemic. Moreover, filmmakers dislike the idea of tampering with their film works, such as adding subtitles or audio description for

vision- or hearing-impaired audiences. It is believed that the HELLO! MOVIE system (*1), which does not require new movie theater equipment and does not tamper with movies, has advantages from the viewpoints of both distribution and entertainment.

Broadmedia has expertise in the production of Japanese versions (both with subtitles and dubbed versions) of overseas movies and TV series, the production of subtitles for the deaf and hard of hearing, and the production of Audio Description (AD) for the blind and visually impaired, cultivated through many years of operating a business producing visual and audio content. By applying this expertise, the company will incorporate the HELLO! MOVIE system into the workflow conforming to the content security standards of the Motion Picture Association (MPA) of the United States.

Moving forward, Broadmedia will make use of its overseas network, which has been developed through the content business, to encourage studios in Hollywood, and film-related business operators in Europe and APAC to use the HELLO! MOVIE system, thus contributing to the expansion of the barrier-free screening market in Japan and overseas as a vendor of solutions for movie theaters. HELLO! MOVIE and subtitle glasses have already been adopted for domestically produced film works from Warner Bros. Japan and Sony Pictures Entertainment Japan.



■ Company Profile ■

HELLO! MOVIE Inc.

Establishment : December 1, 2023

Affiliated Company and shareholding ratios : Evixar Inc. 100%

Business : Development and operation of HELLO! MOVIE, system and services enabling barrier-free screening for movie theaters

Location : 1F Matsui Bldg., 1-17-22 Shinkawa, Chuo-ku, Tokyo 104-0033, JAPAN

Evixar Inc. (JPX - Securities Code: 4257)

Establishment : March 12, 2004

(Listed on the TOKYO PRO Market of TSE in December 2021)

Capital : JPY 613.600 million (Including capital reserves)

Net sales : JPY 176.000 million (FY ended December 31, 2022)

Business : Research and development of software based on audio signal processing and
provision of acoustic communication solutions

Location : 1F Matsui Bldg., 1-17-22 Shinkawa, Chuo-ku, Tokyo 104-0033, JAPAN

URL : <https://www.evixar.com/>

- *1 The HELLO! MOVIE system is based on an (internationally patented) acoustic communication technology that was developed by Evixar Inc. This technology controls devices, such as smartphones and smart glasses, on a real-time basis by having them automatically detect special sounds embedded with encrypted data (audio watermark) and characteristic points (fingerprints) of sounds (audio source) stored in a database. For example, an audio watermark is embedded in an advertisement or anti-pirating message, which is screened immediately before the movie starts, to control the subtitles and audio description without tampering with the movie.

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