mixi Mobile

Going Mobile: Japan’s Most Successful Social Networking Service on the Big Small Screen

August 24, 2009
mixi Mobile

- mixi is by far the most popular social networking service in Japan. It is operated by mixi, Inc., which is listed on the Tokyo Stock Exchange. Launched in February 2004 on the PC web and on mobile in September of the same year, it currently has more than 16 million members and generates more than 14 billion page views per month total.

- The company has been highly successful due to its first-mover role in the social networking space in Japan, and its rapid innovation in terms of features and functionalities, and tailoring its service offering in different ways for the PC and mobile platforms.

- Although it does feature ca. 40 simple Flash Lite games for added entertainment mixi Mobile -- as opposed to competitors mobagetown and GREE -- is not focused on mobile games, but is a service built around core social networking functionalities such as profiles, pages, blogs (“diaries”), friends, groups, photo and video sharing.

- mixi’s business model (both on PC and mobile) is mostly-advertising based, with only 10% of revenues generated via several premium features, some of which are only available on mobile.
When we published our original mixi research report in March 2007, only 30% of its traffic originated from mobile phones, and mobile-related revenues were minimal compared to the PC platform. A good two years down the line, 70% of mixi traffic are coming from mobile devices, and an estimated ¥1.5 billion (US$ 15.8 million) of mixi Inc.’s ¥2.98 billion (US$ 31.5 million) billion social networking-related quarterly revenues (as of FY08 Q4) are generated by the mobile version of the service.

Over the past two years, mixi has added a string of innovative features to the mobile version of its service, including premium content like decorated messages and branded profile templates, as well as (in response to rising competitive pressure from mobagetown and Mobile GREE) a portfolio of casual games.

In light of these developments, we have completely revised, expanded and updated our original mixi report - this time around largely focusing on mixi Mobile, and only touching upon the PC version of the service where necessary. This is the only detailed research report available in English providing detailed analysis of the factors that have made mixi Mobile the market leader in mobile social networking in Japan. It includes step-by-step walkthroughs of all major features, insight into business model and financials, as well as into usage patterns and demographics, and analysis of the games portfolio.

Current version 2.0 published August 24, 2009. 111 pages, 16 charts, graphs and tables, more than 200 screenshots. Author: Christopher Billich, SVP, Research & Strategy, Infinita Inc.

Company-wide license: US$ 1,500
Who should read this Report and why

- **Social Networking Providers**: Whether you run a branded or white label platform, whether you already have entered the mobile space or are considering moving into it, this is a unique and rare chance to learn from one of the very best in the business - and a highly profitable one at that.

- **Mobile Content Providers**: See how to monetize mobile content beyond subscription and pay-per-download fees - and how to let your users contribute to create more compelling services.

- **Mobile Network Operators**: Get ahead with best practices from one of the most innovative mobile social networking providers in one of the most advanced markets worldwide - to create or improve upon your own mobile social networking strategy, whether you are following a “build” or “partner” approach.

- **Advertising Agencies and Marketers**: Find out how mixi Mobile has developed its highly sophisticated portfolio of mobile advertising formats, and how they work with some of the largest consumer brands to create truly engaging campaigns.

- **Game Studios and Publishers**: Learn how to successfully integrate mobile gaming content with a community platform, and how to monetize social networking services with branded entertainment.
Key Questions answered in this Report

- **How does mixi Mobile work?** Step-by-step descriptions and walkthroughs for all major features: social networking functions (pages, blogs, friends, groups, photo and video sharing), information content (news, weather), personalization tools and casual games.

- **How does the service make money?** Business model and revenue stream analysis, including fiscal year 2008 financial data on parent company mixi Inc.

- **How does it leverage its virtual currency/points system to generate revenues?** See how the virtual currency model results in substantial revenues from personalization tools for mixi Mobile.

- **How has the service evolved, and where is it headed strategically?** Check the detailed timeline of major feature and content innovations.

