



May 8, 2017

TOKAI Holdings Corporation
Katsuhiko Tokita, President & CEO
(Code No. 3167 Tokyo Stock Exchange First Section)

To whom it may concern

Construction and operation of new service utilizing AWS

TOKAI Communications Corporation (hereinafter "TOKAI COM"), a wholly owned subsidiary of TOKAI Holdings Corporation, was announced that contract of construction and operation of cloud-type photo sharing service's system infrastructure which the service is provided by Turtle Co., Ltd., manages photo studio mainly in Aichi Prefecture (Headquarters: Kasugai City, Aichi; President & CEO : Masayoshi Kameyama; hereinafter the "Turtle"), as described in the attachment.

TOKAI COM has numerous introduction results as an AWS* Partner Network (APN) Advanced Consulting Partner at Amazon Web Services. So it is possible to provide at one-stop from the design and construction to connecting lines, server monitoring and operation of a system based on AWS.

This case is an example of taking advantage of that know-how, and we will continue to propose and provide a diversified ICT solution that will contribute to customer's business promotion.

* Amazon Web Services (AWS)

A cloud service from Amazon Web Services, Inc. that provides diverse services on a global scale, including computing, storage, database, analysis, and applications.

* Amazon Web Services and AWS are trademarks of Amazon.com, Inc. and its affiliated companies in the United States and other countries.

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To whom it may concern

TURTLE., Co. Ltd.
TOYODA HIGH SYSTEM, Incorporated
DRAGON AGENCY, Ltd.
TOKAI Communications Corporation

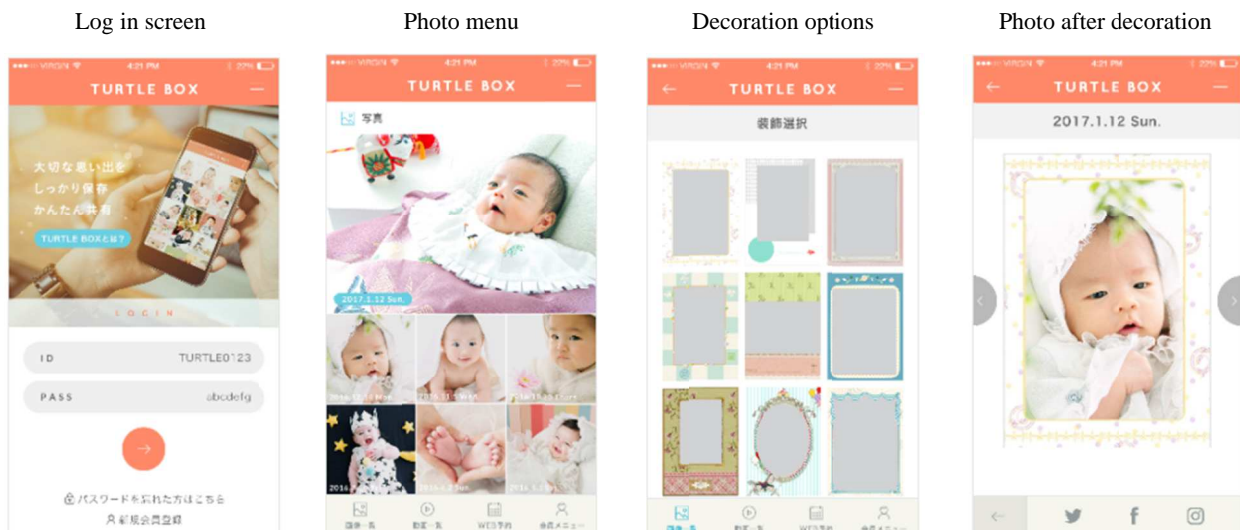
Launch of New Photo-sharing App Service “TURTLE BOX” through Collaboration of Four Companies

—Enabling customers to view, decorate, and share photos taken at photo studios
with their smartphones—

TURTLE., Co. Ltd. (Headquarters: Kasugai-shi, Aichi; President and CEO: Masaki Kameyama; hereinafter “TURTLE”), TOYODA HIGH SYSTEM, Incorporated (Headquarters: Kariya-shi, Aichi; President and CEO: Masahiro Furuike; hereinafter “THS”), DRAGON AGENCY, Ltd. (Headquarters: Nagoya-shi, Aichi; President and CEO: Masashi Iida; hereinafter “DRAGON AGENCY”), and TOKAI Communications Corporation (Headquarters: Shizuoka-shi, Shizuoka; President & CEO: Katsuhiko Tokita; hereinafter “TOKAICOM”) will jointly provide “TURTLE BOX,” a new photo-sharing app service that enables users to view and share their photos taken at TURTLE’s photo studios with a dedicated smartphone app, from May 8, 2017.

The service has adopted Amazon Web Services (hereinafter “AWS”), which offers robust and extensive services and API. The adoption of AWS has enabled the implementation of functions with a relatively small number of coding steps. In addition, the use of serverless architecture has enabled the construction of a flexible and expandable system in a short period of time, and enabled the convenient photo-sharing app service for customers. The service aims to acquire approximately 100,000 customers over five years by gradually expanding services, including the addition of functions enabling customers to purchase photo data using this app.

The four companies will continue combining their respective technologies and expertise to provide customers with convenient services while planning, developing, and providing services that enable customers to “share joy and delight,” which is the corporate philosophy of TURTLE.



*The images shown above are those of screens currently under development. Actual screens may differ.

