



SCALE

ABOUT US

We provide professional services on SOLUTION for challenges and creative PRODUCTION to make INNOVATION happen in three business domains: SPORTS, ENTERTAINMENT and COMMUNICATION.

SOLUTION

Planning / Strategies / Researches / Data Solutions / Communication / Account Planning / Consulting

PRODUCTION

Project Management / Events / Promotion / Presentations / Videos / Printed Materials / Websites / Applications / Interactive Contents / System Integration

INNOVATION

New Ventures / Development of Products, Services, Technologies and Contents

WORKS

Bid for Large-scale, International Events

We have contributed to the success of five bidding projects for large-scale, international events.

2022 FIFA World Cup (Japan)

2020 IOC Olympic and Paralympic Games (Tokyo)

2019 IRB Rugby World Cup (Japan)

2016 IOC Olympic and Paralympic Games (Tokyo)

2011 IRB Rugby World Cup (Japan)

2007 IAAF World Championships in Athletics (Osaka)

2005 BIE Expo (Nagoya)

2002 FIFA World Cup (Japan)

Closing ceremony for the 2002 FIFA World Cup ("Wings of a Dream" project)

Participation of more than 2.7 million people (through making paper cranes for the event)

The Preliminary Draw for the 2002 FIFA World Cup Korea/Japan™

Created a natural indoor grass field on the stage of Tokyo International Forum

Green Project for IAAF World Championships in Athletics

IAAF's initial project in the field of sustainability

Perfect Formation/ Sport Data Automatic Analytical System

A practical application of the analytical system of mobile objects based on motion pictures

Tokyo's bidding project for 2020 IOC Olympic and Paralympic Games

Films for promotional activities and presentations

FIFA Club World Cup CF

Film for the world-wide promotion

Company Outline

COMPANY NAME	Scale Inc.
ESTABLISHMENT	August 31, 1984
CAPITAL	10 million yen
CORPORATE REPRESENTATIVE	Kentaro KONISHI, President & CEO

BUSINESS LINEUP

1. Consulting and solution in the fields of Sports, Entertainment and Communication
2. Production in the fields of Sports, Entertainment and Communication
3. Business development in the fields of Sports, Entertainment and Communication

GROUP COMPANIES

Spaceport Inc.	http://www.spaceport.co.jp/index_e.html
sol media inc.	http://www.solmedia.jp/company/english.html
Berryfarm LTD.	http://www.kosetsu.com/
STRIPES, INC.	https://www.stripes.co.jp/

NUMBER OF EMPLOYEES

40 (at Scale Inc.)

70 (on a consolidated basis)

HISTORY

- 1984 Scale Inc. Established
- 1996 Charter of Scale Inc. amended (marked as the second establishment year for the company)
- 2000 A group company, Spaceport Inc. established:
Business development in the field of social contribution
- 2001 A group company, Berryfarm LTD. established:
Music production/ management for Japan's leading folk singer,
Kosetsu Minami
- 2006 A group company, sol media inc. established: Publishing/
media contents production
- 2015 A group company, STRIPES, INC. established: Advertising
planning and production, interactive contents/ devices
planning and development

Contact

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*Please delete () holding @ to send your e-mails

ADDRESS / ACCESS

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2-23-1 Nishi-Shimbashi, Minato-ku, Tokyo 105-0003

Access by Train

5-minute walk from Uchisaiwaicho Station (Toei Mita Line)

7-minute walk from Shimbashi Station (JR & Tokyo Metro Ginza Line)

9-minute walk from Toranomom Station (Tokyo Metro Ginza Line)