

STUDIO DEEN BUSINESS CONTENTS

Message

Studio DEEN is a fleet of contents creators.

Not only animation production, we started music production, live performance production and goods production that related anime or music or live that we make.

"cosmic record" that a brand of music and contents creators joined to our fleet last year. By the arrangement, we got to be able to create more high-quality music and live performance.

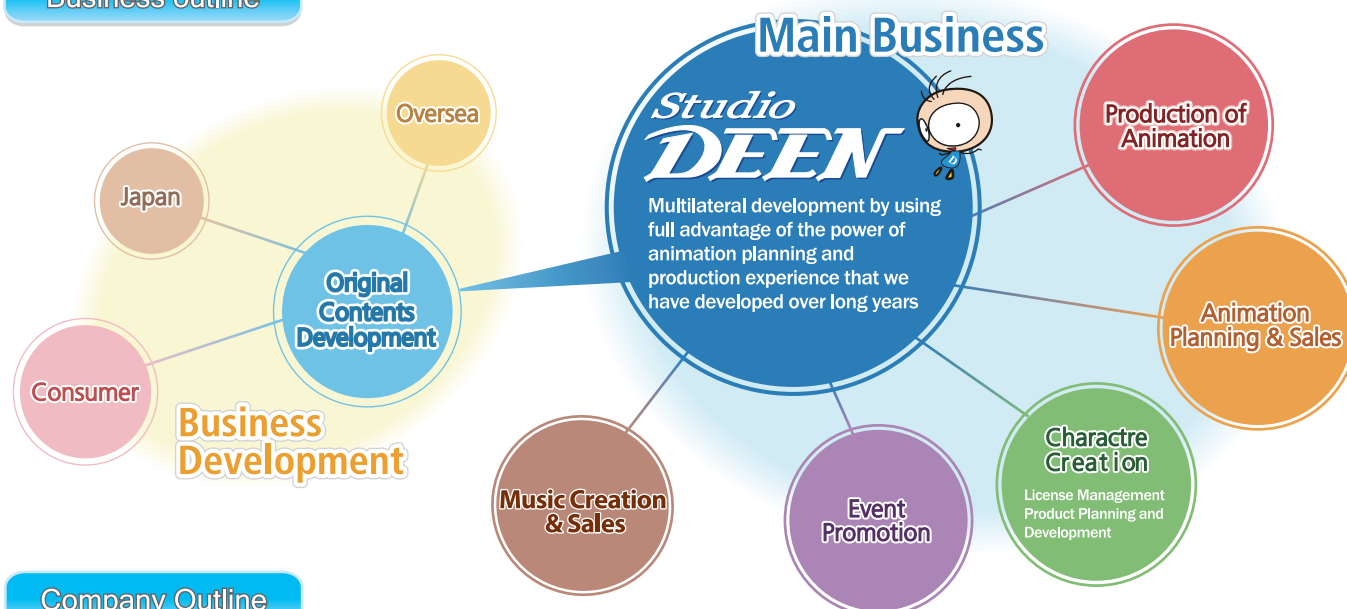
In this year, we look forward to seeing you in those lives.

Please stay tuned to our anime and other production from today to future.

Thank you.

President Kazunori Noguchi

Business outline



Company Outline

■Trade Name STUDIO DEEN CO., LTD

■Data established 1975/3/14

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■Officer Chairman&CEO SHINICHIRO IKEDA
President KAZUNORI NOGUCHI

■URL <http://www.deen.co.jp/>

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■ Business Description

Planning and production of TV, movie, video and commercial film animation.
Planning and development of character product that can withstand oversea trading.
License management, event and convention promotion, content planning and development.
Music Creation & Sales.

■ Group Company

Ima Group Inc.
Banjihan Ace Inc.
SOL International Inc.
SurfersParadise Inc.
Crank CO.,LTD.
China Deen

■ Member Organizations

The Association of Japanese Animations
Japan Contents Promote Organization
3D-Geometry Application Network

■Major Trading Partners

ASATSU-DK INC. Aniplex Inc. AT-X Inc. Japan Broadcasting Corporation NHK ENTERPRISES, INC. NBCUniversal Entertainment Japan LLC
KADOKAWA CORPORATION KING RECORDS CO., LTD. Kodansha Ltd. Shueisha Inc. Shogakukan Inc. Sotsu Co.,Ltd
TV TOKYO Corporation Tokyo Broadcasting System Television, Inc Toho Company, Limited Bandai Visual Co., Ltd.
Fuji Television Network, Inc. FlyingDog, Inc. Frontier Works Inc. YOMIKO ADVERTISING INC. YOMIURI TELECASTING CORPORATION

1 Animation Business

Animation Production

Mainly animation production for TV, movie, commercial film, and video game.

We have complete production line that has ability of consistent work from planning to film editing and post-production. And this line helps keeping our production quality high.

Our direction and production skills will maximize attraction of original titles and translate it in to beautiful Japanese animation.

MEGANEBU!

A story of 5 high school students who wear glasses. It is slice of life of story but visual works are super unique. Those visuals are created by Soubi Yamamoto who is very talented and young motion creator. Also she directed this anime. Atsuko Nakajima is character designer who is super famous animation character designer.



Planning new animation and sales management

Planning new animation that based on sometimes popular graphic novel(manga), novel or video games and sometimes original series.

We are also doing oversea animation sales businesses at mainly China and other Asian countries.

Hakkenden: Eight Dongs of the East

We licensed this title out to China (except Hong Kong, Macau, and Taiwan.)

2 Character Business

Character Creation & License Management

Create original character and license management of it; in addition related product development.

