

【MIRAIT ONE Corporation】**MIRAIT ONE Provides an Electronic Shelf Tag Solution for Caption Boards at Tokyo Fuji Art Museum****- Contributing to improving the efficiency of updating caption boards and displaying the latest information in the museum -**

MIRAIT ONE Corporation (head office: Koto-ku, Tokyo; President and Chief Executive Officer: Toshiki Nakayama), together with its group company CREiST Inc. (head office: Shinagawa-ku, Tokyo; Representative Director and President: Haruki Iida; "CREiST"), implemented an electronic shelf tag solution for the caption boards (used to introduce art pieces) in the permanent exhibition room of Public Interest Incorporated Foundation Tokyo Fuji Art Museum (head office: Hachioji-shi, Tokyo; Chair and Board of Trustees: Kazuhiko Oshida; "Tokyo Fuji Art Museum") in April 2025.

The electronic shelf tag solution, which MIRAIT ONE launched in 2018, has so far been adopted by the retail industry, including electronics retail stores, to display "product names" and "price tags," contributing to the store DX revolution (registered trademark 6502639). We also have a proven track record of introducing this solution at many sites in a wide range of fields, including factories, warehouses, and cafeterias, to be used for display of work instructions, inventory management, menus, and so on.

The Tokyo Fuji Art Museum has been adopting the electronic shelf tag solution for museum store inventory management since October 2022, and this time the solution is installed on the museum's caption boards. Information on artwork is often revised and updated as research progresses, such as when previously unknown dates of creation are revealed. Conventional acrylic caption boards had an issue in that although the latest information is posted on the website (the exhibit introduction pages on the museum's official website and the collection database in Japan Search^{*1}), the caption boards in actual exhibition rooms contained outdated information.

With our electronic shelf tag solution in place, it is now possible to change the caption boards in the museum within tens of seconds after there is a change in the metadata (artwork data) of Japan Search. As an advanced museum DX initiative, MIRAIT ONE developed and launched a system that links "Japan Search" and "electronic shelf tags" via an API.

The initiative to install digital captions in the museum using Japan Search's API has undergone the PoC process since April 2022 as a collaborative project among Tokyo Fuji Art Museum, MIRAIT ONE, and CREiST, and received the "Digital Archive Japan Award 2023."

The role of each company in the implementation of this solution is: MIRAIT ONE provides the solution and performs the setup work, and CREiST is responsible for system development.

Through its electronic shelf tag solution, MIRAIT ONE will continue to contribute to a wide range of fields, including museums, retail stores, and factories, with the aim of creating a society where people can work more efficiently.

Japan Search^{*1}: A national platform that allows users to search, browse, and utilize metadata for content in various fields, including books/publication, official documents, cultural properties, art, humanities, natural history/science and engineering, academic assets, broadcast programs, and movies. Under the policy of the Study Group on the Promotion of Digital Archives, the National Diet Library is operating the system with the cooperation of various organizations.

<About Public Interest Incorporated Foundation Tokyo Fuji Art Museum>

The Public Interest Incorporated Foundation Tokyo Fuji Art Museum is a private art museum that opened on November 3, 1983. The museum has a collection of approximately 30,000 works in various genres, including paintings, prints, photographs, sculptures, ceramics, lacquer works, armors, swords, and medals from various countries and periods in Japan, the East, and the West. The greatest features lie in the oil painting collection, which offers a full view of 500 years of Western painting from the Renaissance period through Baroque, Rococo, Neoclassicism, and Romanticism, to Impressionism and the present day, and the photography collection, which provides an overview of the history of photography from its birth to the present day.

<About MIRAIT ONE Corporation>

Founded in 1946, MIRAIT ONE is a company engaged in building and maintaining various types of social infrastructure with a history spanning approximately 80 years. Based on the wealth of experience and technical expertise we have accumulated in the construction of telecommunications infrastructure, in recent years we have been creating and maintaining society's infrastructure in the energy and transportation fields. By leveraging our technologies in communications, electricity, architecture, civil engineering and other fields, we are working on urban and regional development that connects to the future, including implementing DX in communities and businesses and promoting the use of green energy. Based on our purpose of "co-creating an exciting future through challenges and technology," we aim to create new value that enriches people's lives and realize a sustainable society.

<About CREiST Inc.>

CREiST Inc. serves as a system integrator of the MIRAIT ONE Group. The company focuses its business on three main areas: systems development, infrastructure construction, and systems operation. In 2021, CREiST developed a "data linkage platform" to support the introduction of electronic shelf tags. With a track record of more than 500 installations at more than 30 companies, including major players in the distribution industry, CREiST is one of the top electronic shelf tag vendors in Japan.

◆Photo of the use of an electronic shelf tag in the museum

