

# Editorial Engineering Laboratory

<http://www.isis.ne.jp/>

Editorial Engineering Laboratory(EEL) was established in 1987 to publish History Informs in commemoration of the 100th anniversary of NTT's telephone business. As a research institution providing pilot models for the information age, EEL has been involved in digital media development and the planning of forums and publications.

EEL launched the **ISIS Edit School** in 2000. Students range from junior high school students to housewives, engineers, business managers, and artists, creating a unique network that includes many talented people with "Online coaching skills."

"The director of the institute is **Seigow Matsuoka**, who has written and appeared on television extensively with regard to Japanese culture. The Renjuku presentations he has organized since 2003 have been popular among people from all walks of life who are interested in learning about Japan.



## Editorial Engineering Laboratory

Address 7-6-64 Akasaka, Minato-ku, Tokyo 107-0052, Japan  
Tel: +81-3-3568-2100 Fax: +81-3-3568-2201  
Established July 15, 1987  
Capital 267 million yen

Board of Directors	Seigo Matsuoka Keiichiro Tsukamoto Kyoko Shibuya Akio Sekimoto Yutaka Suzuki	Executive Director Chairman President / CEO Director Corporate Auditor	Advisors	Kenichi Imai Tadashi Sasaki Atsushi Simokoube Ikuyou Kaneko Yuko Tanaka Kazuo Noda
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Businesses: Edit school operations, education and training  
Research and development of editorial tools and systems  
Publishing  
Facility, exposition and event producing  
Workshop and salon producing

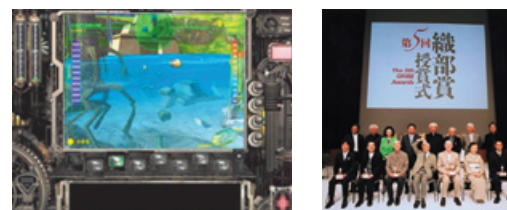
## Major Products and Services



### Senya Sensatsu (1000books, 1000nights.)

Seigow Matsuoka's extremely popular Web site in which he introduces one book every day. The selected books and the methods of making limitless use of the knowledge contained in books are popular topics of conversation, and the site has grown to approximately 1.25 million page views (May 2006). A printed compilation of the entire series was published in autumn 2006.

Total monthly page views: approximately 1.25 million page views  
Akasaka ZERE Library: approximately 50,000 titles



### Editorial Project

Development of digital tools including the Cronos System, winner of the 1st Japan e-learning AMD Grand Prize / Planning and management of regional promotion plans including Gifu Prefecture's ORIBE Project / Video planning for long-running TV programs including Toki no Tanbo and Kiwameru - Nihon no Bi to Kokoro / and a variety of other projects focusing on approaches to editorial engineering



### ISIS Edit School

An online school for learning techniques for editing information, from collection to distribution. The school is headed by Seigow Matsuoka. The proprietary curriculum is called "Henshu Keiko (Editing Practice)," students study in small groups ("Communities"), and are taught by "Shihan-dai (Net Coaches)". The program has a high completion rate at more than 70%, and has been recognized as an example of successful e-learning. More than 300 classes have already been formed.

Courses: "SHU" Basic course / "HA" Applied course / "RI" Expert course (Taught directly by Seigow Matsuoka: "Secrets of Reading Around the World" / "ISIS Kadensho" Corching Method Course

No. of Shihan-dai (coaches): 228

