JORUDAN CO.,LTD.

NEWS RELEASE

**In the "underground space of Shinjuku Station",
which has the largest number of passengers in the world
We conducted a demonstration experiment of "Guidance Application"
~Realizing indoor navigation with a smartphone~**

Jorudan Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo, President: Sato Toshikazu, hereinafter Jorudan) will carry out a demonstration experiment of a "Guidance Application" that enables indoor navigation with a smartphone at Shinjuku Station from the late November under the leadership of the Tokyo Metropolitan Government.

Since 2019, Tokyo and Jorudan have been working to support the realization of guidance services by the private sector in order to promote the development of an environment at Shinjuku Station where people can move more smoothly.

Before the 2020 Tokyo Olympics next year, in order to promote environmental development and allow all passengers at Shinjuku Station, which has the most passengers in the world, to travel more smoothly, we will use the open data (*2) announced in the last year's demonstration (*1), and carry out a demonstration experiment of the "Guidance Application" at Shinjuku Station to promote the development of Application to support private travel.

We are recruiting participants for The Experiment (Application Monitors and Application Developers. For details, please refer to the attachment). If you want to participate, please apply from the website dedicated to The Experiment below.

https://shinjuku-st.navipo.tokyo/en/

◇ **"Shinjuku Station Navipo" Project (Shinjuku Station Navi Walk)
Our goal is to become the standard for indoor navigation. Since this is a navigation service related to pedestrians or wheelchair users at Shinjuku Station, it is called "Shinjuku Station Navipo".**

(* 1) Last year's demonstration: "Demonstration regarding guidance service inside Shinjuku Station"
    https://www.jorudan.co.jp/company/data/press/2020/20200430_shinjuku-route.html

(* 2) What is open data: Ministry of Internal Affairs and Communications website
https://www.soumu.go.jp/menu_seisaku/ictseisaku/ictriyou/opendata/
    Data disclosure destination: "G Spatial Information Center"
    https://www.geospatial.jp/ckan/dataset/tmg-shinjuku-navigation

(* 3) During the demonstration experiment, the new coronavirus infection was fully considered, and the participation of general participants may be suspended depending on the situation. Please understand.

< Inquiries related to this press release >

Inquiries from the general public	Inquiries from the press release
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1．**Outline of demonstration experiment**

■ Project name: Shinjuku Station Navipo (Shinjuku Station Navi Walk)
■ Purpose：To promote the development of an environment where people who use Shinjuku Station can move more smoothly,
as part of the support for the realization of guidance services by the private sector, we will distribute an experimental guide application to the general public, collect opinions, and survey and analyze the actual usage.
■ Period: November 25, 2020 (Wednesday) -December 24, 2020 (Thursday)
■ Target range: Attachment 2 "Scope of Shinjuku Terminal Council" * Not applicable inside the ticket gate

2. Recruitment of demonstration experiment participants

The Shinjuku Station Navipo Project is looking for "APP Monitors" and "APP Developers".

◆**APP Monitors**
Recruitment target: Participants who use the "Shinjuku Station Guidance APP" provided by the APP developers.
Recruitment method: First-come-first-served basis
Number of people to be recruited: 500
Participation conditions:
・Those who understand the purpose of The Experiment, and can cooperate with this project and participate in it.
・ Those who can pay for the preparation of smartphones to be used, communication costs, and transportation costs to the site when participating in it.
・ Those who can answer the questionnaire after The Experiment

◆**APP Developers**
Recruitment target: Private companies that use open data from Shinjuku Station and provide the "Shinjuku Station Guide App" related to indoor positioning technology.
Recruitment method: First-come-first-served basis
Number of people to be recruited: Some
Participation conditions:
・Private companies that understand the purpose of The Experiment and can cooperate with this project to provide a demonstration experiment APP for free.
・ Private companies that agrees to maintain service during the demonstration experiment and share all the information obtained after the demonstration experiment is over

* In this demonstration experiment, only the Android version will be recruited. Please note that it is not available on iphone (iOS version). For other details, please see https://shinjuku-st.navipo.tokyo/.

3. Shinjuku station guidance application example

Jorudan provides two types of apps that can guide you indoors and display your current location.

＜**[Shinjuku Station Navi]**＞

It is an application dedicated to indoor navigation at Shinjuku Station.
In addition to searching for "standard routes" that show the shortest route from your current location to your destination, you can also search for " stairs avoidance route" for strollers and wheelchair users.
Store information and coupon information in Shinjuku Station will also be released. (Japanese and English)