1. Overview of services

(1) Name: Photo-sharing app service “TURTLE BOX”

(2) Features:

- A. Easy operation using the dedicated smartphone app
- B. View photos and photo movies taken at TURTLE’s photo studios
- C. Decoration of favorite photos (e.g. frames), as well as posting and sharing of photos on SNS
- D. Online studio reservations using the app
- E. Purchasing photos using the app will be available in the future

(3) Price: Use of the dedicated smartphone app is free of charge.

* Costs related to devices and data communication are borne the customers.

* In-app charges will apply when using functions to purchase photo data, which will be available in the future. Details will be announced when the functions are launched.

(4) Website (Japanese only): <http://www.ps-turtle.com/guidance/app/>

2. Overview of “TURTLE BOX” smartphone app

Name	TURTLE BOX	
Release	May 8, 2017	
OS	iOS8.0 or above	Android4.1 or above
Language	Japanese	
Provider	TURTLE., Co. Ltd. (Development and operation by DRAGON AGENCY, Ltd.)	
Download	 https://itunes.apple.com/jp/app/turtle-box/id1230110614?l=ja&ls=1&mt=8	 https://play.google.com/store/apps/details?id=com.turtle.turtleboxapp

App icon image



3. Background and purpose of collaboration

TURTLE, which operates 17 photo studios in the Tokai area including Aichi, Gifu, and Mie prefectures, has outsourced the construction, operation, and maintenance of its overall on-premise systems to THS, a system integrator, with the aim of developing a system environment to provide stable services to customers.

In addition, TURTLE has striven to increase customer convenience, such as by developing an online reservation system, available 24 hours a day, on its website, which was redesigned in August 2016. This online reservation system has been developed by DRAGON AGENCY on “BroadCenter Cloud Platform” provided by TOKAICOM.

TURTLE had planned to provide customers with a new smartphone app to enable customers to share joy and delight in the current consumer market, where the use of smartphones is widespread, and to easily view and share photos and photo movies taken at photo studios in a more familiar way.

As a result, TURTLE decided to develop the new photo-sharing app service “TURTLE BOX” in collaboration with THS, DRAGON AGENCY, and TOKAICOM, with whom collaborative relationships had been established through the construction of the above mentioned online reservation system.

4. Details of collaboration and the roles of each company

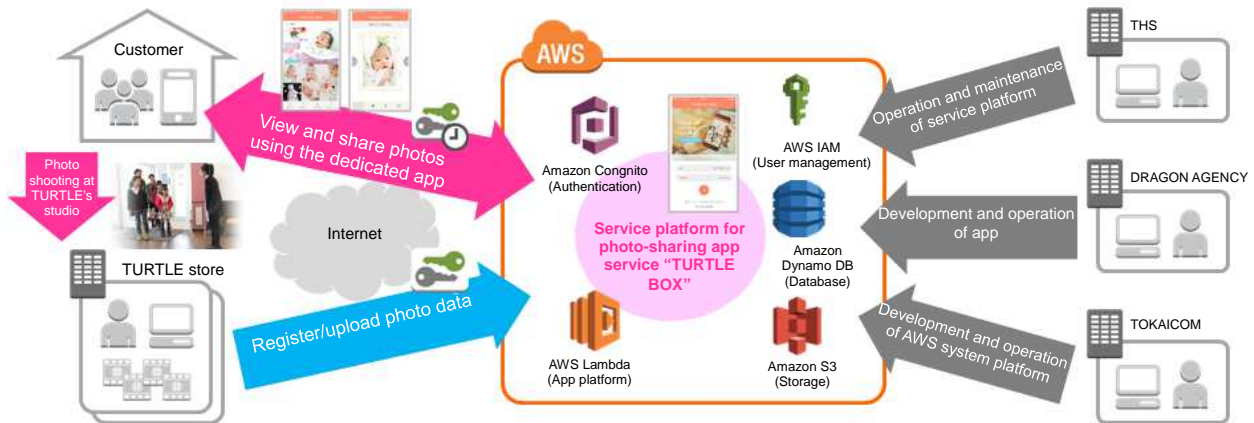
(1) Details of collaboration

Construction and operation of service platform for photo-sharing app service “TURTLE BOX” and provision of “TURTLE BOX”

(2) Roles of each company

- TURTLE: Provision of photo-sharing smartphone app service “TURTLE BOX”
- THS: Operation and maintenance of TURTLE’s overall system and service platform
- DRAGON AGENCY: Development and operation of app, which is a service platform
- TOKAICOM: Development and operation of system platform using AWS, which is a service platform

(3) Conceptual image of service provision through collaboration



■ Comments from the project manager (TURTLE)

I am delighted to announce the launch of the new photo-sharing service “TURTLE BOX” for customers of Photo Studio TURTLE.

We decided to development of this app embody our desire to let customers feel more familiar with photos and share their valuable photos with their family and friends. Considering that our target customers are mostly smartphone users, and viewing smartphones as a familiar tool that is constantly carried around and enjoyed anytime and anywhere, we came up with a plan to provide a new service in the form of a smartphone app for TURTLE customers.

We sincerely hope to add color to customers’ everyday lives with photos through this “TURTLE BOX” service. The planning and development of the service is being facilitated in cooperation with THS, DRAGON AGENCY, and TOKAICOM. We would like to express our deep gratitude to everyone who has supported our efforts.

Naoki Kameyama, Senior Managing Director, TURTLE., Co. Ltd.



* Amazon Web Services, AWS, Amazon S3, Amazon DynamoDB, and Amazon Cognito are trademarks of Amazon.com, Inc. and its affiliated companies in the United States and other countries.

* Names of companies, products, services, logos, etc., are trademarks or registered trademarks of the relevant companies.

[For inquiries regarding the service]

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