

THE SOUND & VISUAL SPECIALISTS

**HIBINO**

hibino corporation

<https://www.hibino.co.jp/>



2022.04



THE SOUND & VISUAL SPECIALISTS

**HIBINO**



hibino corporation

A description of our products and services





President & CEO  
Teruhisa Hibino

## Leading the Industry as a Total Solutions Company, Staying Ahead of Changes in the Times

Hibino Corporation, founded in 1964, has marked its 50th anniversary successfully achieving yet another milestone in the history of the company. I would like to express my heartfelt gratitude to all those who have kindly supported us over the years.

I was charmed by music and very interested in live performances when I was young, and I was lucky enough to be able to realize my wish to work on Audio-Visual presentations. Now, the Hibino Group has developed into a corporate entity with more than 1,300 employees. They all share the same wish with me, which provides the biggest driving force for the Group.

Hibino offers products and services in the Audio-Visual field under the concept, "The Sound & Visual Specialists". As a unique company in the industry, we are pursuing excellence in Audio-Visual presentations with state-of-the-art equipment and professional human resources, while concentrating corporate resources on business areas where we have a competitive edge.

From the viewpoint of a presenter, a live performance needs to have the following three elements: compelling sound, attractive content, and a sales point. An ideal live performance has all these elements in an integrated manner, so, at Hibino, we strive to have the following three elements to create and offer a special environment for live performances: equipment and skills to produce compelling sound; equipment and skills to offer attractive content; and a sales point that encourages the audience to participate in the event again.

Moreover, Hibino is committed to living up to the expectations of its customers and building relations of trust with them on a long-term basis, not just on a short-term basis. To fulfill this commitment, I think it is very important for us to have the technical capabilities to develop both equipment and human resources that can help deliver to the audience live performances that incorporate all of the aforementioned elements.

Toward the future, Hibino will implement its vision for the 21st century to become a total solutions company equipped with Audio-Visual and Information Technology (AV & IT) for professionals. We will manage Hibino in an energetic manner as an excellent high-tech company with professionalism, reliability, international caliber and culture, thereby contributing to the creation of a more culturally advanced society.

## The Professional to the Professionals





# The Sound & Visual Specialists

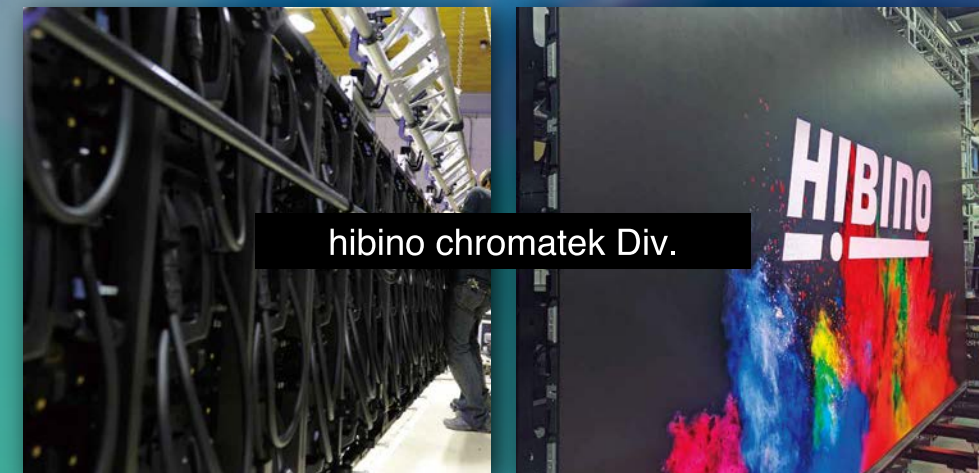
It has been almost half a century since the company was established in 1964. Under the concept, "The Sound & Visual Specialists" and in line with the management philosophy, "CREATION & INNOVATION", Hibino has been staying ahead of the times as a total solutions company equipped with AV & IT for professionals.



hibino marketing Div.

## Import and sale of professional sound equipment

We import and sell high quality sound equipment of overseas brands that are highly rated among professionals around the world. We help customers build the systems that meet their needs in our capacity as a multivendor who provides system components, related services, and maintenance technologies with great flexibility and latitude.



hibino chromatek Div.

## Development, manufacture and sale of LED display systems

Through the development, manufacture and sale of world-class high-definition LED display systems, we are helping expand the possibilities of visual presentations and digital signage.

s a l e s



hibino sound Div.

