



How a small domestic Japanese PR agency transitioned to an International Powerhouse

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ShapeWin's Vision

Spreading meaningful ideas
to outstanding innovators

The logo for SEGA Toys, with "SEGA" in a large, blue, stylized font and "Toys" in a smaller, black, sans-serif font below it.

Integrated PR & Digital Marketing Firm

EST
2011

Tokyo
&
Vancouver

Employee
20

Clients
200+

Award



厚生労働大臣表彰
輝くテレワーク賞
特別奨励賞受賞



Featured Clients



We are supporting startups



Cybersecurity



Autonomous Driving



ESL platform

3+

Major alliances through
PR activities

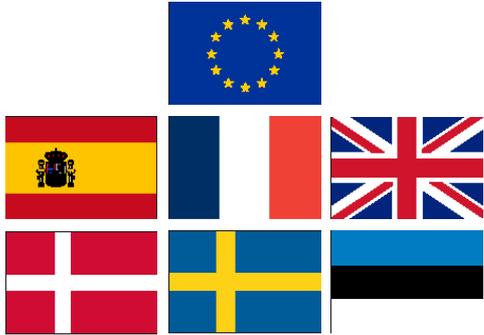
12+ / yr

media coverage
on top-tier

2x

awareness through
TV CM + Social media

Where the Revenue comes from?



Europe 30%



Asia 20%



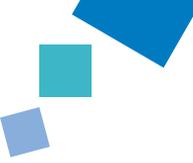
Japan 20%



North America 30%

Why Do Business In Japan?

1. Market size & Large consumption
2. Diversified and sophisticated consumption



3 yrs Ago...
We were a SMALL company.
Focused on the Japanese market only.

Dramatic change within the 3 yrs

Target Market(s)

0% Globalized

80%

International Trade

Employees

A few people

x6

with International Staff

Revenue

Low Revenue/Profit

x3

with mid-high profit

What is the key to success?

Key #1. Localization

August 19, 2021

REDMAGIC 6 AND REDMAGIC 6 PRO AVAILABLE GLOBALLY ON APRIL 9TH, STARTING FROM \$599/ €599/ £509

(Shenzhen, China - March 16th) - Following the Chinese launch on March 4th, RedMagic is announcing today about the RedMagic 6 Series going global. Featuring a 165Hz refresh rate and the up to 500Hz touch sampling rate, RedMagic has the world's smoothest screen ever in the mobile industry. RedMagic 6 Series is empowered by the most advanced chipset and a multi-dimensional cooling system, delivering impressive gaming and entertainment experiences. RedMagic 6 and RedMagic 6 Pro will be available to pre-order starting from April 9th with a chance to get the free RedMagic TWS. The open sale will start from April 15th, pricing starts at \$599/ €599/ £509.

A Revolutionary Screen Brings an Unprecedented Display Experience

The RedMagic 6 and 6 Pro adopts the industry's highest refresh rate AMOLED screen at 165Hz, which refreshes with 21 more frames a second than the 144Hz panels. It reduces the lag and makes visuals even smoother during games and day to day actions, creating the industry's smoothest and most stable screen display. The RedMagic 6 Series also supports Touch Choreographer, an intelligently adaptive technology that automatically adjusts the refresh rate to prevent screen tearing when more frames are needed and cuts back when the maximum refresh rate is not needed, resulting in a more comfortable visual experience and saving battery power. The RedMagic 6 and RedMagic 6 Pro also features one of the industry's highest touch sampling rates - with a single finger touch sampling rate of up to 500Hz and a multi-finger touch sampling rate of up to 360Hz. This means the response time is as low as 8ms, which makes the display extremely responsive, enabling players to hit and play faster and more accurately. To ensure these truly incredible display speeds do not impact battery life, RedMagic 6 Series implemented CPHY-DSI Technology, an industry first for mobile devices. Originally found in advanced video technologies like VR and AR, CPHY increases the transmission rate for high quality images by twice as much as before and uses 20-50% less power. The display of RedMagic 6 Series is also perfect for all kinds of entertainment. The visual experience is supreme. The 6.8" FHD+ AMOLED display also has a

VS

2021年4月8日
Nubia Technology Co., Ltd.

