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For General Release

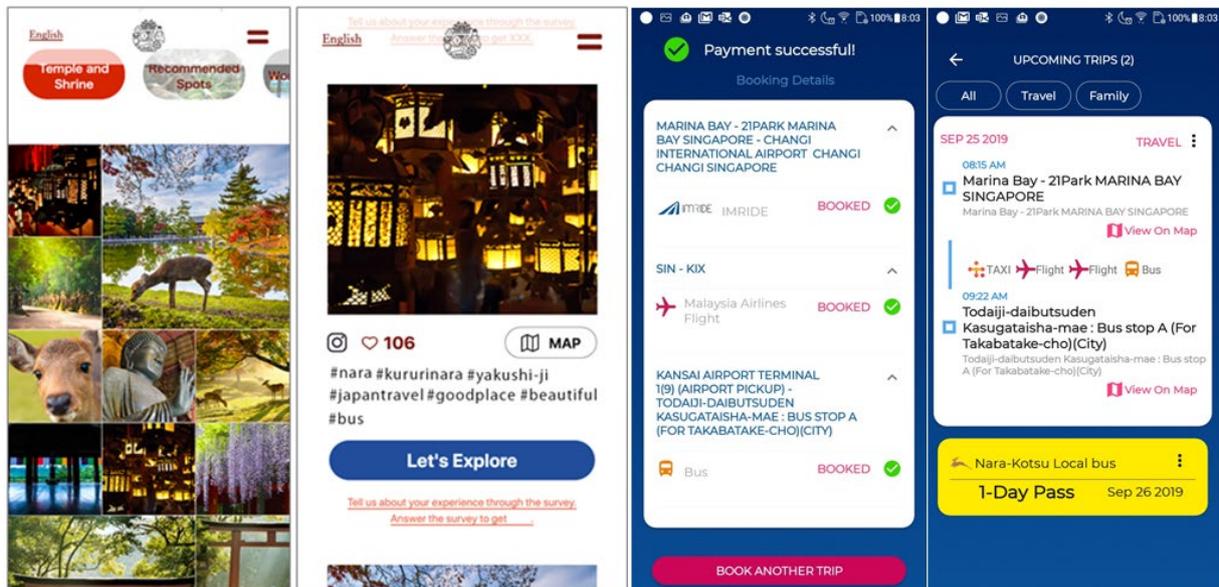
Information Services International-Dentsu, Ltd.
DENSO Corporation
ActiveScaler Inc.
Nara Kotsu Bus Lines Co., Ltd.
Transportation Digital Business Conference

Demonstration Experiment of “Kururi Nara” Sightseeing MaaS for Foreign Visitors to Japan Seamlessly Linking the AI-Powered Contents Distribution, Customer Attraction, Transportation, and Travel

Information Services International-Dentsu, Ltd. (Head Office: Minato-ku, Tokyo; President, CEO & COO: Ryoichi Nawa), DENSO Corporation (Head office: Kariya, Aichi Prefecture; President and CEO: Koji Arima), ActiveScaler Inc. (Head office: California, USA; CEO: Abhay Jain), Nara Kotsu Bus Lines Co., Ltd. (Head office: Nara, Nara Prefecture; President and CEO: Yoshitoshi Ueda), and Transportation Digital Business Conference (Head office: Minato-ku, Tokyo; Representative Director: Kaoru Kojima), will conduct a demonstration experiment of “Kururi Nara”, a sightseeing Mobility-as-a-Service (MaaS) targeting mainly foreign visitors to Japan, between October 1 and December 31, 2019. This service supports users to search, reserve, and pay for a transportation network, including airplanes, limousine buses, Nara City bus tours, and taxis, from departure (Singapore) to destination (Nara) using their smartphones.

In this demonstration experiment, the Nara City Tourism Association is cooperating in the provision of Nara City sightseeing information.