## Planning and design of concert sound systems, rental and operation of necessary equipment, and live recording, mixing and mastering

We are leading the industry as a pioneer in concert sound systems. We have incomparably more advanced technologies and operational know-how, human resources who are at the highest level in Japan, and an overwhelmingly large assortment of equipment to meet a range of customer needs.

s e r v i c e



hibino visual Div.

## Planning and design of visual systems for concerts and other events, and rental and operation of the necessary equipment

Technologies for large images and abundant operational know-how accumulated through long years of experience. Based on our expertise and excellence in the two areas of sound and imagery, we give full support to visual presentations, using the most advanced equipment and systems available in the industry.



# Create New Business Ahead of the Times “Hibino Spirit” Makes It Possible

Hibino's history parallels the history of Japan's music, visual and entertainment culture.

Starting with the sale and repair of TVs, Hibino gradually broadened its business scope to manufacture sound equipment, becoming the first company to rent jukeboxes in Japan, import and sell sound equipment, engage in the field of concert sound systems and event visual systems, conduct IT business, and develop and manufacture visual equipment. In the pursuit of the possibilities of music and visual presentations, we have planted the “seeds” of new businesses that bring inspiration and excitement to a greater number of people. We transform the potential needs of customers into business opportunities by being sensitive to the changes of the times. Since our founding, the people at Hibino have been passing down an abundance of expertise and reliable technologies, innovative ideas, and a challenging spirit from generation to generation, which we call the “Hibino Spirit.”

## Period during which people were seeking richness in their lives

In this period, people increasingly longed for Western music as a symbol of cultural richness. There were, however, few opportunities for people to listen to live music, and most of the sound equipment used in Japan was imported from overseas. Against this backdrop, Hibino began to sell sound equipment, wanting to provide more people with opportunities to enjoy listening to “quasi-live” sounds.

### 1956 Opened a store to sell and repair TVs, the predecessor of Hibino.

Shifted business to the manufacture and installation of sound equipment.



### 1964 Established Hibino Electro Sound, Inc. (presently Hibino Corporation).

Established a sales department for sound equipment and devices.

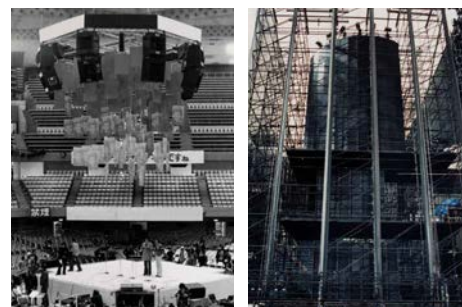
## Period during which the number of large concerts held in Japan rapidly increased

Hibino promptly recognized the importance of concert sound systems and understood the needs of artists who wanted to deliver a better sound. Accordingly, the company launched business in concert sound systems on a full scale by



establishing a model for supplying both excellent sound equipment made in Japan and abroad (“hardware”), and human resources having the ability to easily and flexibly operate the equipment (“software”) in an integrated manner.

### 1971 Began business in concert sound systems.



1971 Provided Shure-branded sound equipment for the Pink Floyd concert held at the Hakone Aphrodite.

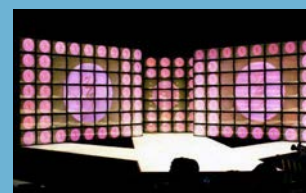
1973 Adopted the first flying system in Japan for the Tom Jones concert held at the Nippon Budokan.

1978 Completed the “BINCO SYSTEM” original sound system for concerts, which was used for Bob Dylan's first concert in Japan.

1980 Gave total support to the world concert tour of Y.M.O. by providing the sound system, and expanded the sound system business to overseas.

## Period during which needs for Audio-Visual presentations increased

The demand for the combined use of sound and visual systems increased, and Hibino became the first company to introduce a multi-vision system as stage equipment in Japan. Participation in the visual business resulted in the expansion of the company's business



sphere from concerts to large sports events, expositions, and exhibitions.

### 1984 Established a new department to begin the visual business on a full scale.

### 1988 Changed the corporate name to Hibino Corporation.

Under the concept, “The Sound & Visual Specialists”, launched a unique business to bridge the two different fields of sound and imagery.



1988 Supported Mick Jagger's concert held as one of the first concerts in the Tokyo Dome by providing the sound system.

1998 Rented and operated large visual equipment at 15 venues of the 1998 Olympics in Nagano, Japan.

1999 Managed the operation of the Audio-Visual system for GLAY's concert held at Makuhari with an audience of 200,000 people.

