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FOR IMMEDIATE RELEASE

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Digital Signage Information Display System Enters Service
—Initiative to Enhance Customer Service at Condominium Gallery—
LIONS KURAMAE Residence

TOKYO, Japan – February 15, 2012 – ORIX Corporation (TSE: 8591; NYSE: IX), a leading integrated financial services group, announced today that DAIKYO INCORPORATED (hereinafter, “DAIKYO”) has started operating an information display system using the latest touch-panel digital signage service at LIONS MANSION Kuramaebashi Information Salon, a condominium gallery for LIONS KURAMAE Residence, which is currently under construction in Taito Ward, Tokyo. The system is designed to enable gallery visitors to obtain information about condominiums. It is provided by SOFTBANK Creative Corp. (hereinafter, “SOFTBANK Creative”) and ORIX.

Digital signage is a service where data is sent through networks to displays installed at places where people gather, such as train stations, retail facilities and sightseeing spots. The digital signage system introduced by DAIKYO will enable users to freely obtain the information they need, including maps as well as neighborhood and condominium data, simply by touching a screen, as if they were using a smartphone. The system’s main feature is that it enables interactive communication, unlike traditional displays which provide only a one-way information flow.



Digital signage
(Reference image)

In traditional condominium sales, customers visit condominium galleries and meet with sales representatives, who ordinarily explain the location, building structure, specifications and amenities of a condominium by referring to panels, videos, printed materials and other resources as they guide customers through the gallery.

In recent years, however, as the digitization of society has advanced, customers have come to require an increasingly diverse array of information from condominium galleries.

Different customers want more information about different kinds of topics. They also spend varying amounts of time within the gallery. Accordingly, DAIKYO has introduced a digital signage system that facilitates interactive communication so that customers can obtain the information they want themselves. The new system aims to alleviate the stress felt by customers when having to spend time listening to a sales pitch. In addition, the system easily conveys the building structure and security measures and allows customers to visually explore different types of condominium unit floorplans and color options, which cannot be fully expressed using a model room.

Description of Content

Train and Town Information

This application is highly recommended to visitors who are not familiar with a given neighborhood of a condominium. The content consists of a presentation of towns close to train stations chosen by users from a train route map. The time required to travel from each location of interest to train stations is also shown. Customers can also take a photo-based virtual tour of various neighborhood facilities.



Train and town information (Reference image)

Visual Exploration of Neighborhood Map

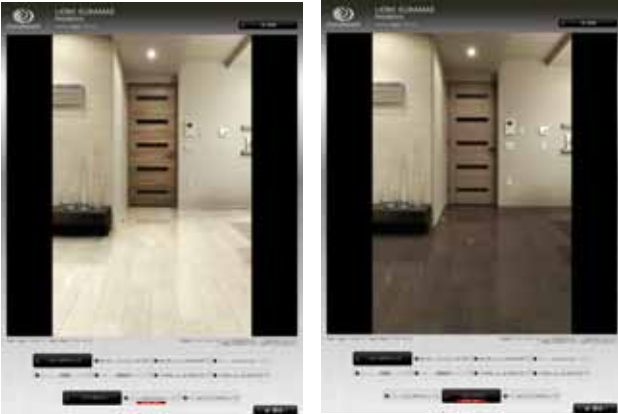
The system uses icons to display shops, schools, hospital facilities and other daily living information in the area surrounding condominiums, while showing facility information, street views and other data. The route from the condominium to these facilities may be displayed with just one touch of the screen. This data is portable, as it can be sent to mobile phones, smartphones or other devices.

Room Guide

Users can compare and consider various types of condominium unit floorplans simply by touching the screen. Room option plans can also be viewed.

Color Options

Color options for flooring, doors and other room features can be visualized with a few easy operations of the touch panel.



Color selection (Reference image)

Walkthrough

Users can walk through a 3D condominium unit. By operating the touch panel, users can move freely around the unit as if they were actually there.



Walkthrough (Reference image)

Security System Trial

Users can actually try out the security systems they would use after they move in to a condominium building using a guided computer-generated video program on the screen.



Security system (Reference image)

Structure

Users may view a 3D computer-generated model of the condominium building structure. Visitors can confirm the building frame structure, facilities and other features by zooming in and out as well as rotating the model.



Structure (Reference image)

Photo Service

A commemorative photo may be taken in an original frame. The photo data can be sent directly to the customer's email address.

Overview of Digital Signage System

Display Type: Multi-touch 46-inch display

Size: 2 m tall x 1 m wide

Weight: Approximately 150 kg

Company Profiles

DAIKYO INCORPORATED

Head Office: 4-24-13, Sendagaya, Shibuya-ku, Tokyo, Japan

Representative: Akira Yamaguchi, President and Representative Executive Officer

Established: December 1964

Capital: ¥41,171 million (As of March 31, 2011)

Business Activities: Condominium sales, real estate sales, urban development

SOFTBANK Creative Corp.

Head Office: 2-4-5, Roppongi, Minato-ku, Tokyo, Japan

Representative: Kosei Tsuchihashi, President and Representative Director

Established: March 1999 (Changed to present name in October 2005)

Capital: ¥100 million (As of June 27, 2011)

Business Activities: Digital contents business, digital signage business, publishing business, planning and production business

ORIX Corporation

Head Office: Mita NN Bldg. 4-1-23, Shiba, Minato-ku, Tokyo, Japan

Representative: Makoto Inoue, Director, Representative Executive Officer, President and Chief Operating Officer

Established: April 1964

Shareholders' Equity: ¥1,330,274 million (As of September 30, 2011; consolidated)

Business Activities: Diversified financial services

* Other company and product names, etc. shown in this release are the trademarks or registered trademarks of the respective companies.

About ORIX

ORIX Corporation (TSE: 8591; NYSE: IX) is an integrated financial services group based in Tokyo, Japan, providing innovative value-added products and services to both corporate and retail customers. With operations in 27 countries and regions worldwide, ORIX's activities include corporate financial services, such as leases and loans, as well as automobile operations, rental operations, real estate, life insurance, banking and loan servicing. For more details, please visit our website at: <http://www.orix.co.jp/grp/en>

These documents may contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results to differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under "Risk Factors" in the Company's annual report on Form 20-F filed with the United States Securities and Exchange Commission and under "4. Risk Factors" of the "Summary of Consolidated Financial Results" of the "Consolidated Financial Results April 1, 2010 – March 31, 2011."

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