Screenshots of Kururi Nara (left) and IMRIDE (right)



Significance and Aims of Demonstration Experiment

In recent years, amid changes in the local population structure and expansion of logistics needs, MaaS has been attracting attention as a solution to problems in the transportation sector. This demonstration experiment will focus on inbound tourism and improve the convenience of travel through sightseeing MaaS that seamlessly integrates primary traffic (airplanes) and secondary traffic (such as limousine buses and Nara city tour buses). In addition, AI will be used to deliver images that convey the appeal of Nara to tourists before departure and during travel for creating a system that encourages excursions and extended stays.

Specifically, this service uses “Kururi Nara” (an online app that uses AI to automatically distribute images of various locations in Nara from social media) and “IMRIDE” (a smartphone app providing functions including searches for transportation to favorite places, ticket reservations and payment, and navigation to destination), which will seamlessly link the customer attraction, transportation, and travel. This will improve the travel experience for foreign visitors to Japan and solve issues faced by the Nara city, such as lack of round trips within the region and short stays.

Issues Faced by Nara as a Sightseeing Destination

Nara has a wealth of sightseeing resources, such as eight World Heritage Sites including Todai-ji, that spread from east to west and they are visited by many foreign tourists every year. The number of foreign tourists visiting the city has increased steadily, including a four-fold increase¹ in the decade since 2007. While there are numerous short-term stays in the eastern part of the city, where many famous tourist attractions are located, it is difficult to link the stays with local consumptions. According to surveys by the Ministry of Land, Infrastructure, Transport, and Tourism Kinki District Transportation Bureau and other organizations, the average length of stay in Nara for foreign visitors is 4.7 hours, which is the shortest among the Kansai’s two metropolitan areas and four prefectures and much shorter than Osaka (62.5 hours) and Kyoto (25.5 hours).² As foreign visitors to Japan are expected to further increase in the future, encouraging round trip across Nara from east to west, which will lead to longer lengths of stay and higher number of consumptions within the region, has become an important theme for revitalizing the local economy.

Demonstration Experiment Overview

| | |
|-----------|--|
| Period | October 1, 2019 to December 31, 2019 (planned) |
| Location | <ul style="list-style-type: none"> • Departure: Singapore • Transit hub: Kansai International Airport, Shinjuku Expressway Bus Terminal • Destination: Areas in Nara accessible using the Nara Kotsu Bus Pass |
| Apps Used | <p>(1) Online app Kururi Nara</p> <ul style="list-style-type: none"> • Cost: Free • Distribution method: Provided through website (https://kururi-nara.com/) • Availability: October 1, 2019 to December 31, 2019 (planned) • Languages: English, Chinese (Simplified/Traditional), Japanese <p>(2) Smartphone app IMRIDE</p> <ul style="list-style-type: none"> • Cost: Free (in-app purchases) |

| | |
|-----------------------------|--|
| | <ul style="list-style-type: none"> • Distribution method: Android (download available from October 1 on Google Play) • Operating environment: Android, Android OS 6.0 or higher • Availability: October 1, 2019 to December 31, 2019 (planned) • Languages: English, Chinese (Simplified/Traditional), Japanese |
| Main Functions and Features | <p>(1) Online app Kururi Nara</p> <ul style="list-style-type: none"> • View AI extracted images of Nara posted on Instagram or other social media and influencer blogs • View sightseeing information from Nara City Tourism Association • Register and collect survey <p>(2) Smartphone app IMRIDE</p> <ul style="list-style-type: none"> • Search routes within Nara³ by addresses and facility names • Search route to location of favorite images on Kururi Nara³ • Reserve and pay for air tickets from oversea locations to destinations in Japan³ • Reserve and pay for express bus between Kansai International Airport or Shinjuku Expressway Bus Terminal and Nara³ • Purchase Nara sightseeing bus tickets • Display various kinds of transportation tickets (some routes use QR codes to collect bus tickets) |