2000 Rented and operated large visual equipment at four venues of the 2000 Olympics in Sydney, Australia.

## New digital age with more possibilities for visual presentations

In 2002, one year before the launch of digital terrestrial broadcasting, Hibino began developing high-performance LED display systems by capitalizing on its know-how accumulated in the business of visual equipment for events. Hibino's unique technologies received high recognition not only in

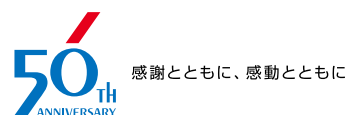


Japan but also abroad, and the company successfully began operating in the outdoor digital signage market.

### 2002 Began developing, manufacturing and selling visual equipment.

### 2006 Listed its shares on the JASDAQ Securities Exchange.

### 2014 50th anniversary of the foundation



2002 Rented and operated large visual equipment at the 2002 Olympics in Salt Lake City, USA.

2005 Rented and operated large visual equipment at the 2005 World Exposition, Aichi, Japan.

2010 Rented and operated large visual equipment of the Japan pavilion at 2010 World Exposition, Shanghai, China.

2015 Rented and operated large visual and sound equipment of the Japan pavilion at 2015 World Exposition, Milano, Italy.

2021 Rented and operated large visual and sound equipment at all venues of the 2020 Olympics in Tokyo, Japan.





hibino marketing Div.

# Supporting the Establishment of a System to Communicate Lively Sounds

**HIBINO**

hibino marketing Div.

The hibino marketing Div. has the longest history among the divisions of the company. At the time when the company was founded, Japan was entering a period of high economic growth and all people in the country were excited about a coming age of wealth. Music imported from overseas to Japan enchanted a lot of people, but there were still few opportunities for the general public to enjoy the music live. Quickly understanding the situation and needs of consumers, Hibino began to sell sound equipment to professionals, so as to help them deliver their sound “almost live” to listeners. Since the start of the business, we have remained a top-class player in the industry, which proves the great trust that we have won from our professional customers.





**hibino marketing Div.**

## System configurations possible only from a multivendor

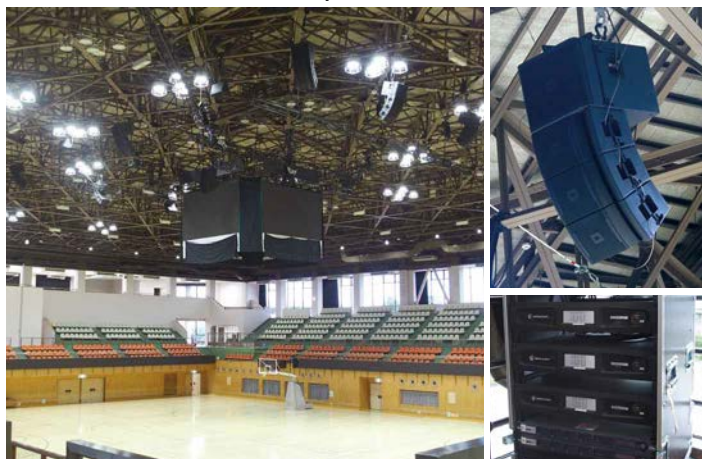
The product lineup of Hibino includes AKG, CROWN, JBL PROFESSIONAL and other brands that are highly rated and trusted by professionals across the world. The network we have built up with sound equipment manufacturers in Japan and abroad over a history of more than 50 years represents an invaluable asset for the hibino marketing Div. We can configure a range of components into a sound system, because we are a multivendor and not bound by any single manufacturer, and this has resulted in our top-class sales in the industry.

## Appropriate consulting ability based on abundant experience

Professional customers want to produce the sounds that are the best for the specific place, purpose and audience. Based on this understanding, we offer careful consulting services to provide customers with the sound equipment and systems that can meet all of their needs in a precise manner. At our five sales bases located across the country, staff members versed in the latest sound systems support customers as their partners, from the planning stage through to the maintenance of the established systems.

### Delivery record

#### Brex Arena Utsunomiya



Speaker system, power amplifier

#### Ore-no Grill Tokyo



Mixing console, speaker system, power amplifier

#### NISSAN STADIUM



Speaker system, power amplifier



hibino marketing Div. hibino corporation

2-7-70 Kaigan, Minato-ku Tokyo 105-0022, Japan

Osaka Branch 18-8 Toyotsu-cho, Suita-shi Osaka 564-0051, Japan

Fukuoka Branch 4-14-6 Yoshizuka, Hakata-ku, Fukuoka-shi Fukuoka 812-0041, Japan

Sapporo Office Kotoni3·1 Building, 1-1-20, Kotoni 3-Jo, Nishi-ku Sapporo-shi, Hokkaido 063-0813, Japan

Nagoya Office 3-4-26 Meieki Minami, Nakamura-ku, Nagoya-shi, Aichi 450-0003, Japan

<https://www.hibino.co.jp/>





QFRONT

hibino chromatek Div.

