

Extra-bright Projectors and Remote/Automated Operations Turn Train Station into Dynamic Advertising Space



JR East Marketing & Communications, Inc.
AKIBA DAWN

Installation: October 2025
Location: Kanto region, Japan

The Challenge

Deliver high-impact, high-brightness visual projections while ensuring stable, long-term operation in the confined environment of a busy train station, where installation space and power capacity are strictly limited.

The Solution

Panasonic's PT-MZ20K projector was selected for its compact chassis, low power consumption and ability to deliver 20,000 lumens on a standard AC 100-volt circuit. Backed by Panasonic's remote monitoring and automated image adjustment services, the comprehensive solution realizes stable, extended operation on a massive 15.8 m x 4.2 m projection surface.

"We have successfully created a high-impact physical advertising medium that delivers an immersive experience—something simply not possible with web-based advertising."

Mr. Yugo Soeno
Deputy Manager, Development Sales Dept.,
Beyond Media Bureau & Media Sales Dept.,
Transportation Media Bureau
Media Solutions Headquarters
JR East Marketing & Communications, Inc.

Note: Title at time of implementation

Background

Launching AKIBA DAWN: A Massive Projector-based Advertising Space at Tokyo' Akihabara Station

JR East Marketing & Communications is expanding its network of large-scale digital out-of-home (DOOH) advertising media for video playback within train stations. While LED and LCD displays are the traditional standard, they often present significant construction challenges. To minimize the installation burden, the company explored projector-based solutions. Following a successful one-year demonstration, AKIBA DAWN was launched inside the central entrance of JR Akihabara Station, featuring a massive projection surface measuring 15.8 m (W) x 4.2 m (H). Three PT-MZ20K LCD laser projectors were selected to power this ambitious visual installation.

Why Panasonic's Projector?

Ideal Balance of Compact Design, High Brightness and Operational Reliability

Mr. Soeno of JR East Marketing & Communications explained the decision to adopt Panasonic's technology: "In busy train stations, safety requirements demand high ambient lighting. We needed projectors bright enough to deliver impactful visuals under these conditions. However, the installation space was extremely limited, making standard large-scale projectors impractical. But the PT-MZ20K delivers 20,000 lumens from an incredibly compact chassis—exactly what we required. "Another decisive factor was the projector's compatibility with existing AC 100 V power sources, eliminating the need for additional electrical work. Since stability is critical for any advertising medium, Panasonic's proposal—including remote monitoring and automated image-adjustment services—gave us the confidence to consistently deliver high-quality value to advertisers."

A Pioneer in Transit Advertising

JR East Marketing & Communications operates across three core pillars. First, it serves as the in-house agency for the East Japan Railway Company. Second, it acts as a full-service advertising agency for general corporate clients. Finally, it is a media owner that develops and manages advertising properties across the JR East network. A pioneer in transit advertising, the company continues to lead the industry with innovative initiatives, such as Train TV broadcasting, operating the "Mastrum" DOOH advertising platform, and developing new immersive media formats.

- Venue: Wall surface of the central atrium inside JR Akihabara Station
- Website: <https://www.jeki.co.jp/>

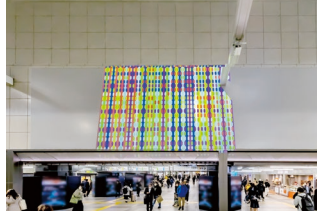


▲ JR East Marketing & Communications headquarters

Projection Mapping



▲ PT-MZ20K projector and network camera for real-time projection monitoring



▲ Remote Managed Services for automated image alignment and calibration



▲ Compact camera for precise image alignment



▲ Video delivery powered by AcroSign®

Benefits

Unmatched Visual Impact: The Power of Physical Media

Regarding the deployment of the PT-MZ20K, Mr. Soeno emphasized the critical importance of energy efficiency: "The space-saving, energy-efficient design of the PT-MZ20K was decisive. In a station environment, electrical capacity is shared among many facilities, so the power allocated to this project was strictly limited. However, because the PT-MZ20K consumes significantly less power than comparable high-brightness projectors, we were able to operate within that capacity. When I saw the final projection, I was struck by its scale and impact. Feedback from advertisers and agencies has exceeded our expectations, and we have already secured numerous bookings, particularly from the entertainment sector. Our goal was to create a high-impact advertising medium with a tangible presence that web advertising cannot replicate, and we achieved that at an exceptionally high level."

Operational Stability through Remote Monitoring and Automated Adjustment

Advertising content for AKIBA DAWN is delivered and managed through the AcroSign® digital signage system. To ensure mission-critical reliability, JR East Marketing & Communications implemented Remote Managed Services for proactive equipment monitoring and automated image adjustment. Network cameras supplement the system with real-time visual verification. According to Mr. Soeno: "Every night, projected images are automatically calibrated via Remote Managed Services. In a station environment, image misalignment caused by train vibrations is a major concern. However, automated calibration has eliminated that issue. By combining remote equipment monitoring with real-time camera feeds, we can proactively prevent problems and respond immediately to irregularities. This system delivers the reliability essential for a premium advertising medium."

In the Customer's Own Words

Developing Unique Advertising Strategies for AKIBA DAWN

Mr. Soeno remarked: "Panasonic has been an incredibly supportive partner since the early planning stages, conducting multiple test projections under various conditions to help us identify the optimal equipment. Since the launch, their attentive support has remained consistent. Having access to a one-stop solution supported by Panasonic's diverse products and services is a tremendous asset. Going forward, we expect to refine the AKIBA DAWN advertising model based on advertiser feedback and explore projector-based solutions in additional environments."

Successful Advertising Medium Built in Partnership

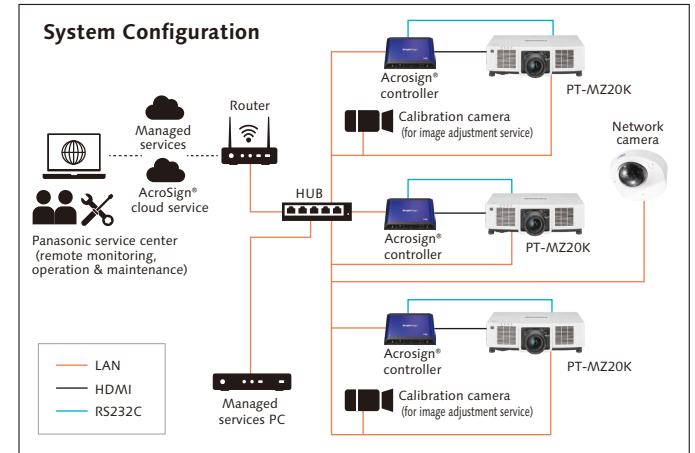
Mr. Sekioka added: "By adopting the PT-MZ20K, we have created a visually compelling advertising medium that rivals traditional vinyl wraps, while being significantly more cost-effective than LED or LCD displays. Panasonic also assembled a dedicated operations team to support us. Through weekly meetings and daily communication, we collaborate on everything from sales strategies to system architecture. This project presented many new challenges, so we deeply valued their responsive and professional guidance, which earned our complete trust. The operation of AKIBA DAWN has only just begun, and we look forward to growing this medium further in collaboration with Panasonic."



Mr. Yugo Soeno (right)
Deputy Manager, Development Sales Dept.,
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Mr. Shunsuke Sekioka (left)
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Note: Title at time of implementation



Installed equipment

- LCD Projector PT-MZ20K x 3



- Monitoring and image adjustment Remote Managed Services x 1



- Digital signage system AcroSign® x 1