Compatible Transportation Systems and Operation

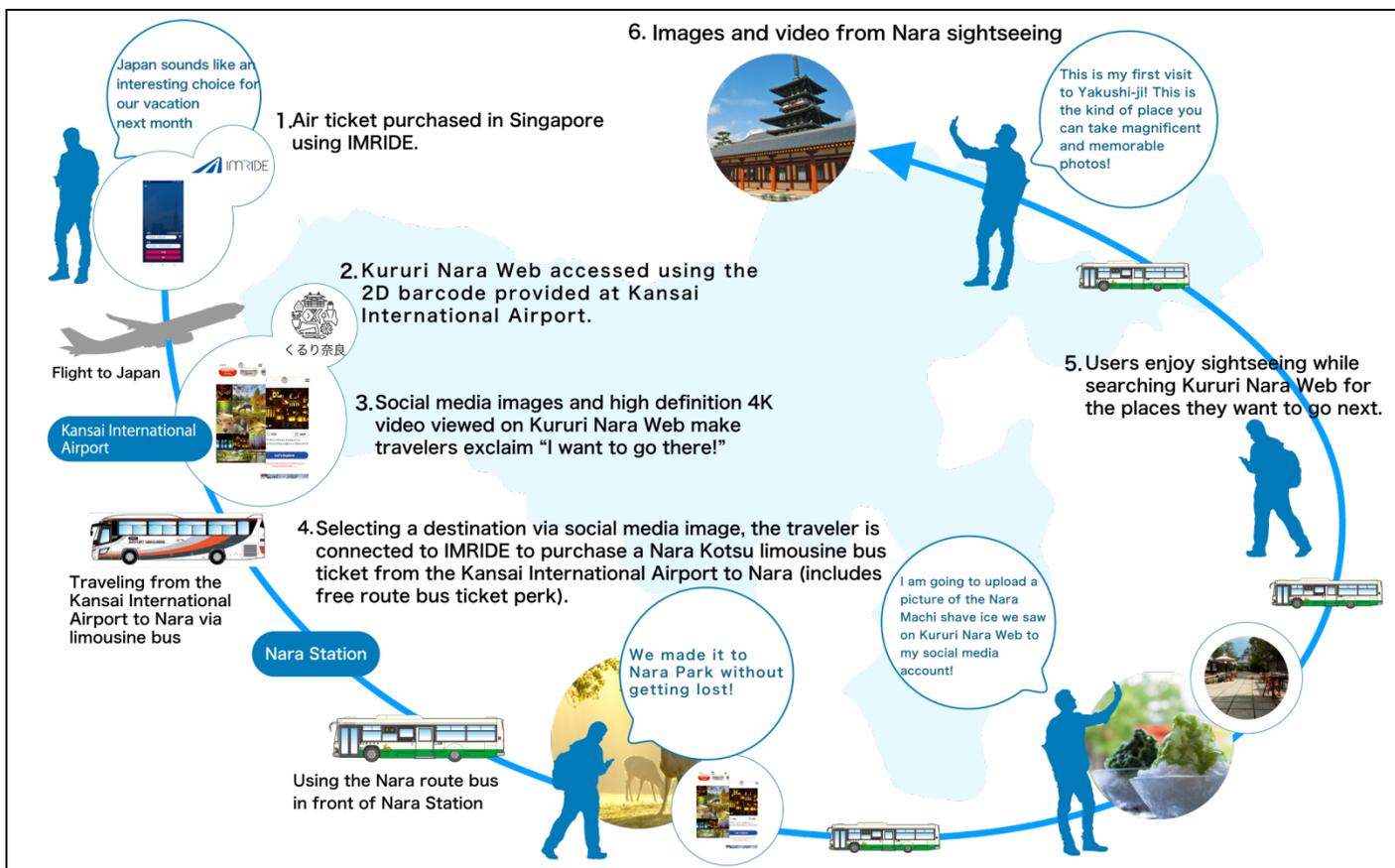
| | Singapore | | | Airport Lines | Kansai International Airport–Nara (limousine bus) | Shinjuku Expressway Bus Terminal –Nara (express bus) | Nara City Center (city route bus) |
|---------------------|-------------------------------|-----|------|---------------|---|--|-----------------------------------|
| | MRT (subway/elevated railway) | Bus | Taxi | | | | |
| Route Search | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Reservation Payment | – | – | Yes | Yes | Yes | Yes | With purchase of pass |
| Ticket Display | – | – | Yes | Sent by email | Yes | Yes | Yes |

Verification point: Through the provision of both apps, we will encourage foreign tourists visiting Japan to engage in seamless sightseeing and verify whether this will cause them to visit western Nara or increase their length of stay.