# Providing Domestic and Overseas High-End Users with Products That Increase the Potential of Visual Presentations



Q'S EYE LED display system "ChromaLED 6B""Chromawall 20"



hibino chromatek Div.

Following the launch of digital terrestrial broadcasting in Japan in 2003, images began to be digitized in an accelerated manner. Against this backdrop, Hibino launched the hibino chromatek Div. as the fourth core business of the company, anticipating the advent of a new digital age ahead of others and recognizing the possibilities of LED displays. The division set out to develop LED displays to solve the problems faced by conventional visual equipment and to meet the onsite needs reported by the hibino visual Div and others. The ChromaLED brand, which was developed by using advanced technology and conducting intensive marketing research, is highly evaluated as a reliable product not only in Japan but also in overseas markets, and particularly in Europe.





hibino chromatek Div.

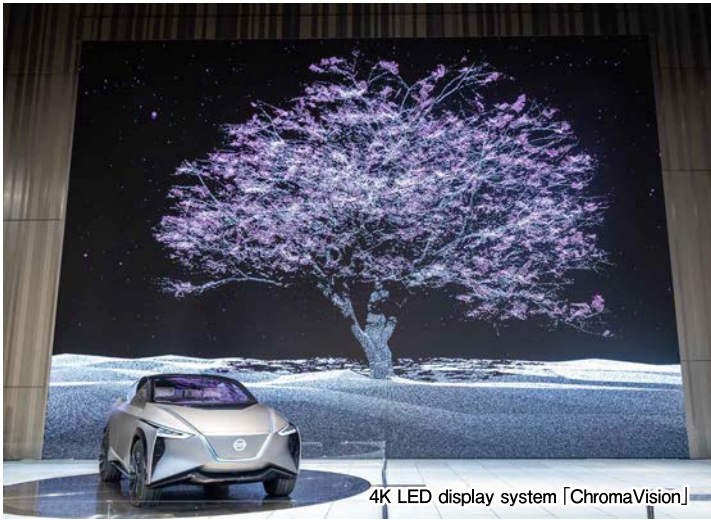
### Pursuit of user friendliness based on the voices of actual users

The hibino chromatek Div. develops products in line with a policy of providing user-friendly products. As early as the product planning stage, the division incorporates the opinions of system engineers and operators who work onsite for visual presentations, and asks these workers to use the developed products on a trial basis. By incorporating their opinions into the development process, the division is striving to develop user-friendly products that best meet the needs of actual users.

### Displaying higher quality in all scenes

As its biggest feature, the ChromaLED high-definition LED display system delivers clear sharp images even under severe lighting conditions. The system also allows the layout of LED units on a range of screen formats, including curved, round, wavy and reed-shaped screens to help make innovative and impressive visual presentations under any conditions, both indoors and outdoors.

### Nissan Global Headquarters Gallery



4K LED display system [ChromaVision]

### Ikebukuro western exit park

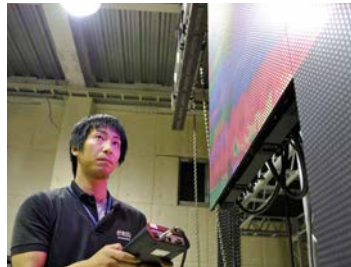


LED display system [ChromaVision60]

### Yokohama Hakkeijima Sea Paradise



LED display system [ChromaVision100]



**ChromaLED**

**ChromaVision**

**infoLED**

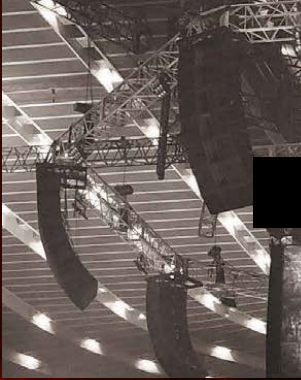


hibino chromatek Div. hibino corporation

<https://www.hibino.co.jp/>

LED Solution Dept. / Business Solution Dept. 2-7-70 Kaigan, Minato-ku Tokyo 105-0022, Japan





hibino sound Div.

