



CCI Supports Development of Mobile News App for Shinano Mainichi Shimbun in Partnership with Appsole

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TOKYO, JAPAN, June 22, 2023 -- CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is pleased to announce the launch of a mobile news app for The Shinano Mainichi Shimbun (Head office: Nagano-shi, Nagano Prefecture; Sotaro Kosaka, Representative Director and President) in partnership with Appsole (Head office: Shibuya-ku, Tokyo; Satoshi Noda, Representative Director and CEO). CCI and Appsole helped the news publisher develop and build the app, which is called The Shinano Mainichi Shimbun Digital.



The Shinano Mainichi Shimbun used CCI's TORAMe for App for the development and production of its smartphone app. TORAMe for APP is a media-focused application development support service launched in 2022 as part of TORAMe, a consulting service intended to help media companies to facilitate their digital transformation. In partnership with Appsole, TORAMe for App can provide more comprehensive support services not only for app development, but also for marketing operations including download promotion and customer acquisition.



This mobile app implements unique features such as a page viewer (which is limited to the publisher's membership), push notifications, and bookmarking of articles. Additionally, it can be used without membership registration, making it available to users who do not wish to register as members.

The app also allows for simple login, making it highly user-friendly.

CCI remains committed to providing high quality and value added services to help our clients maximize their marketing ROI.

Download links:

To download the Shinano Mainichi Shimbun Digital app for iOS, click [here](#).

To download the Shinano Mainichi Shimbun Digital app for Android, click [here](#).

About the Shinano Mainichi Shimbun

The Shinano Mainichi Shimbun is a local newspaper in Nagano Prefecture, celebrating its 150th anniversary this year since its first issue in 1873. As the region's main local newspaper with a market share of over 70%, it provides community-based coverage, while helping the region grow and prosper. In recent years, the newspaper has also been focusing on digital transformation. The Shinano Mainichi Shimbun Digital is part of its effort to deliver its local news and original content not only within the region but nationwide. For more information, click [here](#).

About Appsole

Appsole offers no-code (no programming required), easy and speedy application development and operation with only a monthly fee and no initial cost. More than 90% of the companies coming to us have no experience in app development. Inspired by our business slogan of "make it easier to have your own app", a wide variety of companies have decided to do business with us to date. For more information, click [here](#).



About CCI

Since its foundation as Cyber Communications Inc. in 1996 with the advent of Internet advertising in Japan, the company has been working with media owners, adtech platforms, agencies and other partners to create and grow the Internet advertising market by offering an extensive range of digital marketing services. On July 1, 2021, CARTA COMMUNICATIONS Inc. started its operations by taking over the business from Cyber Communications Inc. CCI is committed to enabling rich communication between consumers and brands by providing cutting-edge products, solutions and services that respond to social changes and market environments. For more information, click [here](#).

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Inquiry form is available at <https://cartaholdings.co.jp/en/contact-ir/>