

Australian software to assist tsunami recovery in Japan



A Melbourne company is providing its 'software as a service' to assist the tsunami-affected business community in Sendai, Japan.

Media Equation Pty Ltd, with its Japanese partner Kotarosoft, Inc. is setting up an online image library for the Sendai Tourism and Convention Bureau.

Based in Docklands, Melbourne, Media Equation has developed a multilingual 'digital asset management' solution, known as lookat.me™, that can be set up in a matter of hours.

The lookat.me™ image library solution is used by Tourism Victoria, Tourism Australia and every state and territory tourism body in Australia to distribute images and video to tourism partners and the media. lookat.me™ supports most languages including Japanese, Chinese and Korean.

The tourism industry in Sendai, a major provider of local employment, was devastated by the earthquake and tsunami of 11 March 2011.

lookat.me™ will enable the local tourism bureau to manage and distribute images of the vibrant aspects of Sendai, known as *Mori no Miyako - City of Trees*.

Full recovery from the tsunami damage will take years but the city of Sendai still has a wealth of charms to attract visitors.

“The pacific coast of Eastern Japan was hit hard by a tsunami of The Great East Japan Earthquake on March 11, 2011.

“We can strive for reconstruction of the disaster area, including Sendai, because people all over the world send relief aid and send 'ai' even now. ‘Send ai’ has a double meaning. It is the name of our hometown, and to Send 愛 ai (- to send love, in Japanese).

“Photographs can communicate a positive image very effectively and help promote the city, benefiting local businesses that depend on tourism.

“The lookat.me™ image library will help Sendai by making it easy for the media and the tourism industry to access high quality images of landscapes and cultural attractions.

“We sincerely thank you for your support!”

– **Mr Kudo Satoshi**, General Manager, Sendai Tourism and Convention Bureau

This year Media Equation appointed Kotarosoft, Inc. as its business partner in Japan.

The directors of the two companies visited Sendai in January and presented their proposal to the tourism body, winning immediate acceptance.

“The resilience of the Sendai community is remarkable but the pain remains palpable. The recovery will be long term, we are just glad we can be involved in a practical way.”

– **Mr Rus Littleson**, Managing Director, Media Equation Pty Ltd

“This is an effective international collaboration between a Japanese firm, an Australian software company, and the Sendai Tourism and Convention Bureau.”

– **Mr Kotaro Takahashi**, Managing Director, Kotarosoft, Inc.

The Victorian Government has supported the objectives of Media Equation in offering its services in Japan, with the assistance of ExportIT Pty Ltd.

“We are proud that a Victorian IT company, supported by the Victorian Government Business Office in Tokyo, can provide this type of multilingual solution to the Sendai tourism sector.”

-- **Mr Adam Cunneen**, Commissioner Victorian Government Business Office Tokyo

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More about the project participants:

Sendai Tourism and Convention Bureau

Sendai Tourism & Convention Bureau was founded by the Miyagi prefectural government, Sendai city government, Sendai chamber of commerce and industry, local businesses and tourism entities. The main objectives of the bureau are to attract tourists and national as well as international conventions to Sendai.

Sendai has a population of one million and is the political and economic center of Japan's Tohoku (northeast) Region. Although Sendai is a large city, it is known throughout Japan as a modern city which is in harmony with nature.

The city possesses beautiful scenery, such as the Hirose River that runs through central Sendai, and the lush Zelkova trees that line the central city. Greenery is especially abundant in the center of the city, which has tree-lined streets and parks. As a result, Sendai is called the "City of Trees."

Media Equation Pty Ltd

Media Equation Pty Ltd (me™) is an Australian digital asset management company, providing governments, corporations publishers and cultural institutions, with practical and cost-effective solutions. The company's core competencies are in digital asset management, collection management, rights management and image and video distribution.

Key clients include: Austrade, Tourism Australia, Tourism Victoria, Tourism NSW, Tourism Queensland Tourism ACT, Tourism Northern Territory, Tourism South Australia, Tourism Tasmania, Tourism WA, National Portrait Gallery, Museum Victoria, State Library of NSW, Arrow Energy, Australian Geographic, Cbus, Dairy Australia, Dulux, Mirvac, Orica, Yarra Trams and Universal Image Group, Chicago.

Media Equation supports the Royal Flying Doctor Service

Kotarosoft, Inc.

Kotarosoft, Inc. is an expanding software consultancy in Japan specialising in importing software solutions to the Asian region, particularly from Australia, and showcasing Japanese companies in the international market.

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