ゲーミングスマホの新モデル「RedMagic 6/6 Pro」発売
世界最速165Hzの有機ELディスプレイと2万回転のターボファン搭載

ZTE傘下のスマートフォンメーカーNubia Technology(ヌビア、中華人民共和国広東省深セン市)は、ゲーミングスマホ「RedMagic 6」および「RedMagic 6 Pro」を2021年3月4日に発表しました。また、株式会社NLNテクノロジ(本社:東京都新宿区、代表取締役:渡崎 知生)は、Nubia Technology社と日本独占代理販売契約を締結し、本製品を2021年4月22日より日本国内での販売開始および日本語サポートを行います(予約は4月15日より)。

本製品は、2020年に日本で発売された「RedMagic 5」や「RedMagic 5S」の後継機種です。業界最高峰165Hzの高速リフレッシュレートを持つ6.8インチのアクティブマトリクス有機ELパネル(解像度:2400x1080ピクセル)、スクリーン上500Hzの高速なタッチセンサーを採用。プロセッサは5Gに対応したQualcomm® Snapdragon™ 888を搭載し、スマホでのハイエンドなEsports、ゲーミング体験を提供します。

RedMagic 6 Eclipse Black (左) RedMagic 6 Pro Eclipse Black (右)

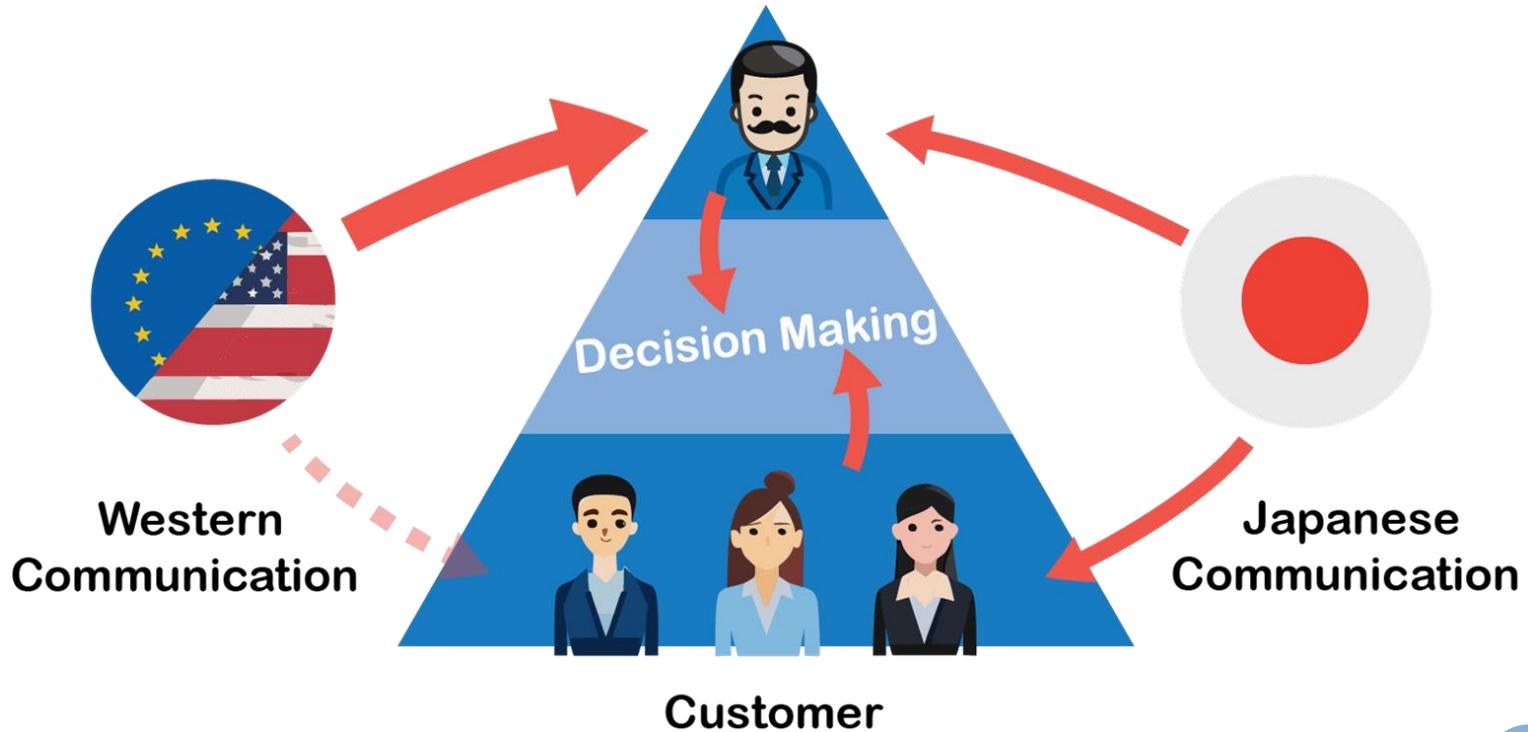
RedMagic 6 日本語公式HP: <https://jp.redmagic.jp/>

