



# Summary of press releases related to MaaS app EMot

Fiscal year 2022

(April 1, 2022 – March 31, 2023)

EMot app: <https://www.emot.jp/>

EMot Online Tickets: <https://www.emot-tickets.jp/>



# Press releases in fiscal year 2022

Tourism MaaS

Suburban MaaS

Daily Life Service MaaS



**July 20**  
New “Shared bike tab” added to EMot MaaS app



**October 3**  
Digital tickets for local transportation and touristic facilities



**Nov. 29**  
EMot Online Tickets now available in Chinese



**September 12**  
Odakyu to sell digital tickets of a railway company partner



**November 21**  
EMot Limited Express Passport



**December 13**  
Combined tickets for transportation and touristic facilities



# New “Shared bike tab” added to EMot MaaS app

Suburban  
MaaS

## Shared bikes real time information and booking now available

Odakyu Electric Railway will update its MaaS app EMot on July 25 to integrate a new “Shared bike tab” that displays on a map the stations of DOCOMO BIKESHARE’s bike share service and OpenStreet’s HELLO CYCLING shared bike services. The new functionality will also allow to book, pay and unlock DOCOMO BIKESHARE's bikes.

Bike share service is provided by DOCOMO BIKESHARE, Inc. that counts about 2,260 stations in Tokyo and other cities in Japan where bikes can be rent at a rate starting from 165 JPY/30 min, while HELLO CYCLING bikes are accessible from the 5,000 stations around the whole country at a rate starting from 130 JPY/30 min. Both services’ stations can be easily located on a map by touching the new “Shared bike tab” in EMot. Bikes availability can be checked in real time from the tab

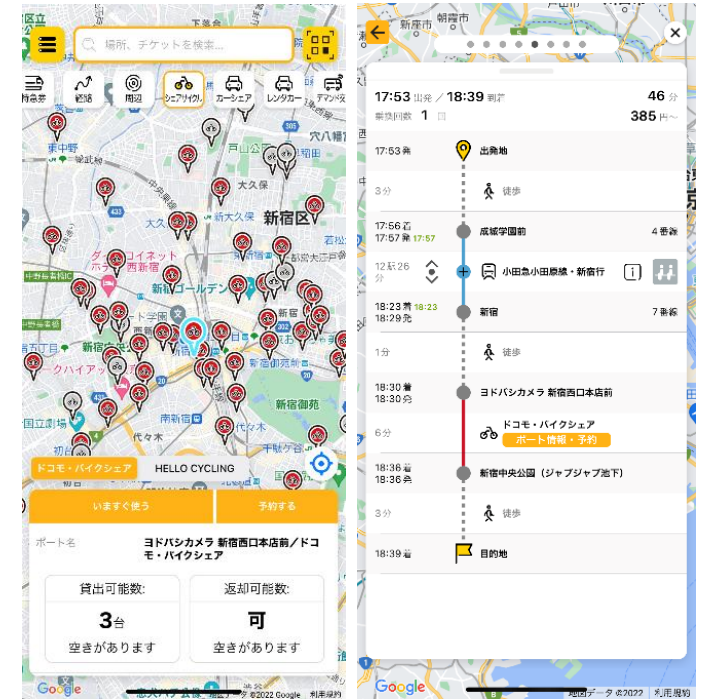
More than 9,000 DOCOMO BIKESHARE’s bikes in the 1,080 stations located within Tokyo can also be booked, paid and unlocked directly from EMot, without creating a new account of DOCOMO BIKESHARE's service. The user just has to touch one the “Use now” or “Book” buttons displayed in the “Shared bike tab” or the result of a multimodal route search. Bikes can be booked up to 20 minutes before use. Booking and payment are based on the credit card information previously registered in EMot. Docomo’s bikes have 2 types of lock: QR code based lock and 4-digit code based lock; Both can be handled by EMot (QR codes are read by EMot’s reader, while the 4 digit codes are displayed in EMot after booking is complete).

HELLO CYCLING’s bikes can be booked directly in the company’s dedicated app which can be opened in one single touch from EMot (HELLO CYCLING’s app must be previously installed).

