

**Special hospitality with “the space created for gratifying five senses”
Faith Inc. provides its shop BGM service “FaRao PRO” for Kawasaki’s
new brand shop “Kawasaki Plaza”**



Faith Inc. has started to provide the shop solution service “FaRao PRO” which has a shop BGM function as a core service for Kawasaki Motors Corporation Japan’s newly launched “Motor Cycle Life” style brand shops “Kawasaki Plaza” which have been built on the concept of “the space created for gratifying five senses” on the 2nd November 2016.

“Kawasaki Plaza” will reborn as the spaces that can provide the “Motor Cycle Life” style which have been applied the technology of “Kansei Engineering” supported by Professor Shinji Yamamoto of Kanazawa Institute of Technology. These spaces are created for harmonizing all the items in the shops such as shop designs, exhibition styles, apparel fashions, music and fragrance and these items are also supplied by collaborating with various kinds of other high quality oriented brands. FaRao PRO will supply very unique BGM playlists just for “Kawasaki Plaza” to help making the shop atmosphere to be more cozy and comfortable.

Faith Inc. also will continuously support their overall shop operations and shop environment creations by utilizing the power of music through FaRao PRO functions.

Official website URL: <https://www.kawasaki-motors.com>

FaRao PRO official website URL: <http://www.faraopro.jp/>

■Unique shop BGM channels for “Kawasaki Plaza” by FaRao PRO

These unique music channels only for Kawasaki Plaza are created by using “Kansei Technology” the study of human sensibility to apply everyday products and services.

We select tracks based on an analysis of emotions of when people listen to music and we create and distribute unique channels that will enhance the effect of shop exhibitions.

Provided channels: Three basic channels; Touring / Street Casuals / Sports and additional original programs to be provided for special occasions such as business sessions, time of the day, seasons and others.

Launched: 2nd November 2016

Format: Dedicated tablet tuner for FaRao PRO application

■About “Kawasaki Plaza”

A new base of providing “Motor Cycle Life” style with special hospitality

Kawasaki Motors Corporation Japan has been producing products with the motto of “Brand-building of security, safety and reliability” since it started. We aim to create special places where guests can experience the highest quality interior designs, shop exhibitions, selected accessories and apparel products, back ground music, originally blended shop coffee, staff manners and so much more.

■Reception Party held on the 2nd November 2016

The party was held for the guests to experience this cozy space with listening to FaRao PRO BGMs, watching a 1/12 scale model display and tasting the original blended coffee.



FaRao PRO



Exhibited Models



1/12 Scale Model of “Kawasaki Plaza”

■ About FaRao PRO

FaRao PRO is our store solution services which provide background music through internet distribution and other useful features for stores/facilities. Capable of central management, off timer, spot announcements, etc. to help store branding and various space production. Implemented useful applications for store managements such as attendance managements, inventory managements and more. Sales promotion tools to invite customer visits and increase frequent clients, which enable stores to present visiting customers free digital contents or coupons for free.

■About Faith (Tokyo Stock Exchange 4295 1st Section) <http://www.faith.co.jp/>

Since its foundation, Faith, Inc. concentrates on creation and innovation of new mechanisms or systems of various contents distribution, and it is the world’s first company (note1) which had invented and commercialized ring tones for mobile phones and this ring tone platform has been deployed over 100 countries.

Faith, Inc. group consists of subsidiaries and affiliates which have necessary functions of a digital distribution channel including Japan’s first record company “Nippon Columbia”. Our group philosophy is “Leave the present, Create the future” and we are developing our domestic and global business mainly around “Sound”, but also in Entertainment, Education and Medical.

Faith, Inc. continues to provide solution services ranging from production of music and videos, construction of contents distribution system to distribution solutions, in order to create new markets or cultures which are valuable to the society.

(note1) Based upon our researches.

【Contacts】

Faith, Inc. Public Relations Division, Group Corporate Planning Office
media@faith.co.jp