Participation perks: During the experiment, travelers who use IMRIDE to purchase tickets for the limousine bus from Kansai International Airport to Nara city center (Kansai Airport

Transportation/ Nara Kotsu Bus Line) or from the Shinjuku Expressway Bus Terminal to Nara city center (Kansai Bus/ Nara Kotsu Bus Line), will receive a Nara sightseeing pass (equivalent to ¥500)

1. Source: Excerpt from “2017 Nara City Sightseeing Visitor Statistics” (published July 24, 2018, on the Nara City website: <http://www.city.nara.lg.jp/www/contents/1532407013566/index.html>)
2. Source: Excerpt from “Data Analysis Results Announcement Regarding the ‘KANSAI ONE PASS’ Kansai Unified Transportation Pass for Foreign Tourists Visiting Japan” (published April 18, 2017, on the Ministry of Land, Infrastructure, Transport and Tourism Kinki District Transportation Bureau website: <http://www.tb.mlit.go.jp/kinki/content/000007573.pdf>)
3. Taxi route search function uses MapFan provided by Increment P Corporation, air ticket reservation and payment function utilize the Global Distribution System (GDS: computer system enabling ticket reservation and printing by airlines and hotel chains throughout the world) and express bus pass reservations and payment function uses an API linked to the *Hassha Orai* Net seat reservation system provided by Kobo Co., Ltd.



User experience flow (image)

The Role of Each Company and Hope Going Forward

Information Services International-Dentsu

ISID is promoting the application of advanced technologies such as big data, artificial intelligence (AI) and robotics to the creation of cities. In this demonstration experiment, ISID is responsible for the overall planning and production of the experiment, the development of the online app “Kururi Nara” which equipped with an engine to automatically extract sympathetic images, and coordination among smartphone

apps and other services. Moving forward, ISiD will further promote initiatives in the MaaS area with the aim of contributing to revitalization of cities and the resolution of social and city issues.

DENSO

While collaborating with external partners, DENSO is promoting the development of cloud and in-vehicle technologies required in the MaaS area. In this demonstration experiment, DENSO will collaborate with their partner company ActiveScaler. DENSO will also conduct research on service provider needs and explore issues related to customer acceptance with the aim of realizing a new mobility society.

ActiveScaler Inc.

ActiveScaler Inc., is a MaaS solutions provider based in Silicon Valley. Their mission is to realize seamless and efficient mobility services globally and locally. They are the developer of IMRIDE, an application providing cross-border multi-modal transportation planning, reservation and payment functions as well as digital ticket issuance. The demonstration will start first in Singapore with plans to expand support to major cities throughout Asia.

Nara Kotsu

Since its founding, Nara Kotsu has enabled locals and tourists travel around Nara Prefecture under the motto “safe and secure.” In this demonstration experiment, Nara Kotsu will cooperate with experiment fields such as limousine buses and route buses in Nara city. Nara Kotsu intends to further promote tourism by providing stress-free travel to increasing foreign tourists for their comfortable stay. In addition, knowledge gained in this demonstration experiment will be used to revitalize regional traffic in the future.

Transportation Digital Business Conference

This demonstration experiment will be conducted as a part of WG03 MaaS Initiative, one of the working groups of this Council, and the coordinator will be responsible for coordination and advisory among participating companies. In the future, a variety of MaaS will appear, but it is expected that public transportation and mobile services will be better realized for transport operators and service users who provide actual mobile services.

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Note: Company and product names in this release are the trademark or registered trademark of each company respectively.