Since the launch of MaaS app EMot in October 2019, Odakyu has been providing multimodal route search service that combines railway, buses, taxis, shared bikes, etc. This time the company improved the convenience of the service by displaying real time information on bike sharing and realizing for the first time the full integration of an external mobility service from booking to payment and use. By combining various types of mobility services, Odakyu will continue to make public transportation easier to use, hence contributing to the reduction of the environmental burden.

## Press release information

- Publication date: July 20, 2022
- Original press release in Japanese:  
<https://www.odakyu.jp/news/d9gsgq000000ngy-att/d9gsgq000000nh5.pdf>



EMot new “Shared bike tab” (left) and multimodal route search result with shared bike button (right)



QR code based (left) and 4-digit code based (right) docomo bikes locks

## 2 digital passes of Seibu Railway added to EMot Online Tickets lineup

Odakyu will start selling on its EMot Online Tickets platform 2 new digital passes from Seibu Railway:

- Chichibu Free Pass (Digital), available from September 15<sup>th</sup>, that includes:
  - a discount round trip ticket between any selected station of Seibu Railway's network and Seibu-Chichibu station
  - 2-day unlimited rides on Seibu Chichibu Line between Ashigakubo and Seibu-Chichibu stations, and on Chichibu Railway Main Line between Nogami and Mitsumineguchi stations
  - Discounts in the surrounding facilities and shops
- Moomin Valley Park Odekake Pass (Digital), available from mid-October, that includes:
  - 1-day unlimited rides on Seibu Railway's network excluding Tamagawa Line
  - a 1-day pass for Moomin Valley Park
  - a round trip bus ticket between Hanno station and the park.

Chichibu Free Pass (digital) costs between 1,650 and 2,350 JPY for an adult (840 and 1,180 JPY for a child), while the Moomin Valley Park Odekake Pass (Digital) is sold 4,100 JPY (adult) / 2,400 JPY (child).

Seibu Railway will also start at the same time to use QR code readers at some station entrances to improve the ticket verification. Thanks to the digitalizing of both tickets, travelers will be able to plan anywhere and at any time their trip with their smartphone, having no need to go to the station office to buy tickets.

Odakyu will continue to promote a tourism-oriented MaaS by increasing the number of digital tickets handled to promote excursions that go beyond the Odakyu's railway network in cooperation with various transportation companies.

## Press release information

- Publication date: September 12, 2022
- Original press release in Japanese:

<https://www.odakyu.jp/news/d9gsqg00000014cw-att/d9gsqg00000014d3.pdf>



Seibu Railway's Limited Express Laview



Ticket sample

## 2 new digital tickets for Hamamatsu and Hamanako areas

Odakyu will sell between October 5<sup>th</sup>, 2022 and January 31<sup>st</sup>, 2023, in its EMot app and EMot Online Tickets platform, two types of digital tickets to enjoy touristic facilities and unlimited rides on public transportation in Hamamatsu City and Hamanako area:

- Hamamatsu Marutto Pass:
  - Unlimited rides on all trains and buses of Enshu Railway, and on Tenryu Hamanako Railroad trains
  - 500 JPY discount in one or two touristic facilities in Hamamatsu (depending on the purchased period)
  - Share bike
  - From 1,200 to 2,500 JPY (adult) / 900 to 1,800 JPY (child)
- Hamamatsu & Hamanako Marutto Pass
  - Unlimited rides on all trains and buses of Enshu Railway, on Tenryu Hamanako Railroad trains, on Hamanako Cruise ships, and on Kanzanji Ropeway
  - 500 JPY discount in one or two touristic facilities in Hamamatsu (depending on the purchased period)
  - From 2,000 to 3,000 JPY (adult) / 1,300 to 2,000 JPY (child)

Both passes can be purchased for a 6-hour, 1-day or 2-day period, and groups or families can easily purchase multiple tickets from one single smartphone. Travelers can also find trip recommendations on the Official Hamamatsu Marutto web site and be redirected to EMot Online Tickets to purchase the convenient tickets.