To leverage the power of animation production experience, we are focusing content development and creating original characters.

VOCALOID is now indispensable for the popular music industry.

To expand our business at the new territory, we launch a new project call "i-style Project."

Under the project, we have developed original VOCALOID "Aoki Lapis" as VOCALOID3 character.

Event & Promotion

For promoting our original contents, we focused to actively participate in a lot of anime or manga related convention event and exposing our character widely.

"Comic Market" is an anime manga and other entertainment convention and over 500,000 people attended to it every year. We exhibited to this the hugest convention every year. Also in 2014, we exhibit to "Japan Expo2014" Paris, France.

In addition, we exhibited local anime manga convention in KICHIJOJI, OSAKI and other locations to reach our fans directory and for emphasize regional contribution.

The character products of "Aoki Lapis."

Collaborate with very famous Japanese fashion designer Yu Amatsu(212 Co.,Ltd) and start new project called Lapis" 28.4F" together.

In addition, Lapis was added as a new down load content for NINTENDO 3DS game "Daigasso! Band Brothers P (Japan Only)". The down load started from March 28 in 2014,

New Aoki Lapis dress that designed by the most famous Japanese fashion designer Yu Amatsu(212 Co.,Ltd).



Exhibited Japan Expo 2014 France Paris.

Japan Expo is super popular anime/manga convention in France. We were the first to exhibit in the event 2014.



Image of our booth in Japan Expo. Showing our Smart Sound system and new digital signage display.



Digital signage display demo with Aoki Lapis.

3 Contents Developments

To provide various, high quality and users demand work in sort time, we use the best knowledge and skills that gained over many years as an animation production company.

4 Music Business

A brand of multi entertainment "cosmicrecord" jointed to us in September 2013.

In response to the joint, we can expand music and anime business more widely.

New Business Cases

Taking advantage of the power of animation planning and production experience since 1975, we expand our business to content development and original character creation at the new field.

i-style Project

Content Development Character Development Product Development Cross-Media Development

“VOCALOID” is now the most important genre in music industry. Our first VOCALOID LAPIS was released April 6th 2012 as VOCALOID 3 Library.

Since the day, many creator use Lapis for their creation.

Other than music related contents, Lapis has been expanded in to smart phone games or character items.

In addition, March 28 in 2014, Lapis was added as a new down load content for NINTENDO 3DS game “Daigasso! Band Brothers P (Japan Only)”.

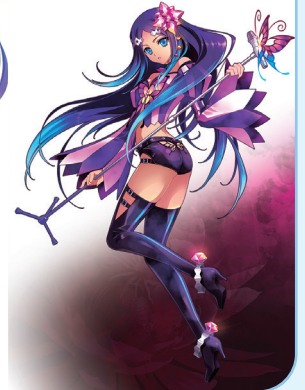
Moreover, Lapis will collaborate with very famous Japanese fashion designer Yu Amatsu(212 Co.,Ltd) as a concept for his new design in this year.

Our second VOCALOID character Melri was released in December, 24th in 2013 as down load version and in February 5th in 2014, released special package version.

Lapis and Melri will launch a variety of collaboration in future to grow and expand themselves.



Aoki Lapis



Merli



Content Development Character Development Product Development Cross-Media Development

A brand of multi entertainment “cosmicrecord” jointed to us in September 2013.

In response to the joint, we will extend the business in many ways such as motion picture making or music live performance and creating original contents.

Ongaku shoujo
Haru Titose & Eri Kumagai

Ongaku shoujo is character and character music project. The goal of this project is showing and telling power of Japanese voice actors and high quality music to the world.

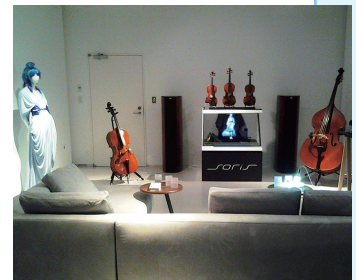


Produced by StudioDEEN

Content Development Character Development Product Development Cross-Media Development

A new brand that produces unique life style and it will mix real and virtual reality. One of the goal of this brand is that searching new possibility.

As a first step of reach to the goal, we started a new collaboration with very famous Japanese fashion designer Yu Amatsu(212 Co.,Ltd) to find unique possibility together.



The pattern of the YuAmatsuxCollaboration show held in Shibuya Hikarie in October, 2013. A plan concept is "a living room 201X year of a Japanese-made Futurism design."

id project

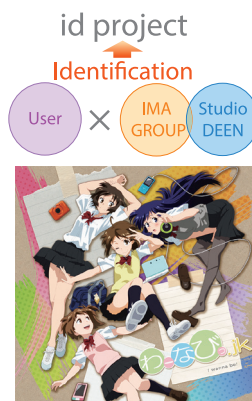
Content Development Product Development Character Development Cross-Media Development

“i” from “identification” or “IMA group” and “d” from “Studio DEEN.” The concept of “id project” is “With a sense of unity snuggled closely to user.”

Under this concept, we are planning the user based original projects with young staff who has same sense with our customer.

In August 2013, we released new title “WANNA BE.jk” at COMIC MARKET84. We released this as voice drama in CD and animation music video in DVD. Next season will start!

WANNA BE.jk Drama CD



Production Art Note シリーズ

Product Development

The series of production art book of animations that Studio Deen created. This product is that only animation production studio can create.

Containing a number of beautiful hand-drawing original art for TV animation.

In addition, there are a lot of unique comments and art from animation production artist. Also it is convention exclusive product.



Hakuoki Movie 1: Kyoto Ranbu