

Topics

■ LED Advertising Billboard Installed in Tokyo's Shinjuku District

An OTSUKA CORPORATION advertising billboard, one of Japan's largest LED advertising billboards, was installed on the roof of the Shinjuku Kaleido Building alongside the large railway bridge west intersection in the Shinjuku district of Tokyo. Illumination of the billboard began on February 1, 2010. Although this large billboard stands about 12 meters high with a total length of around 74 meters (the front and left sides), it reduces CO₂ emissions by approximately 40% compared with similar billboards illuminated with fluorescent lights. This reduction corresponds to the amount of CO₂ absorbed by 2,005 50-year-old Japanese cedar trees annually.

OTSUKA CORPORATION supports companies' environmental initiatives, including solutions that utilize LEDs. Applying an array of know-how, including that gained from the recent installation of the billboard in Shinjuku, we will also provide environmental solutions for offices and households. We aim to use our recently installed billboard to promote a wide awareness of the benefits and practicality of LEDs, while also raising recognition levels of our "tanomail" office supply mail-order service business advertised on the sign.

