

ePosters used as nameplates at conferences and seminars

Well-received for ease of rewriting the display and smart design



Customer

Hitachi, Ltd.

Lumada Innovation Hub Tokyo

- Chiyoda City, Tokyo
- Opened in April 2021. A hub facility for promoting digital transformation (DX). Provides a forum for firms and people to connect and form a community, resulting in the creation of new innovations.

A photograph of the exterior of the Lumada Innovation Hub Tokyo building, showing its modern glass facade and entrance.

Implemented Product

ePoster Electronic Paper Display

EP-C071 (7.3") × 24 units

- Implemented in September 2024. Used as nameplates for attendees and speakers at conferences, lectures, etc. Replaced the conventional paper insertion format.

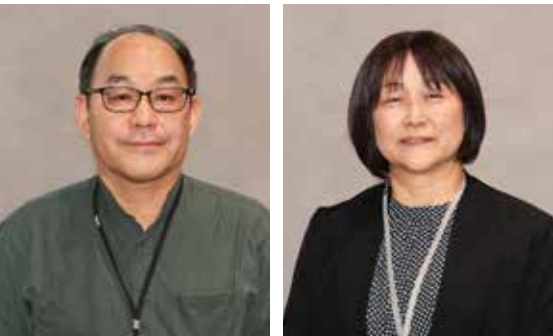
This is what we realized.

Challenges Before Implementation

The time and effort required to print information on paper and insert it into nameplates was successfully reduced, leading to improved work efficiency.

Display content is now managed centrally using tablet devices. This information is easy to input or rewrite with the use of templates.

7.3" is an ideal fit for nameplates. We are satisfied with both the device's functionality and superior design quality.



Hitachi, Ltd.

Digital Engineering Business Unit

Masato HashimotoTomoho Hanami

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Reasons for Selection

Display content can be centrally managed using tablet devices.

We also gave high marks to the device's stylish and smart design.

While researching and considering products that we could potentially use as digital nameplates, we discovered the ePoster Electronic Paper Display. In addition to the convenience that comes from the ability to centrally manage display content using tablet devices, we also praised the device's high design quality, stylishness, and smart look. Another advantage offered by ePoster was that the battery lasts a long time due to no power being required to maintain the display, which largely eliminated concerns about the power supply in our day-to-day operations.

Effect After Implementation

Input and rewriting is a cinch with the use of templates.

Saves both time and effort in preparing nameplates.

With various individuals visiting from domestic and overseas firms and research institutes, nameplates are indispensable for communication in co-creation endeavors. For us, ePoster is highly useful in that regard. Convenient templates are available for inputting and rewriting affiliations, positions, and names, making it easy for anyone to operate. With ePoster, both the time and effort required for preparing nameplates has been considerably reduced compared to conventional paper insertion nameplates. Another operational advantage is that data does not remain in the device due to the main unit containing no storage, which helps safeguard customers' personal information.

Future Prospects

We also want to look into displaying meeting agenda on the back and implementing larger ePosters.

When we explain that the nameplate is made of e-paper, people express surprise. Sometimes, the device turns into a conversation piece. Because different screens can be displayed on the front and back of the device, it will likely be possible to display meeting agendas (schedules) on the back side in the future. Additionally, we want to look into implementing additional ePosters to ready ourselves for events with numerous attendees, as well as using larger ePosters in various ways.

Background of Implementation

As a hub progressively engaged in DX promotion, we sought to digitize our nameplates as well.

Lumada Innovation Hub Tokyo is a hub where various firms and individuals engage in co-creation to bring forth new innovations. Given that it is also a center focusing on DX promotion and IT consulting, the use of the analog format of nameplates with paper inserted inside at meetings, seminars, workshops, etc. was less than favorable for the facility's image. This format was also time- and effort-consuming and burdensome for the staff in charge to prepare nameplates tailored to each meeting or event.



Using ePoster as a nameplate for conferences and seminars



The device's smart, simple design makes it an ideal fit for variety of spaces



ePoster's lightweight, compact form means it can be carried around with ease