

《Press Release》

【The industry's first*₁ business model from PC DEPOT】

Connected Mobile Store (tentative name), a vehicle-type store that solves various “digital divide” issues arising among generations and places of residence, is scheduled to be launched next summer.

～Equipped with digital solutions that can accommodate online study, teleworking, as well as video steaming in one vehicle～

PC DEPOT Corporation (Headquartered in Yokohama-shi, Kanagawa Prefecture; Takahisa Nojima as CEO and President; listed in TSE First Section Code 7618), a specialty store operator that supports digital life of community, has began the development of the industry's first (note 1) vehicle-type store “Connected Mobile Store” (tentative) equipped with digital solution to be launched next summer.

(*1: According to our research)



■ Connected Mobile Store (tentative)

Connected Mobile Store (tentative) is a vehicle-type store which enriches individuals' digital life according to their lifestyles rooted in the community. Based on our “membership-based subscription service”, we offer high quality communication and advanced solution service, and provide various support related to digital devices and networks in your home. With this, things you wanted to do with “digital”, such as teleworking, online class participation, enjoying shopping with smartphone payments, quickly converting inside of the vehicle into a studio for video shooting and editing, can be realized. We aim to make people's lives more enjoyable and envision to create a new business model that integrates familiar digital domains and the community.



〈Towed-type〉



〈Integrated-type〉

*Two types of vehicle-type store are under consideration, towed-type and integrated-type.

■ Background to the Idea of Connected Mobile Store (tentative)

Digital divide can be resolved by us becoming “home digital consultant” in various communities.

Recently, as represented by the establishment of new Digital Agency, digitization is promoted in all fields including schools, companies and public services; and digital has become indispensable in our daily life. Digitization is rapidly penetrating in our everyday life through GIGA school concept, telework, e-payment, online shopping, shared services and so on.

On the other hand, it remains to be a fact that there are many homes across the country that are “unfamiliar with digital”. And this “digital divide”, the gap between those who are proficient in digital and those who are not, is now becoming a major social issue. This is because unlike companies and local municipalities that can allocate necessary human resources to respond to digitization, ordinary households do not have persons familiar with digital nor do they have someone to consult on a daily basis. We believe this is one of the factors making digital a distant existence.

Our mission of having “digital consultant in every household” is derived from our belief that in order to eliminate the digital divide, our staff must become a familiar person as a digital consultant in the regional communities and general households. Connected Mobile Store (tentative) is a “consultation center for all digital matters” in the community on a daily basis for customers who want repairs, how-to-use instruction, problem to be solved, as well as for those customers who “want to try various things, but do not know how..?”. In a vehicle equipped with all kinds of digital support solutions and digital life planners such as consultants and engineers onboard, we plan to rollout the vehicle-type store business in each community.

〈What is Digital Divide〉

With the acceleration of digitization in all things, people who are unable to keep up with the pace of changes in the environment may see their quality of life greatly affected as they face difficulties in handling online payment, remote work, and other issues which otherwise are supposed make life more convenient. “Digital divide”, a gap between those who can handle digital and those who cannot, is prominent between generations and communities, and causing factors are diverse. We hope to solve this digital divide by us becoming “the digital consultant in the household”.

■ Detailed Information on Connected Mobile Store (tentative)

•Service

We are considering two ways for our customers to receive this service – either to become a premium member for the various membership courses we offer, or to become a paid member*₂ for Connected Mobile Store (tentative).

Admission Fee	5000 yen
Monthly Fee (for various courses)	1000 yen
Connected Mobile Store (tentative) Member Fee	Not decided yet

