



Company Profile of CIRCLE Co., Ltd.

Tokyo, Japan

One of the group companies of TAISEI Group

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Updated on Jul. 25, 2019

CIRCLE Co., Ltd. was established in 1990.

We have 2 main business domains in our company as one of the group companies of TAISEI Group. The one of the major businesses at CIRCLE is the rental services of professional broadcasting video/audio equipment including such equipment for institutional applications for about 26 years.

Related to the rental services, we are conducting the maintenance and partial repair of these equipment in house on a real need basis, while all of the areas not covered yet.

In addition to the rental services, another business domain of our company is to provide customers with the support service at the video location field by dispatching our staffs together with the Grip equipment, under the management of our Circle Support Service (CSS) Division . We initiated this Support Service business in 1994.

As one of the extended Support Service businesses, we initiated the drone related business for aerial shooting in 2013. During Inter BEE 2015 (International Broadcast Equipment Exhibition in Tokyo, Japan), we carried out its flight demo. on drone together with one of the most well-known drone manufacturers worldwide.

Accordingly, we have been exclusively doing so called “B2B (business to business)” businesses. Our business partners are therefore non-commercial TV station, key commercial TV Networks, Pay TV, Cable TV, Production Houses, Post Production, CM Production, Cinema Production etc. that are located in not only Tokyo area, but also all over Japan.

Furthermore, we are the sales agent of NANUK professional protective plastic cases in Japan. The NANUK cases are the products from Plasticase Company based in Quebec Canada, providing high performance of crushproof, dustproof, water proof and good transport solutions allowing contemporary styling, unlike current other companies cases.

We are also making available the custom-built exclusive cases for the lens, batteries etc. with the customized inner cushion parts on these standard cases, in addition to selling the standalone plastic cases. It has realized the solution of “Complete One Package for Ready to Use” in order to fulfill the customer’ s operational conveniences.

We are, of course, using such plastic cases for our own rental equipment so that we can show its outstanding features to our customers in the various operation field.

In addition to the NANUK cases, we are also the sales representative of the SHAPE Camera Rig products in Japan after the NAB 2012. They are also based in Quebec Canada and manufacture the supports and custom-built equipment there for video/photo cameras. These products have been exhibited in the last couple of Inter BEE in addition to our CIRCLE original equipment. We have continued to run the exhibition booth at the Inter BEE from 2007 onward.

In terms of our CIRCLE original equipment, we have been developing specialized unique video equipment to respond to the customer's specific requirements for their operational conveniences further, as seen in some of the examples, peripheral devices such as "Tally Box" to be used with Video Live Switcher, water proofed "Camera Housing" for underwater shooting, "Conversion Cables" for lenses, "Customized hard/soft Cases" , "Rails" for the shooting camera movement, etc..

In the recent joint development of the "Light Rail" product between JAPAN BROADCASTING CORPORATION (NHK) and CIRCLE Co., Ltd., it is our pleasure to have done the joint patent application in 2015.

The profile projector for the lens maintenance and performance verification was installed in our in-house projection room in 2014. This is to assure the lens performances in 4K shooting environment.

As for the sale of the used video equipment after completing their rental services at CIRCLE Co., Ltd. including the used video equipment consigned from other companies,

TAISEI Co., Ltd. for which is one of the group companies of TAISE Group is responsible.

It is our pleasure to introduce our website below for your further reference.

► <https://www.circle-j.co.jp>

In our website, you will find some of the demo video footage on drone, instructions of some unique rental equipment, newly added "CIRCLE Quality" footage which will be periodically updated, highlighting CIRCLE's unique activities, characteristic rental equipment etc. in addition to the introduction of CIRCLE business operation. These footage were completely originated by CIRCLE from planning / consulting, shooting through editing until completing such respective video materials.

Sorry for that English language is available only for the limited part in our website.

Thank you.

More details about CIRCLE Co., Ltd.

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| Establishment: March 1990

| Main Financing Bank:

- Sumitomo Mitsui Banking Corporation (Kojimachi branch office),
- Sugamo Shinkin Bank (Waseda branch office)

| Business Domain:

- Rental services & maintenance / partial repair of the professional video & audio equipment:
- Support Service for video location & production by dispatching CIRCLE' s staffs together with "Grip" equipment:
Drone related businesses are also included in this CIRCLE's Support Services by dispatching the operator & assistant staff with the drone equipment.
- Development of CIRCLE original video & audio equipment to support customer' s operational conveniences:

| Board Members:

Chairman	Yosei Ota
President	Narihiro Ota
Managing Director	Hisako Ota
Director	Shingo Koma
Auditor	Katsumi Ito

| Location of Major Offices:

[Headquarters]

16-512 Hachiman-cho Ichigaya, Shinjuku-ku, Tokyo, 162-0844 Japan

Tel: +81 3 3235 9501 Fax: +81 3 3235 9518

[Ichigaya Office]

MORI Building 1F&3F, 2-3 Tamachi Ichigaya, Shinjuku-ku, Tokyo,

162-0843 Japan

Tel: +81 3 3235 6761 Fax: +81 3 3267 0582

[Akihabara Office]

1-11-5 Izumi-cho Kanda, Chiyoda-ku, Tokyo, 101-0024 Japan

Tel: +81 3 5823 8655 Fax: +81 3 5823 8657

History:

1983 Feb.	Establishment of CIRCLE Shoji (Business Company) Limited:
1988 Aug.	Launch of rental/lease services of professional broadcasting video equipment including manufacturing, sale and maintenance/repair:
1990 Mar.	Establishment of CIRCLE Co., Ltd.:
1990 Oct.	Change of the Company Name, from CIRCLE Shoji to TAISEI Limited as Mother Company of TAISEI Group:
1994 Dec.	New organization establishment of CSS (CIRCLE Support Service) Business Division to initiate Support Services at video location field:
1998	Development of Simple Rail Series products (Light Rail, "PAT" Rail and Bend Rail) all patented:
1998 Feb.	Contribution to ORTO ' 98 in providing the broadcast video equipment used for Olympic Winter Games, NAGANO:
1998 June	Move of the business office to MORI Building 1F, 2-3 Tamachi Ichigaya , Shinjuku-ku, Tokyo:
1998	Contribution to the shooting in collaboration with Tokyo Broadcasting System Television, Inc. (TBS) for their special program of TBS 50th Anniversary:
1998 Oct.	Contribution to the shooting in collaboration with TBS for 1998 FIVB Volleyball World Championships Japan:

2001 Aug.	Contribution to the shooting in collaboration with TV Asahi Corporation (TV Asahi) for FINA International Swimming World Championships Japan:
2001 Nov.	Change of the company name, from TAISEI Limited to TAISEI Co.,Ltd.:
2005 May	Move of the business office to City Ichigaya 103, 2-38-3, Tamachi Ichigaya, Shinjuku-ku, Tokyo: New organization establishment as Maintenance Section in the former business office:
2006 Mar.	Acquisition of business certificate to dispatch specific temporary labors:
2006 June	Development of “PAT” Rail P2 (Phase-2, also patented) to ensure line up of Simple Rail Series products:
2007 Nov.	First Exhibition at the InterBEE Exhibition (International Broadcast Equipment Exhibition) in Japan: (Continues to exhibit from 2007 onward.)
2008 Feb.	Acquisition of business certificate to dispatch general temporary labors:
2010 Sept.	Establishment of new business office in Akihabara, Chiyoda-ku, Tokyo (CSS Group moved to Akihabara office from Ichigaya office):
2010 Sept.	Member of ad hoc task force, 3DBiz. Society:
2010 Nov.	Exhibition of 3D equipment in InterBEE 2010:
2012 Nov.	Exhibition of the prototype of Virtual Crane System using Scorpio 23 crane having its telescopic arm at InterBEE 2012:
2013 Nov.	Exhibition of 3 types of Drone at InterBEE 2013 after starting the multicopter business at CIRCLE from August 2013:
2014 Mar.	Installation of Profile Projector for lens performance verification:
2014 Aug.	Partnership with overseas Rental House: The Camera House in Hollywood, CA and Albuquerque, NM, USA and Servicevision in Barcelona, Spain:
2014 Nov.	Member of JSC (Japanese Society of Cinematographers):

2015 Feb.	Completion of Virtual Operation System on Scorpio 23 Crane & Viz equipment, and get started to use for the TV program:
2015 Apr.	Partnership with overseas Rental House: OVIDE in Barcelona, Madrid and Bilbao Spain:
2015 May	Joint Development and Patent Application for “New Light Rail” together with NHK (JAPAN BROADCASTING CORPORATION):
2015 Nov.	Flight demo. on drone for aerial shooting operation in the special event during Inter BEE 2015:
2017 May	Establishment of Business Development Dept. and Section of Aerial Shooting on drone:
2019 Mar.	TAISEI Group, headed by Mr. Yosei Ota as CEO & Chairman, consisting of CIRCLE Co., Ltd., TAISEI Co., Ltd., SMCC Co., Ltd., AIDCA Co., Ltd. and Hakuho Building Limited was awarded a grand prize of “Shinkin Bank Dream Creation Award” in business year 2018 in the category of nonmanufacturing industry, out of the nominated 55 quality medium and small companies, under the sponsorship of Tokyo Credit union (Shinkin bank) Association, Shinkin Council Union and Tokyo Business Executives Meeting.

Major Business Partners (in random order):

[Broadcast Stations]

WOWOW Inc., / Tokyo Broadcasting System Television, Inc. /
Japan Broadcasting Corporation (NHK), / TV Asahi Corporation /
TV TOKYO Corporation, / Fuji Television Network, Inc., /
Nippon Television Network Corporation / Shin-etsu Broadcasting
Co.,Ltd / Asahi Broadcasting Nagano Co.,Ltd /
TV Shinshu Broadcasting Co., LTD /

[Productions]

TOTSU Inc. / IKEDAYA / KYODO TELEVISION Co.,Ltd /
NHK Media Technology Inc. / NTV Technical Resources Inc. /
IMAGICA Corp. / TCP Co.,Ltd, / TAKESYSTEMS Co.,LTD. /
TV.Shinshu Enterprise Co.,LTD /

| Member of Industry Organizations:

- 3DBiz. Society
- SRUF (Specified Radio microphone User' s Federation)
- Video Production Association in Nagano
- Video Production Association in Tohoku district
- JSC (Japanese Society of Cinematographers)

Other Companies of TAISEI Group

[TAISEI Co., Ltd.]

- Management of General / Administrative / Legal Affairs, Accounting and Human Resources of each group company as Headquarters function:
- Resale of used professional broadcast / institutional equipment:

[SMCC Co., Ltd.]

- Program transmission related operation from broadcast stations on the contract base:
- Video editing of Drama, News, Sports programs etc.

[AIDCA Co., Ltd.]

- Production function:
- Creating display of character / graphics information / CG animation of TV programs:

[Hakuho Building Limited.]

- Purchase / sale / lease / management of real estate for TAISEI Group: