



VitaNet Japan, Inc.

Digital Advanced Authentication Services for Mobile App In-Store Micro-Targeted Marketing

Purpose of the Project

The retail industry is rapidly embracing digital transformation to enhance customer convenience, yet traditional advertising struggles with low targeting precision and limited performance tracking. This project sets out to validate a new solution merging mobile app UX and physical store UX to simultaneously boost customer convenience and revenue through real-time notifications. Specifically, we developed “AccuNotify™,” a beacon-based platform integrated with a cloud server that supports precise notification ranges and user authentication—features not commonly found in existing services in the industry. By offering advanced, location-driven ad campaigns that go beyond simple coupon issuance, we aim to help retailers discover a brand-new business model to increase sales.



**AccuRange Notifications
& Instant check-in**
App launches by a touch



Targeted Promotions
Personalized coupons and discounts
Product introductions

Details of Demonstration

We began by creating a unique miniature device called “One Station,” which integrates beacon and BLE authentication functions into a single unit. Under cloud management, it is configured to cover ranges from roughly 60 cm up to 10 meters. The moment a user enters a defined radius, AccuNotify™ sends coupons or promotional information to his/her smartphone in real time.

To deliver micro targeted advertising without relying on personal data, we introduced “Open! App,” allowing businesses without their own official apps to adopt digital marketing with minimal effort. We also developed a world first feature to deliver impressions and click-through rates (CTR), enabling retailers to run real-time A/B tests and optimize ad performance area by area in the store.

By incorporating feedback from partner companies, we reinforced our Station Manager server’s administrative dashboard features, ensuring easy implementation and reduced operational costs. This combination of user-friendly software and hardware—plus cloud-based oversight—verified how well the integrated notification and authentication approach worked in real-world retail settings.



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Project Outcome

Our partner companies indicated that AccuNotify™ notifications could potentially achieve higher view and coupon redemption rates compared to paper coupons or digital signage. One Station, which integrates beacon and BLE authentication functions, provided a smooth user experience with the Open! App. Since no prior user registration is required, shoppers can receive updates immediately after app download. Additionally, real-time tracking of impressions and CTR allows optimization of effectiveness while conducting A/B testing in physical stores, as with online advertising.

Retailers with existing apps are expected to further integrate our SDK to reduce checkout times and enhance customer convenience, in turn driving sales growth.

Even small and mid-sized establishments can implement One Station on a monthly rental basis, lowering initial costs while still unlocking advanced targeting. Feedback suggests that this approach could become a significant leap forward for location-based retail advertising, as it addresses both operational efficiency and high-impact marketing.

Challenges and Solutions

Releasing Open! exposed the need for more advanced campaign management and automated optimization features. Building a comprehensive dashboard and incorporating AI-based ad performance tuning emerged as major priorities. Meanwhile, some retailers wanted to serve multiple advertisers through a single One Station, which necessitated robust management of station IDs and ad billing. To address this, we plan to develop solutions that allow customers to reassign up to around ten thousand unique IDs with seamless billing function.

Future Plans

We will continue enhancing automation for ad campaign management and focus on AI-driven performance optimization. Efforts are underway to scale deployments into large retail chains and engage new partners. Beyond domestic adoption, we plan to introduce our solutions in the U.S. market and expand into diverse industries. Our goal is to remain at the forefront of in-store innovation by integrating precise notifications, frictionless authentication, and actionable analytics, thus delivering meaningful value for businesses and customers alike.