- **What mobile advertising formats does the site offer, how are they priced, and what do successful campaigns look like?** Learn how mixi ties up with major consumer brands to monetize its mobile traffic with engaging campaigns.

- **How do they promote it?** Comprehensive information on marketing strategy and promotional activities.

- **What does the games portfolio look like, and how do the games work?** Detailed description of the top-ranking casual titles.

- **Who uses it, and how much?** Read about how demographics and usage are developing.

- **How does it all tie together?** An in-depth analysis of mixi’s strategy: From PC-centric play to cross-platform leader.
Company Background

Founded in 2005 and based in Tokyo, Infinita Inc. helps clients from all corners of the globe define and improve their mobile strategy, based on learnings from a part of the world that epitomizes the transformation into a mobile society: Japan.

We work with network operators, media companies, technology providers, consumer brands and marketers, investors and government agencies worldwide, leveraging insights from one of the world's hotbeds of mobile innovation to develop concrete business strategies for local markets. Our product and service lineup spans quantitative and qualitative research, innovation workshops and ongoing strategic advisory, covering business models, service concepts, user behavior, and enabling technologies.

Infinita’s clients include DoCoMo.com, Deutsche Telekom Group, Swisscom Innovations, Orange, Maxis, IBM, AOL, Adobe, Qualcomm, Naspers/MIH, NHN, Gameloft, Embassy of Canada in Japan, Embassy of Denmark in Japan, GroupM and Dentsu Avenue A Razorfish.
In late 2005, Christopher Billich stored his former life in his Grandmother's attic and moved to Japan to spend some time inside the giant pinball machine more commonly known as Tokyo. As SVP of Research & Strategy at Infinita Inc., he manages the company's market intelligence and research operations, advising a wide variety of international and Japanese clients on mobile strategy. He is a frequent speaker at conferences and industry events across the globe.

Christopher has been active in the digital media and communications field since 1998. Prior to joining Infinita, he worked as a consultant for online and mobile strategy in the German media and telecommunications industries for 7 years, including assignments with Vodafone D2 Germany, BenQ Mobile and Deutsche Telekom. He holds a cum laude masters degree in psychology from University of Cologne, with a focus on communications psychology, entrepreneurship research and business psychology.
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Part I

Company and Service Profile
**mixi Mobile Service Overview**

**Main Components**

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<td>Profile</td>
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<td>Photos &amp; Videos</td>
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<tr>
<td>Friends</td>
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<td>Messages</td>
</tr>
<tr>
<td>Footprint</td>
</tr>
<tr>
<td>Communities</td>
</tr>
</tbody>
</table>

**Games**
- approx. 40 casual games (Flash)

**News Content**
- News, Weather, Sports etc.
mixi Mobile Service Overview

Top Page

- The top page is the page that members always see first when logging in. This setting cannot be changed.
- The very top of the page displays alerts, such as new friend requests and messages.
- Also on the immediately visible portion of the screen, the member finds links to all the core functions: write diary entry, view (own) diary entries, messages, footprint (list of people who have visited one’s page) bookmarked members, photo albums and mixi Echo (a Twitter-like microblogging function for use within mixi).
- Further down on the page the user finds links to the news, games, mixi Collection (profile page backgrounds) and search functions, and endorsements, followed by links to his friend list and list of communities.
- The rest of the page features sections for the following (showing 3 links to the most recent entries):
  - Recent diary posts by friends
  - Recent comments to one’s own diary
  - Recent new topics in communities
  - Recent new comments to communities
  - Recently updated friends’ photo albums
  - Recent posts to reviews section by friends
  - Note: any of these can be ex- or included in the default view via the settings
Diary

Diaries are a core component of mixi. They are essentially blogs built into the larger content of a social networking service. Each mixi member has a maximum of one diary within the site.

Members can access a friend’s diary from the friend’s profile page. When clicking on a headline, they are then taken to the relevant diary post, with comments by other members displayed below the diary entry.

It is possible to comment on the original post, as well as secondary commenting (leaving a comment on a comment).

