

CONNECT WITH OUR CATALYST &  
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7 OCTOBER - 12 NOVEMBER/2020 ONLINE

## Digital Business Marketplace III Smart Entertainment Initiative

### Smart Entertainment use cases

#### Use case 1: Smart Theater (end-user: 100-200 people)

As a CSP in Japan,

**I need to** assist theaters in Japan to enable them to provide digital contents for their customers  
**so that I can** expand our business to entertainment area.

**To do this I need to** bundle all services (rental ZTO tablets, wifi, translation, live chat, etc.)  
which theaters need and provide it through JP marketplace.

**I know that I am successful when** the theaters' customers, including non-Japanese speakers,  
can understand the performance better and enjoy their experience in theaters.

#### Use case 2: Online Event (end-user: 1000 people)

As a CSP in Japan,

**I need to** assist companies to enable them to hold online events for their customers or their  
own employees

**so that I can** expand our business to entertainment area.

**To do this I need to** bundle all services (BYOD tablets, BYO connectivity, translation, live chat,  
etc.) which companies need and provide it through JP marketplace.

**I know that I am successful when** the companies' customers or employees can attend the  
event from remote locations and communicate each other seamlessly.

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**Use Case 3: Stadium (end-user: 100000 people)**

**As a CSP in Japan,**

**I need to** assist stadiums to enable them to provide digital contents for their customers

**so that I can** expand our business to entertainment area.

**To do this I need to** bundle all services (rental ZTO tablets or BYOD tablets, 5G, translation, live chat etc.) which stadiums need and provide it through JP marketplace.

**I know that I am successful when the** stadiums can enhance the customer experience during events in the stadium.