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## NEWS RELEASE

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# Digital Garage Supports the Ministry of the Environment to Set Up an Official “LINE” Account and Provides a Message Delivery Service for “Heat Stroke Caution Alert (Trial Service)”

~“CONNECT BAY®” Links the MOE’s Heat Index and Other Data with its Official “LINE” Account~

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Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG) supports Japanese Ministry of the Environment (MOE) to set up an official “LINE” account. With “CONNECT BAY®,” a message delivery service provided by DG, it allows sending messages via “LINE” for the “Heat Stroke Caution Alert (Trial Service)” from the MOE and Japan Meteorological Agency (JMA). Through the user of “CONNECT BAY®,” DG realizes linking the MOE’s heat index and other data with the MOE’s official “LINE” account<sup>\*1</sup>.

The number of people who are transported by ambulance or die from heat stroke has remained large in recent years. Accordingly, on July 1, 2020 the MOE and JMA launched “Heat Stroke Caution Alert (Trial Service)” (“Heat Stroke Caution Alert”), which sends information encouraging citizens to take precautions against heat stroke. “Heat Stroke Caution Alert” is available in Tokyo and 8 prefectures in the Kanto-Koshin region (Ibaraki, Tochigi, Gunma, Saitama, Chiba, Kanagawa, Yamanashi, and Nagano), with information sent via media outlets, local governments, private-sector meteorological business operators, and other mediums<sup>\*2</sup>. The MOE will add an official “LINE” account as a new medium for sending “Heat Stroke Caution Alert” information from July 31, 2020.

DG’s digital marketing business has covered a wide range from overall digital advertising to CRM and OMO solutions, with a diverse track record that includes utilizing location information data and payment data, and utilizing various types of social media such as “LINE.” For “Heat Stroke Caution Alert,” DG has supported the MOE to set up its official “LINE” account and provides the message sending service from “CONNECT BAY®” to link the MOE’s heat index and other data with their official “LINE” account.

If the heat index is predicted to exceed 33, the MOE will use its official “LINE” account to send a “LINE” message to notify the areas where the heat stroke warning applies and predicted heat index. These messages can be received around 6:00 p.m. on the day before the heat stroke warning, or around 7:00 a.m. on the same day, by users who have friended the MOE’s official “LINE” account. DG plans to provide technological support when new functions are added to the MOE’s official “LINE” account in the future, such as the ability for users to set the specific area for receiving “Heat Stroke Caution Alert” messages.

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Screen image of the MOE's official "LINE" account

The MOE will verify this experiment at an expert review meeting in or after autumn 2020. Based on the results, it plans to start full-on operation of the "Heat Stroke Caution Alert" service nationwide in FY2021.

DG will keep providing existing solutions and developing new solutions to help resolve environmental and social issues and build a sustainable economy and society.

\*1: The user accepts alert notifications and sets their area in advance.

\*2: MOE, "Prior Launch of "Heat Stroke Caution Alert (Trial Service)"" (June 16, 2020)

[https://www.wbgt.env.go.jp/pdf/20200616\\_alert.pdf](https://www.wbgt.env.go.jp/pdf/20200616_alert.pdf)

\*The service is only available in Japanese.

<About the MOE's official "LINE" account>

- Account name: Ministry of the Environment
- LINE ID: kankyo\_jpn
- How to friend this account: Register using the dedicated URL (<https://lin.ee/mj3KmWD>) or use the following QR Code to add the account as a friend in the "LINE" app.



**[About "CONNECT BAY®"]** [https://dgmt.garage.co.jp/service/connect\\_bay/](https://dgmt.garage.co.jp/service/connect_bay/)

"CONNECT BAY®" is a communication platform that can be used for tasks including sending individual messages to segmented users via "LINE" and social media. It allows for effective communication by sending messages to specific "LINE" users. Through API linkage, "CONNECT BAY®" can be used to send messages and design functions utilizing client data. This offers more diverse and advanced CRM solutions in the communications field and for sending information to users via optimum system designs and solution for clients.