When posting their own diary entries, members can set privacy for diary entries to limit their visibility to “self only”, “friends only”, “friends of friends” or make them publicly visible to all mixi members. Users can specify a default setting, and change this on a per-post basis when necessary.

Members can delete their own diary posts, as well as comments other members have made to their own posts.

Diary entries can contain pictures and videos (as links).

An option in the settings allows users to syndicate content from a blog outside of mixi via URL or RSS feed, which is then displayed as part of their mixi diary.

Comments on a diary entry
mixi Mobile Service Overview

my mixi Friends

- It is possible to discover other members in a variety of ways (through other friends’ friend lists, by friend search, via footprints left on a members page etc.) and then connect with them as “my mixi Friends”.

- In order to do this, one member sends a friend connect request to the other through mixi’s internal mail system, which is then confirmed (or not) by the recipient.

- All friends are listed in the friend list, which is accessible from a member’s profile page. All members can in principle view everyone else’s friend lists, no matter whether they are connected or not. There is no setting available to make one’s whole friend list invisible to other mixi members.

- However, users can adjust privacy settings in order not to be included in search results from friend search.
## mixi Mobile Service Overview

### Games: Top 10-ranked Titles

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Description</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Keep Your Friends Awake</td>
<td>Player is a student sitting in a classroom, right behind 3 other students, who are about to doze off to sleep. Hit them on their head to keep them awake. There is a teacher who is facing the blackboard, but who will occasionally look at the students. If you are caught hitting one of the heads, or if any of the three other students are caught sleeping, the teacher will throw an eraser at you. 3 times and game over. Be careful when you hit the heads -- if you smack them too hard, it will increase the chance of the teacher of looking back at the classroom.</td>
<td>Timing</td>
</tr>
<tr>
<td>7</td>
<td>Mind Reading Trainer</td>
<td>A branded adver-game for Johnson &amp; Johnson’s one-day Acuvue contact lenses. Simple quiz game with 10 a/b choice questions. The questions relate to “how to react to a girl’s behavior in different circumstances” (thus the game’s title). Player starts off as decidedly clueless guy, who does not understand girls’ behavior, but the right answers he scores, the more attractive he becomes, resulting in more and more girls following him. The questions are displayed on the upper half of the screen, and the player is walking on the bottom half, with the girls following him.</td>
<td>Quiz</td>
</tr>
<tr>
<td>8</td>
<td>Baseball MVP Returns</td>
<td>Another baseball game. There are two timing elements to the game -- hit “enter” (or “5” button) for when to hit, and afterwards to select direction you want the ball to fly. The first time you hit the ball, the game will give you a opaque ball shadow, where you are supposed to hit the ball when it actually passes the shadow. The nearer the ball is to the shadow, the further the ball will fly. The second timing element is after hitting the ball -- an arrow will appear, and you are supposed to hit the button again to fix a direction where there aren’t that many opponents (the positions are shown in a small box upper right of the game screen). If it’s a hit, the ball will fly towards the fence, where there will be signs that will tell you how many bases you will be able to move. Final score is based on how many hits and runs were scored.</td>
<td>Sports</td>
</tr>
<tr>
<td>9</td>
<td>Kuta’s Eco Adventure</td>
<td>Based on a farm Hokkaido, fantasy character Kuta is on a mission to help cut CO2 emissions. Kuta is always moving; change directions left/right to time movements to vacuum plumes of CO2 (emitted by cows) out of the air. The more CO2 you vacuum away, the more points you get. Game ends when too much CO2 has been released into the atmosphere.</td>
<td>Timing</td>
</tr>
<tr>
<td>10</td>
<td>The Wig Game</td>
<td>Setting: a boring staff meeting with the CEO and subordinates at the same table. CEO falls asleep. The player has to switch fans to the left and right side of him on and off to prevent his wig from falling off his head. The score is based on how long wig has remained on top of his head, with bonus points for keeping it in the most proper position (it will say “FIT” when it is). Game over when wig falls off.</td>
<td>Timing</td>
</tr>
</tbody>
</table>

Note: as of April 24, 2009, ranked by total times played; mixi only publishes ranking of top 10 games
mixi's business model relies almost exclusively on advertising. Excluding revenues from its job listings site Find Job!, only 7% of FY08 Q3 revenues were generated from non-advertising revenue streams.

