

PRESS RELEASE

FOR IMMEDIATE RELEASE

March 5th, 2019

[Headline]

**Japanese company “Stroly”, an online map platform,
is sponsoring the SXSW map this year**

[Lead]

Stroly is participating in SXSW (South by Southwest) Conference and Festivals event this year as the official map sponsor. The map displays all the available conferences, events, exhibits and transportation from March 8th to the 17th, when the event takes place in the city of Austin, Texas. This year, the map will also be available online through Stroly’s map platform, making the graphic map usable with real-time GPS location information.

[Main Text]

Stroly Inc. , developer, and operator of an online map platform service, will be the sponsor for the official map distributed during the SXSW (South by Southwest) International Conference and Festivals event held annually in the month of March at Austin, Texas.

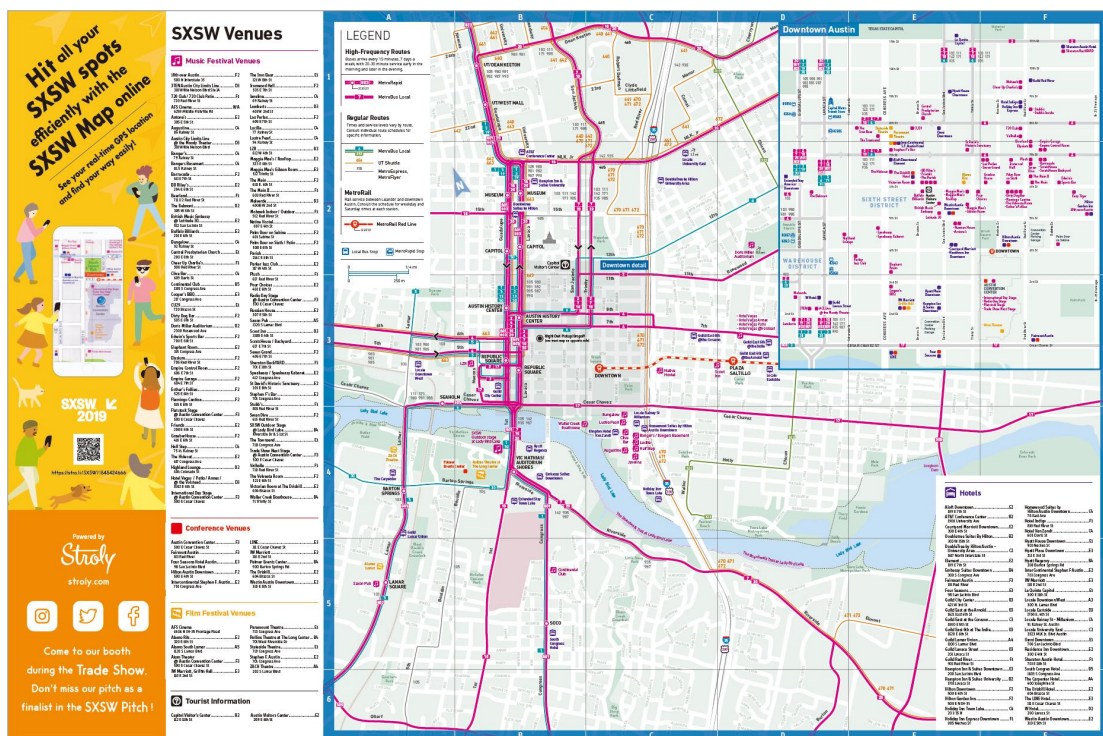
SXSW is held throughout the downtown Austin area, and thus official maps of all the conferences, live concerts, facilities with exhibits, and modes of transportation available are important sources of information for participants. More than 45,000 maps are handed out during the multiple day event, and this year for the first time those maps will be distributed online as well as in print using the Stroly platform.

With the patented technology developed by Stroly, maps available online have the same design as those printed on paper. They can be accessed via mobile devices with the display of GPS coordinates in real-time. Moreover, historical maps of Austin and original illustrated maps can be used too, which can provide a different and engaging experience to visitors in the city. One of the goals of SXSW is to bring together innovative ideas from around the world, and Stroly is just the company to contribute with this and other map innovations.



[Image of online version]

<https://stro.li/SXSW/1545424666>



[Official map distributed locally]

Not only Stroly is participating as a sponsor but has also won a spot in the very popular "SXSW Pitch" event this year. A highly competitive event that selects only 50 startups from hundreds of submissions for the chance to present in front of a panel of judges and a live audience. Many now-famous and popular products have been presented here before skyrocketing to success.

Stroly will also be exhibiting their service and service features at the Trade Show event, March 10th to the 13th. You can find them at Booth #919 in the International Pavilion area.

For more information on the Stroly service, stop by the on-site booth or the local Austin staff (with both Japanese and English speakers).

Trade Show booth information:

Date and time: March 10-13, 2019 11:00 A.M. to 6:00 P.M. (closing at 2:00 P.M. on the final day)

Location: Austin Convention Center 1F, booth 919 on the Trade Show floor

2019 SXSW Pitch (formerly SXSW Accelerator)

- the Pitch of Entertainment and Content Technology category companies

Date and time: 3:30PM - 4:30PM(CST), Sunday, March 10, 2019

Location: Hilton Austin 4F, Salon D/E

- SXSW Pitch Award Ceremony

Date and time: 7:00 PM - 9:00 PM(CST), Sunday, March 10, 2019

Location: Hilton Austin 4F, Salon D/E

Local information will also be posted on Facebook and Twitter.

Facebook

<https://www.facebook.com/stroly.international/>

Twitter

<https://twitter.com/StrolyInter>

Instagram

<https://www.instagram.com/stroly.international/>

About SXSW :In the city of Austin, Texas in the US, SXSW is held in March and is an international conference and festival combining music, movies, and interactive events. In more than twenty years since it started in 1987, the ten-day event has become world-famous, attracting over 100,000 people from around the world.

All of downtown Austin is used throughout the event in the multiple convention centers, hotels, shops, and live music galleries. Dedicated buses and public transportation methods are an essential part of SXSW given its broad area, and this has made official maps even more necessary.

SXSW 2019

Event duration: Friday, March 8 to Sunday, March 17

<http://www.sxsw.com>

About Stroly :Founded February 2017 in Kyoto, Japan, Stroly developed and operates an online map platform that is widely used in Japan, Europe, the US, and throughout Asia.

Stroly supports and develops the communication of local brands and planning for corporations, and with its advanced capabilities, the company has patented a number of technologies for producing maps.

With our motto of “share the way we see the world”, Stroly hires engineers, designers, and others with a variety of skills from many different countries, and develops products that are used globally.

See below regarding press inquiries or interview requests



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