

2011 November 9th
DARTSLIVE Co., Ltd.

DARTSLIVE Service launched in the U.S.! Product field test began in the West Coast

DARTSLIVE Co., Ltd. (HQ: Shibuya, Tokyo, CEO: Shintaro Takaya, hereinafter called “DARTSLIVE”), which engages in the management of comprehensive network services for DARTSLIVE, commercial electronic darts machines, has begun product field testing at two shops located in the West Coast of the U.S. from November 5th and has made its first step towards providing DARTSLIVE Service to the whole of America.

Since the establishment of overseas business base in Hong Kong in 2009 November, DARTSLIVE has increased the installation of “DARTSLIVE2 (*1)” and “TouchLive (*2)” and expanded DARTSLIVE Service in countries in Asian region including Hong Kong, Taiwan, Singapore and Macau.

The number of shops in overseas including corporate and franchise shops installing “DARTSLIVE2” now has reached 230 and the total number of “DARTSLIVE2” installation has exceeded 650 machines (as of 2011 October).

Expansion of DARTSLIVE Service has helped spark the popularity of darts and increased the darts population in many areas of Asia. Taking the product field testing in California as a foothold, we strive to deliver our services throughout the U.S. and offer new and variety of darts entertainment utilizing the network.

Outline of Product Field Testing in the U.S. (California)

[Date] From 2011 November 5th (Sat) onward

[Shop Location and Equipment]

The Tartan

1602 East Highland Avenue, San Bernardino Ca, 92404-4616

6 - DARTSLIVE2

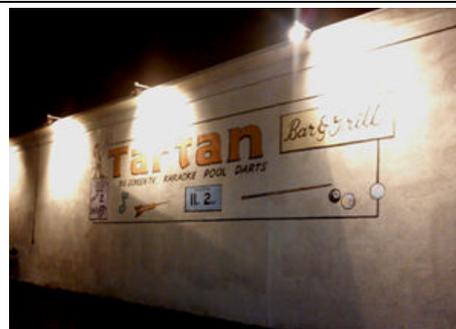
1 - TouchLive

All Star Pizza

2601 Del Rosa Avenue San Bernardino Ca, 92404-4413

2 - DARTSLIVE2

1 - TouchLive



(*1) DARTSLIVE2

This is the latest model of DARTSLIVE, network darts machine that has been introduced into approximately 2,500 darts bars throughout Japan. The model has been highly rated among players from beginners to professionals as the unprecedented “darts machine that allows players to display their individualities,” featuring the use of full-color LEDs on board, the first of its kind in darts machines, to enliven the game via lighting and a function that enables players to customize the score display screen.

(*2) TouchLive

“TouchLive” is a touch panel game machine which utilizes the “DARTSLIVE” network system. “TouchLive” has obtained its popularity as a touch panel game machine which features unique functions such as communicating with players all around the country through its network and the usage of the IC card commonly used with “DARTSLIVE” which enables players to enjoy darts even further.

DARTSLIVE will continue its ongoing efforts to create “Community ENTERTAINMENT”, the world of new entertainment that connects “people to people” and “heart to heart”.

—For Press Inquiries—

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* The names of the companies and products mentioned above are the registered trademarks or trademark of the company in question.

* The original draft, which was written and interpreted in Japanese, supersedes any translated documents regarding the content.