In FY08 Q3, about half of advertising revenues were generated via the mobile version of the site (up from a less than 1/3 ratio a year earlier).

At +118% year over year (FY07 Q3 to FY08 Q3) mobile advertising revenues are growing much faster than revenues from PC online advertising, and at almost twice the usage growth rate in terms of mobile page impressions (+51%).

mixi generates additional revenues from premium memberships (introduced in early 2005), which grant users more storage space for diary, photos etc. (on both the mobile and the PC version of the site) as well as some premium-only functions like message search. Premium memberships are priced at ¥315 per month. However, these revenues have never significantly contributed to the company's revenues (less than 10%).

In mid-2008, mixi launched a new initiative to cultivate additional revenues stream based on a paid content model, both on the PC (focusing on music streaming with “Music Plus” and “Gift Songs”) and on the mobile (focusing on personalization with “Character mixi Collection”, and since December 2008, “Decorated Messages”). For a more detailed discussion of these, please refer to the following pages.
Business Model and Financials

Business Model

- mixi premium
- mobile content charges
- music plus
- gift songs

- mixi user
  - uses services
  - views advertising
  - direct revenues

- mixi
  - provides advertising framework
  - pay advertising fees

- advertisers
  - pay advertising fees

- ad agencies
  - receives advertising fees

- media representatives
  - receives advertising fees

- direct revenues

- advertising revenues (PC and Mobile)
- mobile content revenues (Mobile only)
- premium membership revenues (PC and Mobile)
- PC content revenues (PC only)
Business Model and Financials
Charged Mobile Content

Character mixi Collection (launched July 2008)

Decorated Messages (launched Dec. 2008)

Character mixi Collection (Profile pages with decoration)

Deco Message
(back: Message without decoration; front: message with decoration)
Usage

Net Member Additions (million) and Page Views per User

* Note: calculated by PC/Mobile PV per all mixi users
With a mobile desktop widget for the Willcom 9 handset, mixi Mobile releases its first mobile widget. It automatically displays notifications regarding newly arrived mixi messages, friends’ diary updates and comments to the user’s own diary.

Under the “mixi Radio” umbrella, mixi launches several new music services for mixi PC, including paid-subscription streaming music channels and “Gift Songs” that users can send to each other with a personalized message.

mixi reaches 15 million users.

mixi announces the extension of its existing mixi Collection option for mixi Mobile, with the new Character mixi Collection feature, which lets users choose designs for profile, blog and photo/video album backgrounds, featuring well-known characters from Disney, Snoopy, Hello Kitty and others. The point-based service base subscription costs ¥315 per month (base fee).

mixi launches a free downloadable application for iPhone and iPod touch. Features include posting to mixi, alerts for new diary posts and comments to friends’ diaries, newly arrived mixi mail, and activity in the communities the user belongs to. The footprint (= recent visitors to the user’s page) can be easily viewed as well.

mixi beta-launches mixi Echo, a Twitter-like microblogging service that lets users post text-only updates of 150 characters or less from a text form on the mixi PC or mobile site.

mixi launches a new version of its friend search function for both the PC and the mobile version.

