

**"Man on the Curtain," a crime prevention project implemented by Leopalace21,  
received an award from the International Public Relations Association**

Leopalace 21 Corporation (Headquarters: Nakano-ku, Tokyo; President and CEO: Eisei Miyama; "Leopalace21") announces that a joint-project with Dentsu Inc. ("Dentsu") received the "Golden World Awards for Excellence (GWA)", an international PR award sponsored by the International Public Relations Association (IPRA). The project received the grand excellence award for "launch of a new service" in the "agency" category.



"Man on the Curtain," the project which received the award, is a crime prevention measure aimed at alleviating invasions of homes targeting women. It aims to apply pressure to criminals and suppress crimes by projecting a silhouette of a moving man on windows using smartphones and a projector from inside the room. With unprecedented efforts, we are attracting great attention not only from domestic but also from overseas.

Although this project utilizes a simple mechanism of shadows (silhouettes), criminal deterrence based on innovative ideas as well as the realistic shadows received high evaluation from the judges. The Grand Prix will be selected among the winners of each category and will be announced at the IPRA World Congress to be held in Barcelona, Spain in October.

Leopalace21 will continue to take on new initiatives with innovative ideas, contribute to the convenience of residents, secure tenants' security and peace of mind, and continue to expand customer services.

**Details of award**

Name of project:	Man on the Curtain
Company offering service:	Leopalace21 Corporation
Entry company:	Dentsu Inc
Category:	Launch of a new service, Grand excellence award

## About “Man on the Curtain”

"Man on the Curtain" is a crime prevention measure announced by Leopalace21 in March 2018. By projecting a silhouette of a moving man on windows using smartphones and projectors, it places pressure on criminals and has the effect of deterring crime. Currently there are 12 types of silhouettes of moving men, including shadow boxing, muscle training, and bat swinging, all projecting lives of robust men. Since the announcement of this project, we have attracted much attention not only in Japan but also in overseas media such as Europe, the U.S. and the Asian region.

Website: <http://www.leopalace21.com/special/manonthecurtain/index.html>

Web movie: <http://www.leopalace21.com/special/manonthecurtain/index.html>

\*released on March 23, 2018

## About “Golden World Awards for Excellence (GWA)” by IPRA

“Golden World Awards for Excellence (GWA)” was founded in 1990 by the International Public Relations Association (founded in 1995, headquartered in London, “IPRA”), an international industry association related to Public Relations (PR). There are 30 distinct categories of activities and industry such as corporate communications, crisis management, public affairs, consumer PR, event management, sponsorship, BtoB, healthcare, NGO campaign, etc. In addition, each category is divided into "agency" and "in-house (PR organizations of companies / organizations)", and a best award project will be judged for each department. The judging will be conducted by PR experts selected from all over the world. The Grand Prix and the United Nations Award that meets one of the United Nations' Sustainable Development Objectives (SDGs) are selected among the winners of their respective categories and announced at the IPRA World Congress in Barcelona, Spain in October.

<https://www.ipra.org/golden-world-awards/winners/>

### About Leopalace21

Since its establishment in 1973, Leopalace21 has operated in the Leasing Business and Development Business, under its corporate philosophy of “creating new value.” In the Leasing Business, we have answered to the needs of corporate as well as individual clients, and 80% of the listed companies in Japan have used our apartments. We operate in other businesses such as the Elderly Care Business and Hotels and Resort Business, in the aim of customer satisfaction.

Also, we have obtained certifications such as the “Competitive IT Strategy Company,” “Platinum Kurumin” (for support of raising children), “White 500” (for outstanding health management), and “Iku Boss” (personnel training), and will continue to push forth measures of improving corporate value.



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