Meeting Advanced Needs in the Field of Concert Sound Systems as a Pioneer Equipped with Hardware, Software and “Humanware”

**HIBINO**

hibino sound Div.

The hibino sound Div. was one of the pioneers in Japan's public address (PA) industry. Popular American and European artists began visiting Japan at the end of the 1960s. The advanced sound systems used in their concerts made Hibino believe that, also in Japan, quality sound would become more valued at concerts and other events, and accordingly the company began doing PA business in 1971 by introducing sound equipment and technologies from overseas ahead of others. Since then, the division has been leading the industry by making use of its triple advantages: equipment (hardware), technologies (software) and highly skilled and experienced staff (“humanware”). Through the maximal use of its unique strengths, the division is working to provide services of higher quality, which always exceed user expectations.





hibino sound Div.

## Providing sound systems developed based on a unique music theory

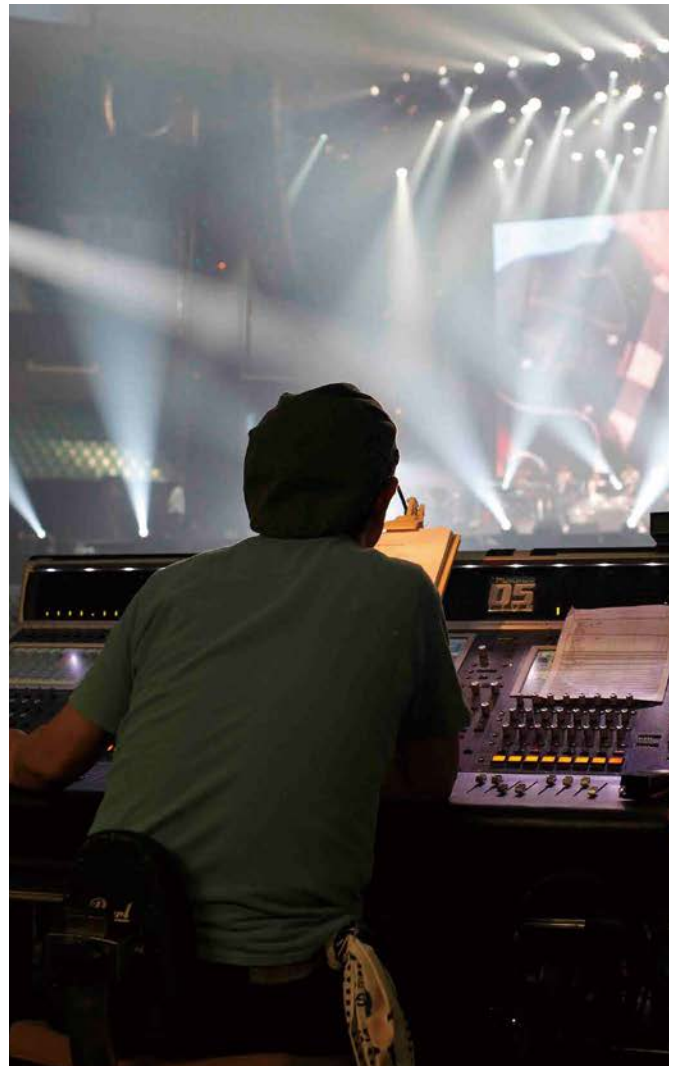
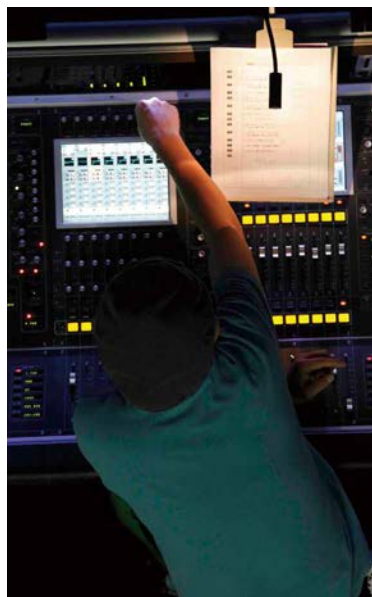
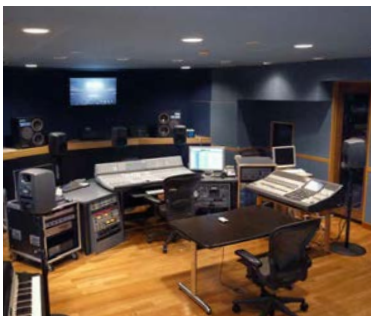
The hibino sound Div. has a wealth of hands-on knowledge about concert halls located across Japan. Based on abundant expertise and know-how, the division provides a range of sound systems and services, while building up its own music theory. Specifically, the division makes plans for sound systems, and rents and operates sound equipment in response to various needs of concert and event organizers.