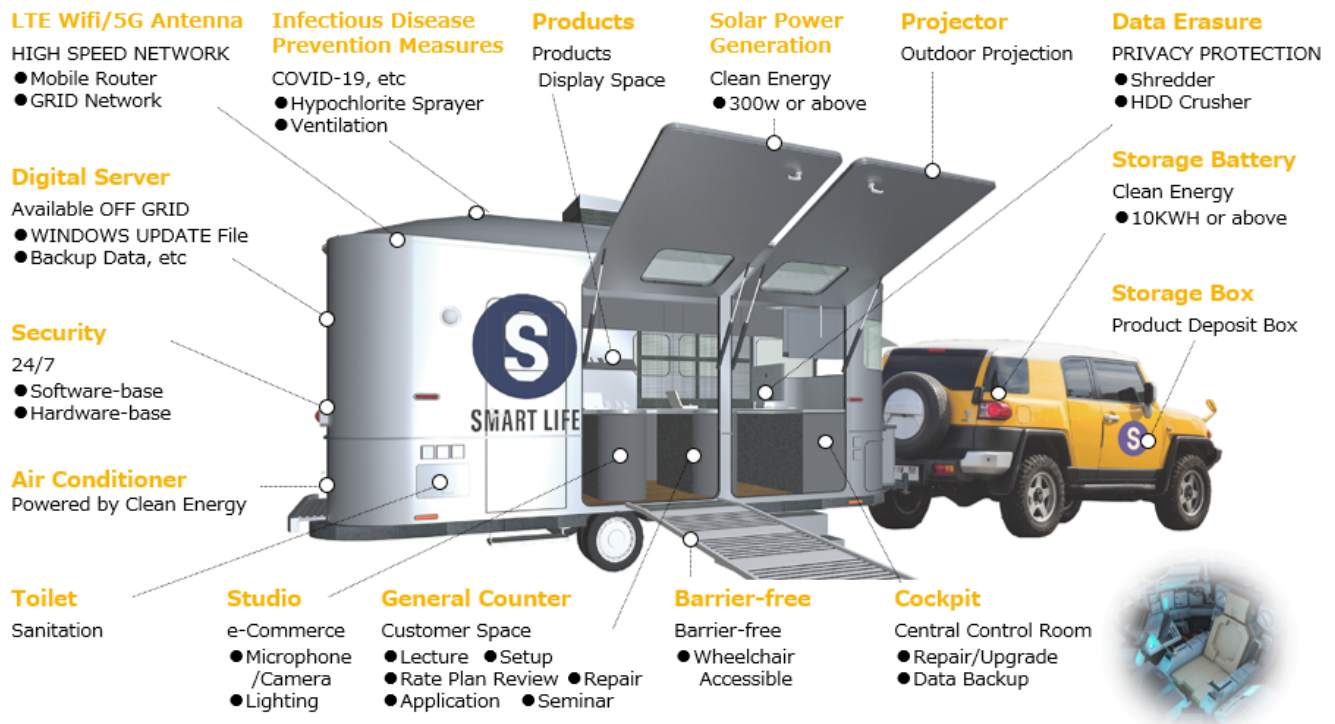
Tax not included

※2 price not yet decided

•Vehicle Specification

Built-in Features	Services Offered
LTE Wifi/5G Antenna	Product Purchase/Repair/Usage Lecture
Digital Server	Telework
Studio/Projector/Product (Product Display Space)	Workout
Storage Box/Data Erasure	Online Classroom/Workshop/Studio
Solar Power Generation (Clean Energy 300w or above)	Direct to Consumer
Storage Battery (Clean Energy 10KWH or above)	e-Sports
General Counter/Cockpit/Sanitation Facility (Toilet)	e-Shop
Barrier Free (Wheelchair Accessible)/Security	Ride Share Service/Live Lecture
Infection Prevention Measures (Hypochlorite sprayer/ventilation)	Theater/Online Live Commerce

Connected Mobile Store (tentative) Built-in Features



•Expected Areas of Operation

We plan to start gradually from each area of Japan where existing stores are located. It will be announced promptly as details are determined.

•Implementation Schedule

The full-scale implementation is scheduled from summer of 2021. The operation details will be announced as soon as determined.

•Future Policy

We will rollout and expand our directly owned vehicle type stores. Moreover, we will seek to expand the potential of vehicle type stores through collaboration and alliance with various companies and communities.

■PC DEPOT

Our mission is to provide “digital consultants to all households”; and through our 130 stores nationwide, we provide membership-based services to support our customers’ enriched lifestyle utilizing PCs, smartphones and other IT devices. We can eliminate digital divide issues by resolving problems related to IT device repair, purchase and usage offering ease of use. Our digital life planner who is a dedicated “digital consultant” for each household will work together to create future digital life for the family.



■Digital Life Planner

Digital life planner is a digital consultant assigned to our members. Digital life planners are the specialists who solve problems and provide consultations regarding digital device issues. A team called “works”, consisting of 3-5 staff with knowledge in each specialized field, provides solution services, covering members in 500-800 households per team. In addition to taking care of trivial daily consultations such as smartphone upgrade, optimal rate plan selection, and PC software replacement timing, they also propose the best digital life plan that is aligned to the societal change and family’s future, supporting the smart digital life of the family as digital consultants.

■Company Profile

- Company Name : PC DEPOT Corporation (abbreviation: PCD)
- Head Office : 7F Arena Tower, 3-1-9 Shin-Yokohama, Kohoku-ku, Yokohama-shi, Kanagawa Prefecture
- Company Executive : Takahisa Nojima, President and CEO
- Establishment : August 1994
- URL : <https://www.pcdepot.co.jp/>
- Business : Management and operation of directly owned PC DEPOT Smart Life Stores and PC DEPOT, the chain of membership-based comprehensive specialty stores that support digital life of communities, as well as PC DEPOT PC Clinics that provide PC repairs and technical services; and management of the franchise headquarter.

As going online trend accelerates in our day-to-day lives from teleworking to electric payment, we have long been committed to the subscription-based membership system. Our communication and solution service that goes beyond the boundaries of stores and customers is a unique service model difficult for other companies to imitate. Moreover, in this information society in which digital domain exerts strong influences on people’s lives, we will eliminate the digital divide (disparities within the information society) in each home by introducing Connected Mobile Store (tentative), and being the “digital consultant to all households”. And we hope to contribute to the further advancement and development of community by combining our effort with regional revitalization.

Watch our vision/mission VTR from QR code below 〈VTR:Vision•Mission〉



<Inquiries>

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