The new economical tickets were designed for Odakyu's EMot app and EMot Online Tickets in collaboration with local players such as popular tourist facilities and transportation companies that support the mobility of visitors, to encourage tourists to come more often to Hamamatsu.

## Press release information

- Publication date: October 3, 2022
- Original press release in Japanese:  
<https://www.odakyu.jp/news/d9gsqg0000001gyq-att/d9gsqg0000001gyx.pdf>



*Enshu Railway's train*



*Hamamatsu castle, one of the facilities accessible with Marutto passes*



# EMot Limited Express Passport

Suburban  
MaaS

## Odakyu to sell a flat-rate limited express ticket for the first time

Odakyu will sell between November 24, 2022 and March 31, 2023 in its MaaS application EMot a subscription ticket to its limited express trains Romancecar: “EMot Limited Express Passport”. This is the first time the company introduces a flat-rate service for Romancecar.

The passport can be used during 30 days from the date selected by the user, who can ride on up to 2 Romancecar trains per day, on weekdays, departing between 9:00 and 17:59 from any Odakyu station (the whole trip must be made on Odakyu’s network).

There are 4 types of passports that cover different ride distances:

- 3,500 JPY (up to 35 km)
- 4,500 JPY (up to 50 km)
- 5,000 JPY (up to 75 km)
- 6,000 JPY (all Odakyu network)

Whatever the selected ticket, users will save money from the fourth round trip in the 30 days period compared to the purchase of each individual ticket.

The Passport is available only in EMot MaaS app\* (i.e. is not available on EMot Online Tickets). It replaces the limited express tickets usually needed to ride on Romancecars, and must be used combined with regular tickets, freepasses or an IC card like PASMO.

Romancecars are Odakyu’s limited express trains with only reserved seats, that allow passengers to spend value-added time on comfortable trains, such as working on computer while commuting. EMot Limited Express Passport has been designed for commuters that have recently adopted new ways of working, such as off-peak commuting and “tele-half” (i.e. working half time at home half time at office) and need the flexibility to choose the ride section depending on their working pattern. Passports are also suitable for workation (working at vacation sites) and sightseeing.

\*EMot app is only available in Japanese.

## Press release information

- Publication date: November 21, 2022
- Original press release in Japanese:

<https://www.odakyu.jp/news/d9gsqg000001tnu-att/d9gsqg000001to1.pdf>



Limited express Romancecar GSE



Limited express ticket screen in EMot



# EMot Online Tickets now available in Chinese

## Both traditional and simplified Chinese available from December 1<sup>st</sup>

Odakyu will release on December 1<sup>st</sup> traditional and simplified Chinese versions of its digital ticket platform “EMot Online Tickets”. In preparation for the full-fledged resumption of touristic travel to Japan, Romancecar Limited Express tickets and some freepasses will be available in both traditional and simplified Chinese, following English that has been supported since the service started in October 2021 (except for Romancecar tickets that will be available in English from the same date as Chinese). EMot Online Tickets is a browser-based service that does not require downloading any app, allowing users to easily purchase digital tickets with their smartphones.

In addition, users will be redirected from Odakyu Group’s sightseeing information sites “Odakyu Global Site”, “Your Guide to All Things Hakone” and “Enoshima and Kamakura Travel Guide” to EMot Online Tickets to allow them to collect information, select a destination and purchase tickets anytime in one shot. Also, our “EMot Support Desk” will newly respond to e-mail and telephone inquiries in Chinese, in addition to Japanese and English.

Odakyu will continue to realize a comfortable travel experience for foreign visitors to Japan through the use of digital technology.

