



ORIX

SoftBank Creative



TOKYU HOMES CORPORATION

May 11, 2012

**FOR IMMEDIATE RELEASE**

**Contact Information:**

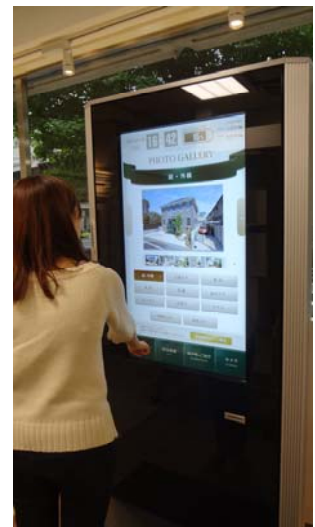
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**Information Display System Using Digital Signage Service Launched at the Millcreek Imported Homes Shibuya Showroom**  
**Tokyu Homes to Unveil a “New Showroom Paradigm”**

TOKYO, Japan — May 11, 2012 — ORIX Corporation (TSE: 8591; NYSE: IX), a leading integrated financial services group, announced today that it will start operating an information display system using the latest touch-panel digital signage service at the Tokyu Homes Shibuya Showroom, which is scheduled to open on May 12. The system is designed to enable showroom visitors to proactively search for information. It is provided by SOFTBANK Creative Corp. (hereinafter, "SOFTBANK Creative") and ORIX.

Tokyu Homes Corporation (hereinafter “Tokyu Homes”) has been custom-building homes through its Millcreek line of North American-styled imported homes. Through this business, Tokyu Homes has been providing “high-quality, international standard homes featuring an authentic quality of living.”

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 Tokyu Homes will enable users to easily gather information 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 in use

In recent years, customers have sought an increasingly diverse range of information about home building, meaning that the nature of information sought and the level of detail are different for each customer. In addition to the conventional method of having sales personnel take the lead in providing explanations while guiding customers along a showroom route, Tokyu Homes has been exploring ways of enabling customers to proactively find the information they seek. The goal is to provide as much information as possible to customers within the limited confines of a showroom. As a result, Tokyu Homes has decided to introduce this digital signage service.

The digital signage systems will provide a variety of content designed to communicate the attractiveness of the Millcreek line of imported homes. For example, the digital signage systems will present a photo gallery of actual images as examples of constructed homes, which will be organized according to the various components of the houses. Other features include information and video content about various showrooms,

information about the surroundings of showrooms, and a camera function that will take commemorative photos of customers with original characters.

Going forward, ORIX, SOFTBANK Creative and Tokyu Homes will look to expand installation of digital signage systems in each of Tokyu Homes' 18 showrooms in the Tokyo metropolitan area. At the same time, the three companies will continue working to develop even more attractive content by incorporating customer feedback into the digital signage service.

Photo Gallery



Showroom Information



Digital Signage (Artistic Rendition)



## Company Profiles

### Tokyu Homes Corporation

Head Office: 1-21-14 Dogenzaka, Shibuya-ku, Tokyo, Japan

Representative: Shunji Suzuki, Representative Director

Capital: ¥400 million

Business Activities: Custom-built home business, renovation business, consulting business, spec-homes sales business, and asset utilization business

### SOFTBANK Creative Corp.

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

Representative: Kosei Tsuchihashi, President and Representative Director

Capital: ¥100 million

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

Shareholders' Equity: ¥1,396,137 million (As of March 31, 2012; consolidated)

Business Activities: Diversified financial services

## **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, 2011 – March 31, 2012."

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