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Announcing a Special SNS for Weddings!

Helping Newlyweds and Guests Interact and Have Fun Together
Developed jointly by Best Bridal and Drecom Co., Ltd.

Wedding facility operator Best Bridal, Inc. and Drecom Co., Ltd. (head office: Shibuya Ward, Tokyo; President Hironori Naito, TSE Mothers code: 3793), a software firm involved in blogs and search services, have jointly developed a Social Networking Service (SNS) especially for weddings. Called "HappyNet," service is scheduled to begin at wedding facilities directly operated by Best Bridal, accompanied by licensed sale to wedding halls across Japan.

Unique functions appropriate for weddings

This unique SNS (a service allowing people with shared interests to interact via the Internet), developed exclusively for this purpose, allows engaged and newlywed couples to create a special community restricted to themselves and their guests, so that they can interact and have fun together. It provides a range of unique functions and features perfect for weddings, and because it is closed guests can interact in freedom and security.

Promotes interaction between guests and energizes the bridal industry

Guests receiving invitations (by Email) from the couple can register to participate in the celebration community, browse the content listed below, and submit comments and photographs.

From the couple: Personal profiles, messages to guests, diary of preparation for the wedding, etc.

From guests: Congratulations, personal profiles, messages, events, etc.

From the wedding facility: Facility information, event schedules, and other useful information

The couple can interact with guests from several months before the wedding, transforming the standard wedding reception from a one-day event into a way to bond people together. The developers are confident that the new system will contribute significantly to the vitalization of the bridal industry.

Information from the wedding facility to guests

The wedding facility provides the SNS free of charge to the couple, and can expect increased revenues from information distributed to participating guests, including banner ads. Until now wedding facilities have not been involved in retail sale to wedding guests, and we believe this represents a significant business opportunity.

ASP service launched to wedding facilities nationwide

Best Bridal also plans to provide the HappyNet SNS to wedding facilities nationwide. An SNS requires considerable capital for development, operation and maintenance, but by providing a simple service introduction for an initial cost of 200,000 yen plus a volume-linked running cost, we are confident that it will contribute to increased vitality for the entire bridal industry.