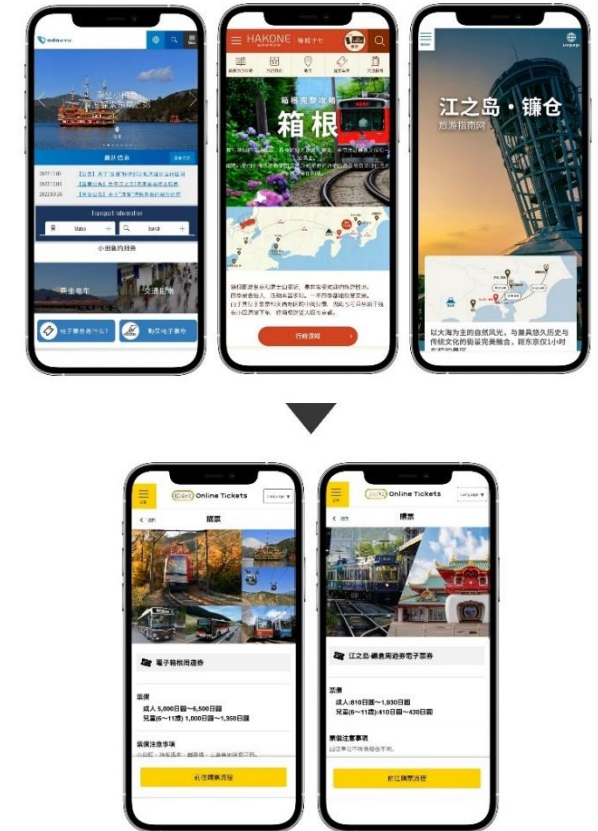
EMot Online Tickets: <https://www.emot-tickets.jp/> (only for smartphones)

Freepasses and tickets available in both traditional and simplified Chinese:

- Digital Hakone Freepass: 2-day pass from 5,000 JPY (adult) / 1,000 JPY (child); 3-day pass from 5,400 JPY (adult) / 1,250 JPY (child)
- Digital Enoshima-Kamakura Freepass: from 810 JPY (adult) / 410 JPY (child)
- Enoden 1-day pass ticket “Noriorikun”: 800 JPY (adult) / 400 JPY (child)
- Romancecar Limited Express digital tickets

## Press release information

- Publication date: November 29, 2022
- Original press release in Japanese: <https://www.odakyu.jp/news/dq4094000000lpc-att/dq4094000000lpj.pdf>



Redirection to EMot Online Tickets from “Odakyu Global Site”, “Your Guide to All Things Hakone” and “Enoshima and Kamakura Travel Guide”

## 2 new combined tickets for Enoshima area

Odakyu will release on December 16<sup>th</sup> in EMot App and EMot Online Tickets platform 2 new digital tickets combining access to Enoshima area touristic facilities and round trip tickets on Odakyu railway network.

- Enoshima Sea Candle Pass (combined with Odakyu Lines):
  - 1-day unlimited access to Enoshima Sea Candle observation tower
  - 1-day unlimited rides on Enoshima Escar and Odakyu line between Fujisawa and Katase-Enoshima stations
  - One round trip between any Odakyu station and Fujisawa station
  - From 800 JY to 1,980 JPY (adult) / 450 JPY (child)
- Combined ticket for Enoshima Aquarium and Odakyu Lines:
  - Admission ticket to Enoshima Aquarium
  - One round trip between any Odakyu station and Katase-Enoshima station
  - From 2,340 JPY (adult) / 1,660 JPY (high school) / 1,230 JPY (middle school) / 1,120 JPY (elementary school)

Travellers just have to scan the QR-code of any of the 2 tickets at each manned station entrance to board on trains and show ticket screen to enter the touristic facilities.

Odakyu are promoting MaaS so that customers can enjoy comfortable and smart travels by public transportation and memorable time at sightseeing spots along its railway network. Odakyu will continue to expand it's lineup of convenient and discount digital tickets in various areas, including Enoshima, a popular tourist spot in Fujisawa City.

## Press release information

- Publication date: December 13, 2022
- Original press release in Japanese:  
<https://www.odakyu.jp/news/dq4094000000mq3-att/dq4094000000mqa.pdf>



