



ワンタップナビ: Itapnavi is a Universal Design website easy enjoying for anyone produced by Jac.

# UNIVERSAL DESIGN web-site



It can be used with the same screen (PDF) display and the same operation (tap, click, scroll). Senior • A website that allows anyone, including people with disabilities, to quickly and accurately guide information on all things and things with all devices and models connected to the Internet.



## Site production time & expenses: About 70% reduction

### Current problem : html Traditional web display features

#### Editing production time and cost comparison

Time: 3 times to slower with upload & date  
Cost: 3 times to higher  
Reason: Because there are three types of production sites. Although PDF data can be used, it cannot be used very much because text input is the mainstream.

#### Overview

html (Hyper text mark-up language) is an advanced coding work that is produced in the technical terms of SE (system engineer) who is an IT expert as a general display format. Induce access by keyword search from an unspecified number of people such as SNS.  
Information within a limited range such as company information has different designs and complicated operations depending on the device and model (smartphone / tablet / PC) used, and people who are not good at IT often get lost on the site.

### Solving problems : PDF storage type web display features

#### Editing production time and cost comparison

Time: 3 times faster with upload & date  
Cost: 1/3 ~ cheap  
Reason: Because one type of production site is used in common. You can also use the production PDF data owned by the customer

#### Overview

The display format in PDF (Portable documents format) is a universal design site that is easy for people who are not good at IT to get used to. For example, it can be viewed with the same content and display as print media such as business cards, posters, leaflets, catalogs, pamphlets, and manuals, and 7 types of link functions can be placed at designated locations.  
(<https://www.Itapnavi.com/cmc/comedia.pdf>) Equipment used Smartphone / tablet / PC all models same screen, easy operation (<https://www.Itapnavi.com/jac/screen.pdf>)

### SOLUTION : DX promotion

Digitize all the required printed matter ▶▶▶ Internet upload

### AD SPACE

Tap or click below

渋谷区民防災  
マニュアル

有田町観光  
ガイドブック

電子名刺  
コミュニケーションカード

コミュニケーション  
カード解説

オーデマピゲ案内

ファッション  
ショーカタログ

ポータルサイト

CRITERIA



HP PDF





# Universal Design Site Target: Rich Senior

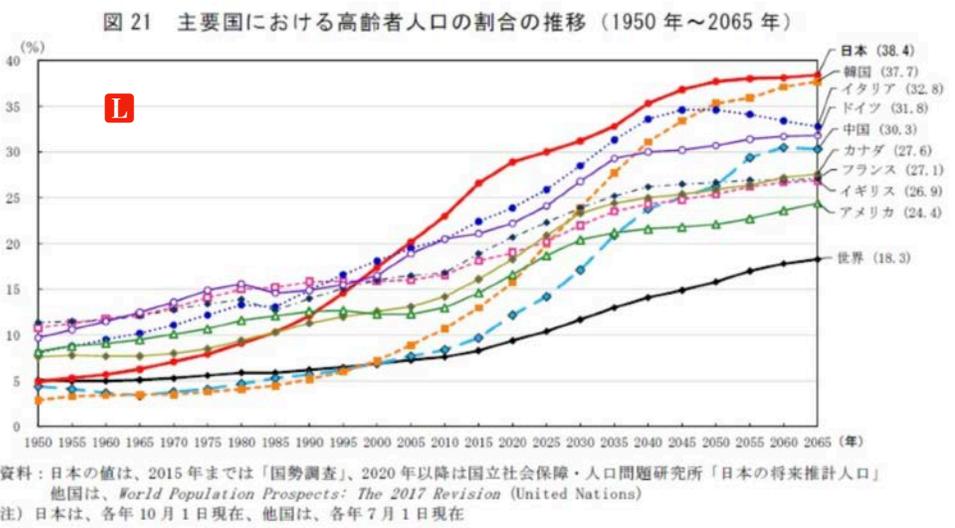
AD SPACE

The merits and demerits of the IT industry for the past 10 years! Ignoring Seniors • Exclusion: Streamlining the IT industry has been very successful. On the other hand, the management stance has been the corporate stance of "ignoring • eliminating" people who cannot use IT. Japan was once said to be an advanced IT country in the world. However, at present, the penetration rate in the general public and industry, excluding communication infrastructure, has fallen to 4th place in Asia after Singapore, China and South Korea.

**Richness of Japanese: Most of the over 35 million elderly people are rich.**

**Global growth market: Senior market 4 countries total 320 million people ~**

**Life expectancy in the world is increased by 5.5 years to 72 years in 16 years.**



## World Elderly Population (65+) Country ranking

<2018年>

順位	国名	単位：千人
1	中国	52,098
2	インド	83,591
3	米国	51,717
4	日本	34,892

Top 4 countries total:  
320 million people ~  
2.5 times the population of Japan and 9 times the domestic senior market. The entire world is steadily aging.

**Japan : Most advantageous position in the world's senior market. So, Value-creating marketing is necessary in Japan.**

Embody the absolute things of peace and security (ethical: ethical and moral) more precisely, accurately and delicately.



## コーポレートブランディング



## 社会貢献とは



## 企業の哲学