【Indoor travel route guidance image】

＜**[Direction navigation (Shinjuku station map compatible version]**＞

It is an application linked to the public transportation route search function.
By displaying the transfer route between the ticket gates to support smooth movement in Shinjuku Station, the outdoor map and the indoor map are combined, and linked with the current location information, and support voice navigation to the destination. (Japanese only)
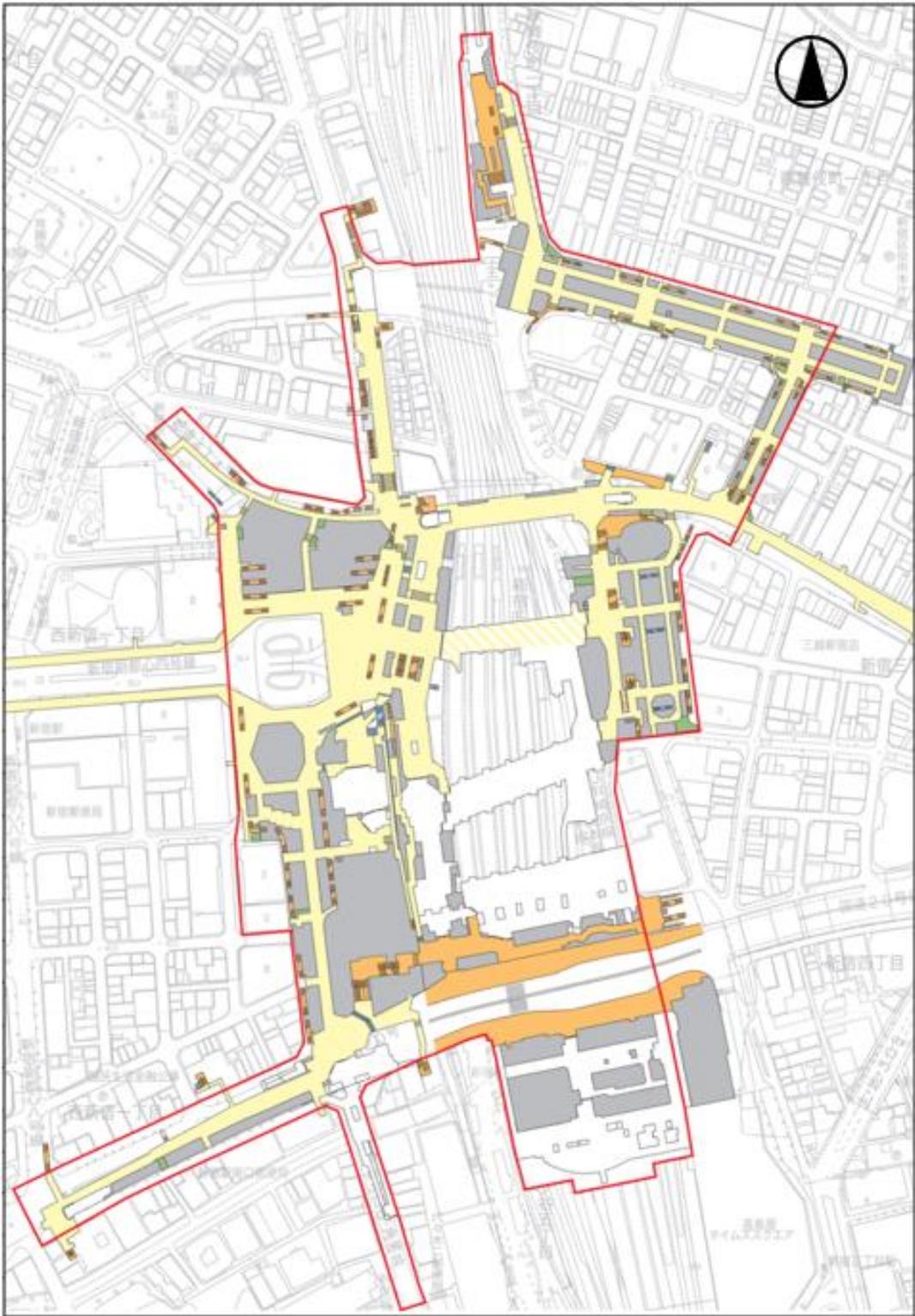
【Indoor travel route guidance image】

🌀 **JORUDAN CO.,LTD.**

Scope of Shinjuku Terminal Council

The demonstration experiment will be conducted within the scope of the Shinjuku Terminal Council.

* Shinjuku Terminal Council
Shinjuku Station and its surrounding areas are targeted to realize the user's own terminal, and a council set up to improve the convenience of related users.。

 * The inside of the ticket gate is not subject to the demonstration experiment.

JORUDAN CO.,LTD.

"Shinjuku Station Navipo" Project Demonstration Experiment Recruitment

SHINJUKU STATION
navipo

Let's make it together
Shinjuku Station that can move comfortable and quickly!
We are looking for "APP Monitors" and "APP Developers" of "Shinjuku Station Guidance App"!

To promote the development of an environment where people who use Shinjuku Station can move more smoothly, we will distribute an experimental guide application to the general public, collect opinions, and survey and analyze the actual usage.

Schedule 2020 **Nov.25** (Wed) – **Dec.24** (Tue)

Participant recruitment! You can apply by using the QR code in the bottom right corner. ※The implementation period may change.

In the Experiment, we are looking for "APP Monitors" that uses the app to post opinions and "APP Developers" who develops a guidance app for Shinjuku Station.

Overview — Actual usage survey using "Shinjuku Station Guidance APP"

Purpose — To promote the development of an environment where people who use Shinjuku Station can move more smoothly, as part of the support for the realization of guidance services by the private sector, we will distribute an experimental guide application to the general public, collect opinions, and survey and analyze the actual usage.

Number of applicants — App Monitors: First 500 people, App Developers: A few

Experimental method — We will verify this using a dedicated Android app.

Target area — The area is defined by the Shinjuku Terminal Council. *Only outside the ticket gate

🚩 **Contact information**

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(Excluding Saturdays, Sundays and holidays, summer and New Year holidays)
shinjuku-st-navipo@jorudan.co.jp

Please indicate you are an APP developer or an experiment participant, and enter the company name (organization name) and personal name, and contact the following email address.

organizing: TOKYO METROPOLITAN GOVERNMENT

Sign UP!

* The demonstration experiment schedule shown is as of the date of announcement and is subject to change without notice. 。

JORUDAN CO.,LTD.