As part of its mixi Platform strategy, mixi announces mixi OpenID, which allows all users to use their mixi account login on more of 10,000 web sites that support the OpenID standard. Additionally, mixi releases the mixi OpenID API, which enables developers to use mixi ID for authentication.

mixi announces the launch of a new “Friends you may know” function on both the PC and the mobile version of the service.
### Advertising Formats and Pricing

**mixi Mobile**

<table>
<thead>
<tr>
<th>Description and Placement</th>
<th>Completion Screen XL Banner</th>
</tr>
</thead>
</table>
| Large banner ad on completion screens after posting diary entries, comments, sending messages etc. | **Period**

7 days

---

**Impressions (est.)**

1.2 million

---

**Slots available per week**

- 18 (non-targeted)
- 15 (men)
- 20 (women)

---

**Price**

- ¥400,000 (non-targeted)
- ¥450,000 (men)
- ¥650,000 (women)

---

**Click Through Rate**

- 0.4% (men; non-targeted)
- 0.5% (women)

---

**Size**

GIF 192x106 px

---

**Targeting**

Gender

---

Comment posted screen (top), Message sent screen (bottom) (Completion Screen XL Banner)
### Advertising Formats and Pricing

**mixi Mobile**

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page production (page price)</td>
<td>¥500,000</td>
</tr>
<tr>
<td>Page update (per update)</td>
<td>¥150,000</td>
</tr>
<tr>
<td>Banner production (per banner)</td>
<td>¥50,000</td>
</tr>
<tr>
<td>Sign-up/registration form creation (one)</td>
<td>¥300,000</td>
</tr>
<tr>
<td>mixi Collection (per design)</td>
<td>¥300,000 and up</td>
</tr>
</tbody>
</table>

**mixi Collection Page Background Design Examples**
Advertising Campaign Examples

CC Lemon

- Campaign Date: May 2008.
- Promoted via login jack, a special “corner” for soft drink manufacturer CC Lemon was set up on mixi Mobile.
- Core of the promotion was a series of daily Keitai Novel chapters featuring CC Lemon-related characters (note that mixi otherwise does not feature Keitai Novels as part of its general portfolio of features).
- The promotion also featured several branded minigames, as well as branded profile backgrounds (mixi Collection).
Part II

Major Functionalities Overview
Major Functionalities
Commenting on a Diary Entry

On friend's profile page, click diary entry

View diary entry, click “comment”

Enter comment page

Enter comment text

Post

Preview/confirm

Done. View updated entry?

Updated entry with comment
Major Functionalities

Purchasing the mixi Points Monthly Course

From mixi Collection page, click “Course”

Click OK

Click “proceed”

Enter carrier billing password page

Enter carrier billing password

Confirm

Done.

“You are subscribed to the monthly course.”
Major Functionalities

Playing Games; High Score Rankings

On the description page, click “play”

Game loads

Push 5 to start

Play game

Exit page shows personal score, link leads to...

...high score ranking for one’s friends.

“Everyone’s ranking” (also from exit page) leads to...

...the overall ranking for the particular game.
Part III

Casual Games Overview (Top 10)
Keep Your Friends Awake

Game start

Students in classroom with teacher

Hit dozing students with “4”, “5” and “6” keys...

...to keep them from falling asleep

Hitting them too often will make the teacher turn around

Don’t hit them then or he will throw an eraser

Game ends when three erasers have been thrown

Go to ranking and score
Baseball MVP Returns

Game start

Pitch comes in, shadow marks right timing

Hitting the ball results in...

...a swinging arrow appearing, watch position...

...of opponents (top right) and hit at right time...

...going...

Home run.

Go to ranking and score
How to order

Order online: You can easily purchase and instantly download this report via our online shop at www.infinita.co.jp/research. We accept all major credit cards.

Alternatively: We are happy to arrange non-credit card forms of payment, such as wire transfer and PayPal. Please email us for details at info@infinita.co.jp.

Mobile Social Networking Research Mega Bundle: For a limited time, we offer a bundle of our research reports on all 3 leading Japanese mobile social networking services (mixi Mobile, Mobile GREE and mobagetown) at just US$ 3,375 (that’s 25% off the per-report price!) - available online at www.infinita.co.jp/research, or email us at info@infinita.co.jp.

Loyalty Discount: Existing Infinita Inc. research clients (with research purchases prior to July 15, 2009) are entitled to a 15% discount on the mixi Mobile report, as well as the Mobile Social Networking Research Mega Bundle. Please email us for details at info@infinita.co.jp.
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