*Enoshima Seacandle*



*Enoshima Aquarium*





# EMot's main functionalities

もっといい「いきかた」



Mobility with Emotion



**Multi-modal route search**



**Real-time information**



**On-demand transportation**



**Digital tickets**



**Congestion forecast**



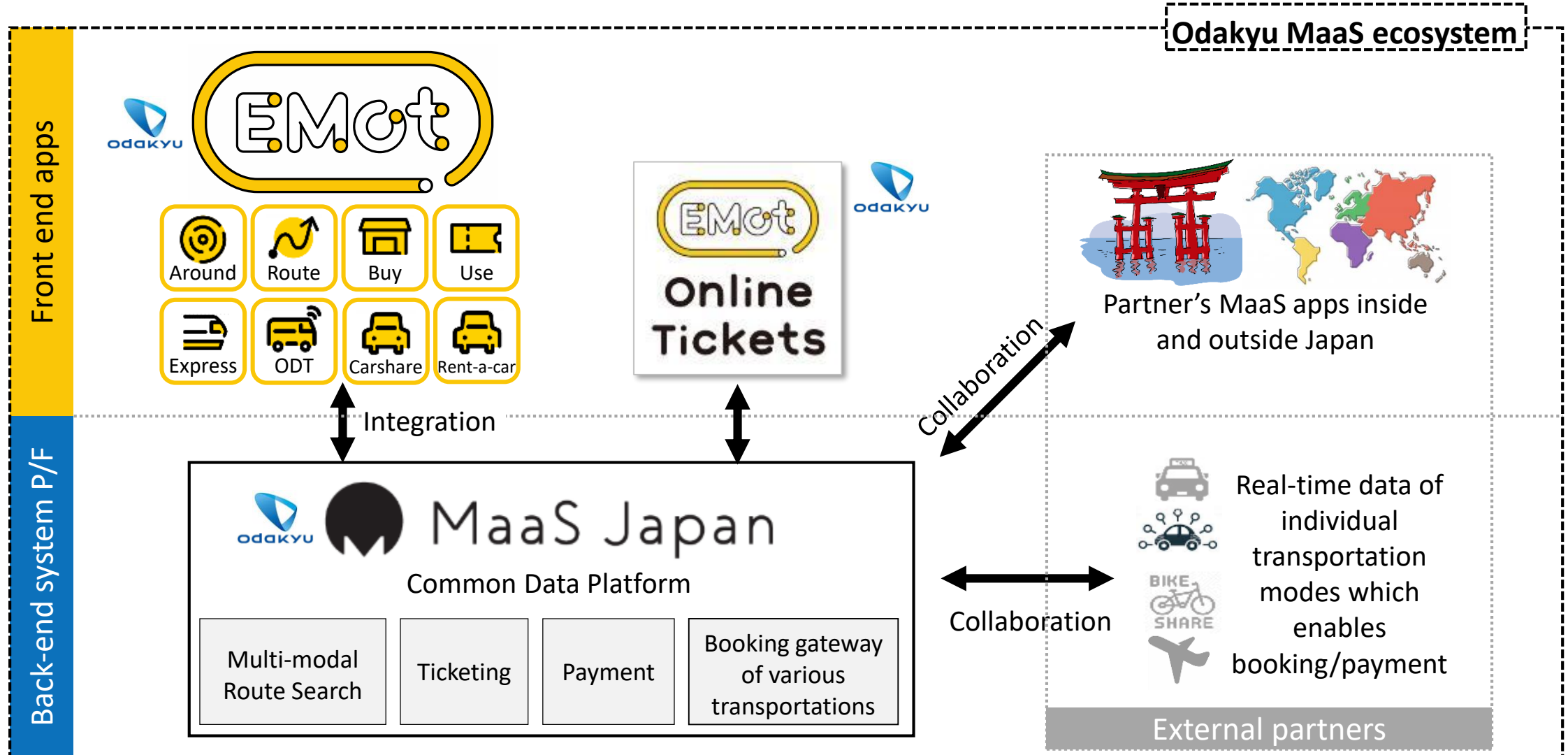
**Limited express train tickets**





# EMot app & Common Data Platform MaaS Japan

## MaaS Japan, proprietary data platform opened to collaboration with partners





# Press releases in fiscal year 2021

Tourism MaaS

Suburban MaaS

Daily Life Service MaaS

● Summaries available here: [https://www.emot.jp/news/detail/luv0rj0000000mtp-att/Summary\\_of\\_press\\_releases\\_related\\_to\\_EMot\\_FY2021.pdf](https://www.emot.jp/news/detail/luv0rj0000000mtp-att/Summary_of_press_releases_related_to_EMot_FY2021.pdf)