●ゲーミングスマホとしての能力をさらに高めた本製品の特長

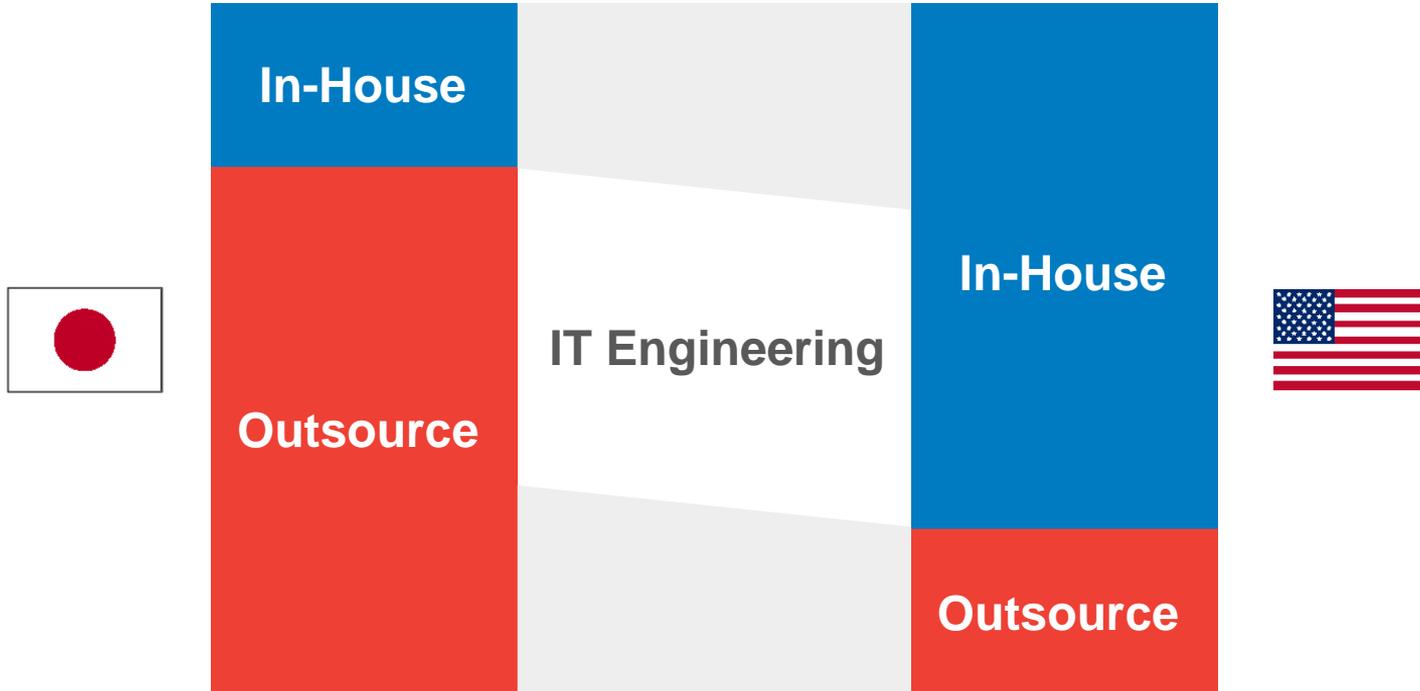
- 世界最速165Hzの画面リフレッシュレートとTouch Choreographerによる、世界最速の165Hzの画面リフレッシュレートを最大限に引き出す。RedMagic 6/6Proでは、ユーザーの最高の画面リフレッシュレートを自動的に選択する「Touch Choreographer」消費電力を削減します。なお、リフレッシュレートも可能。さらに、VRやARなどの高画質映像体験

●製品仕様		
製品名	RedMagic 6	RedMagic 6 Pro
OS	Android 11.0ベース RedMagic OS 4.0	
プロセッサ	Qualcomm® Snapdragon™ 888 5G	
GPU	Adreno™ 660	
メインメモリ	12 GB LPDDR5 (6400Mbps)	16 GB LPDDR5 (6400Mbps)
ストレージ	128 GB UFS3.1	256 GB UFS3.1
ボディ素材	Metal Center Frame + Glass Back Cover	Metal Center Frame + Glass Back Cover + Metal decoration
ディスプレイ	AMOLED(アクティブマトリクス有機ELパネル)リフレッシュレート:最大165Hz 画面サイズ:6.8 inches Full HD+ 解像度:2400x1080 アスペクト比:20:9 スクリーン:2.5D Corning® Gorilla® Glass	
センサー	指紋センサー、近接センサー、加速度センサー、電子コンパス、ジャイロセンサー、環境光センサー、センサーハブ	
スピーカー	デュアルステレオスピーカー	
リアカメラ	広角レンズ:64メガピクセルCMOS(1画素0.08µm、画角78.3°、絞りF2.79) 超広角レンズ:8メガピクセルCMOS(1画素1.12µm、画角120°、絞りF2.2) マクロレンズ:2メガピクセルCMOS(1画素1.75µm、画角78°、絞りF2.4)	
フロントカメラ	8メガピクセルCMOS(1画素1.12µm、F2.0)	