## Overwhelmingly high potential

The hibino sound Div. has 30 teams to manage the operation of sound systems simultaneously at five domes and arenas. With its field staff and equipment that are incomparable in terms of both quantity and quality, Hibino meets every request of customers and has won great trust from both Japanese and overseas artists.

## Recording skill & technology widely recognized across the world

The sound engineers in hibino sound Div. have reliable skill & technologies and also the power of expression, as proven by the fact that the work in which one of them participated won a Grammy Award. The engineers can provide full-scale digital services, including live recording, by the use of a large mobile recording studio named "Odyssey," and can do everything digitally, from mixing and mastering through to CD production in a recording studio equipped with Pro Tools HDX.



hibino sound Div. hibino corporation

Tokyo Branch 2-9-23 Shinonome, Koto-ku Tokyo 135-0062, Japan

Studio 3-5-14 Konan, Minato-ku Tokyo 108-0075, Japan

Osaka Branch 18-8 Toyotsu-cho, Suita-shi Osaka 564-0051, Japan

Nagoya Office 3-4-26 Meieki Minami, Nakamura-ku, Nagoya-shi, Aichi 450-0003, Japan

<https://www.hibino.co.jp/>





hibino visual Div.



The Key to Providing Best Solutions:  
Giving Full Support to  
Audio-Visual Presentations  
in an Unparalleled Manner

**HIBINO**

hibino visual Div.

The International Exposition, Tsukuba, Japan, 1985 is remembered by a lot of people as a big event characterized by the wonderful presentation of images on large screens. The hibino visual Div. was created in 1984, one year before the exposition. Hibino launched business in event visual systems as a third core business, in recognition of the business potential in the coming age of full-scale visual expression. Since then, the company has been displaying its uniqueness and excellence in the Audio-Visual field. Now, as "THE SOUND & VISUAL SPECIALISTS" who support Audio-Visual presentations in a comprehensive manner with indispensable visual and sound systems, we provide the best solutions to meet the various needs of event organizers by making use of our highly advanced equipment, technologies and total production abilities.





## Equipment and technologies ranked in the top class in the industry

We have high quality, high-definition LED display systems, projectors and other large visual equipment, as well as leading-edge visual and sound systems on the greatest scale in the industry. Moreover, based on our own technologies and operational know-how established through long years of experience and achievements, our highly skilled engineers form teams to make the best use of the equipment so as to help make more effective visual presentations at events.

## Visual technology and planning that caters to diverse client needs

Hibino creates exemplary visual systems tailored to each event's unique specifications and image presentations to express what its customer has envisioned. Customers can rely on the company's visual services for any event including concerts, exhibitions, conventions, sport events, ceremonies and expositions.

hibino visual Div.

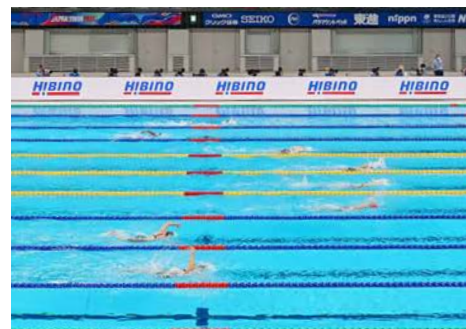
YUZU ARENA TOUR 2018 BIG YELL



TOKYO MOTOR SHOW 2019 TOYOTA BOOTH



JAPAN SWIM 2021



hibino visual Div. hibino corporation

Visual Marketing 1st Dept. / Visual Marketing 2nd Dept. / Visual Operation Dept.

2-7-70 Kaigan, Minato-ku, Tokyo 105-0022, Japan

Shinonome B&C Factory 2-9-23, Shinonome, Koto-ku, Tokyo 135-0062, Japan

3-4-26 Meieki Minami, Nakamura-ku, Nagoya-shi, Aichi 450-0003, Japan

18-8 Toyotsu-cho, Suita-shi, Osaka 564-0051, Japan

Kotoni3·1 Building, 1-1-20 Kotoni 3-Jo, Nishi-ku Sapporo-shi, Hokkaido 063-0813, Japan

Pro Imaging Unit  
Nagoya Branch  
Osaka Branch  
Sapporo Office

<https://www.hibino.co.jp/>