**May 24**  
New services added to EMot Passport



**September 16**  
Limited Express Romance Car now available in EMot



**November 4**  
Digital passes now also available in Saitama prefecture

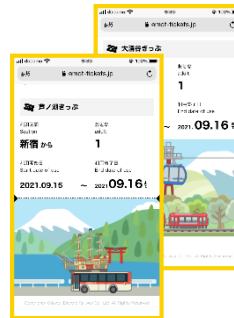


**January 12**  
Unlimited ride tickets for the bus company Kanachu

**August 24**  
MaaS project in Hakone and Kawasaki supported by Ministry of Land, Infrastructure, Transport and Tourism



**September 22**  
Launch of EMot Online Tickets



**November 26**  
New digital tickets for Enoshima-Kamakura area



**February 24**  
EMot now using QR codes for digital freepasses





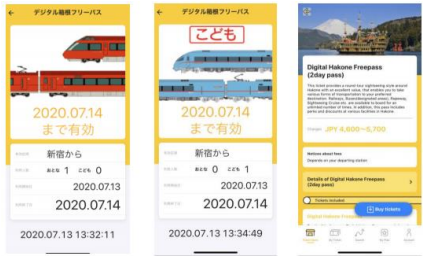
# Press releases in fiscal year 2020

Tourism MaaS

Suburban MaaS

Daily Life Service MaaS

Summaries available here: [https://www.emot.jp/news/detail/luv0rj000000mry-att/Summary\\_of\\_press\\_releases\\_related\\_to\\_EMot\\_FY2020\\_FINALversion.pdf](https://www.emot.jp/news/detail/luv0rj000000mry-att/Summary_of_press_releases_related_to_EMot_FY2020_FINALversion.pdf)



**July 16**  
New services to be added to EMot app



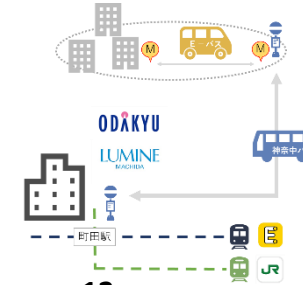
**September 16**  
Sanrio Puroland EMot passports available on September 16



**October 14**  
Video platform Bratto and EMot joint campaign



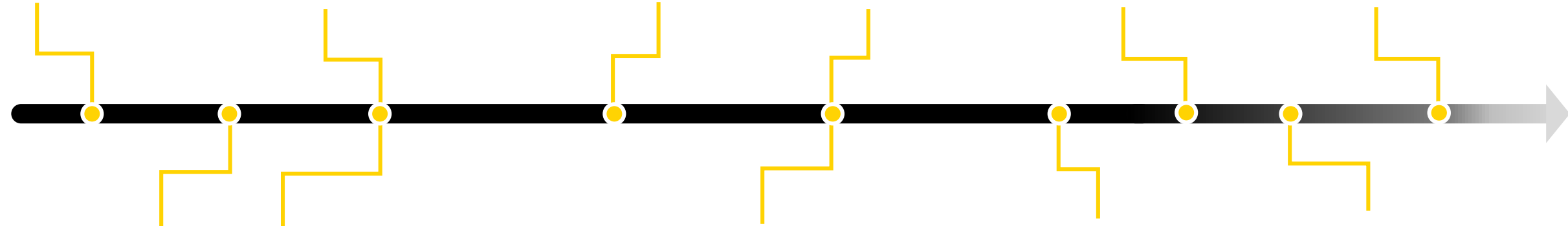
**November 10**  
On-demand transportation demonstration in Machida



**January 12**  
On-demand transport & real time route search in Machida



**March 29**  
New services in Shonan (Enoshima-Kamakura) and Izu areas



**August 18**  
A Tour Planning functionality using AI to be added in 2020

**September 16**  
Odakyu and JR East chosen by Tokyo's government for a MaaS demonstration project

**November 10**  
Release of EMot version 2.0

**November 30**  
New package Hakone Digital Freepass + free Romance Car ticket

**February 15**  
On-demand transport demonstration in Shin-Yurigaoka