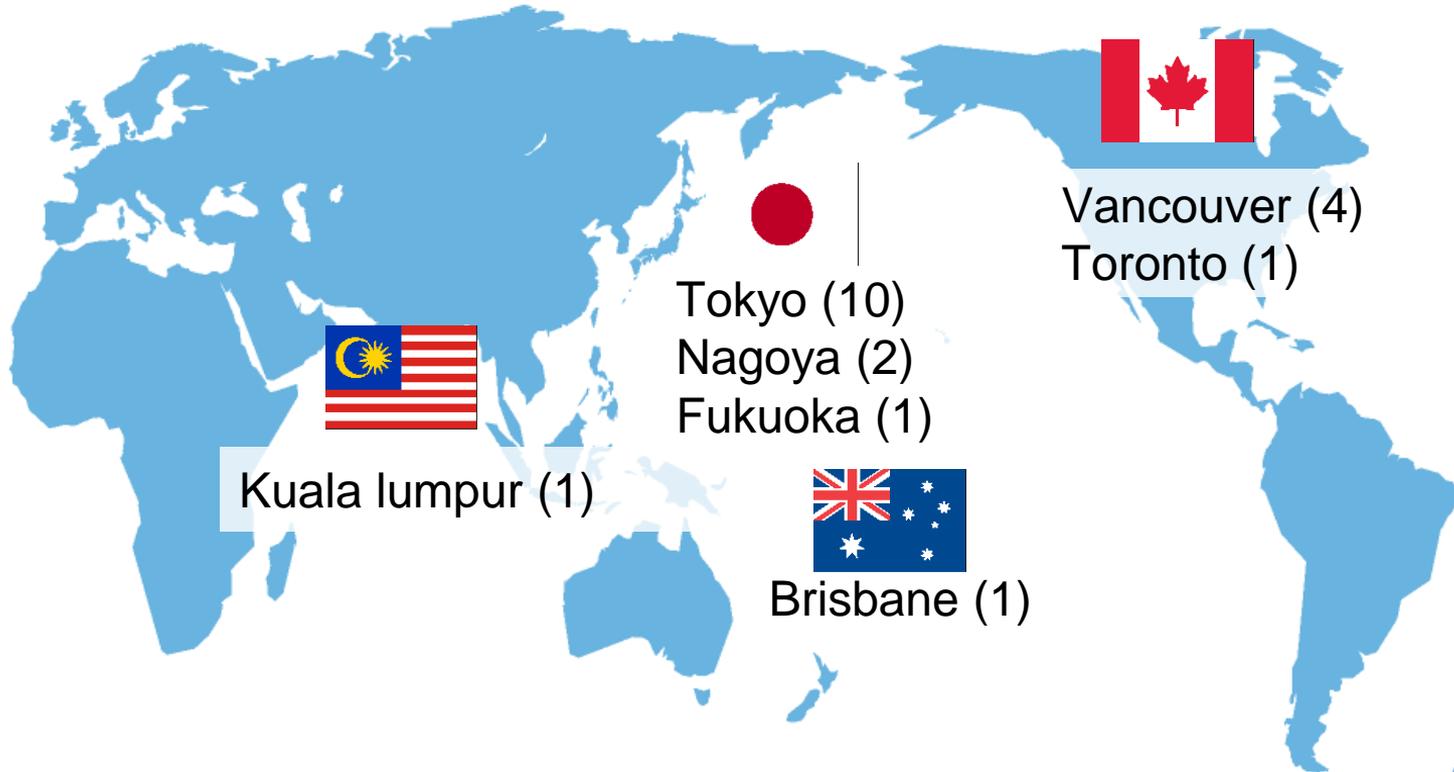
Key #2. Acknowledge the Culture gap



Key #2. Acknowledge the Culture gap



Key #3. Delegate to the local



Key #4. Patience

at least 1 year or more



Be aware of the time consuming process

How we made it?

Localization

Cultural understanding

Delegation

Patience

We will assist with PR/Marketing in Japan

Media
Relations



Social
Media



Content
Marketing



Thank You



Presented by

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