



# Summary of press releases related to MaaS app EMot

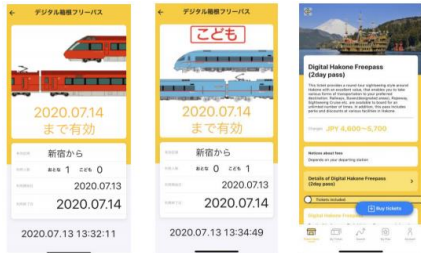
Fiscal year 2020

(April 1, 2020 – March 31, 2021)

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



# Overview of press releases in fiscal year 2020



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



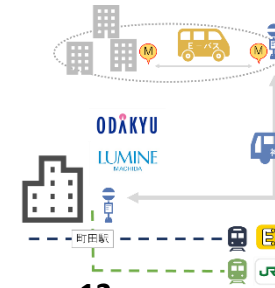
**September 16**  
Sanrio Puroland EMot passports available on September 16



**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

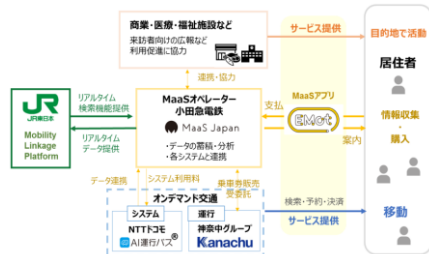


**March 29**  
New services in Shonan (Enoshima-Kamakura) and Izu areas

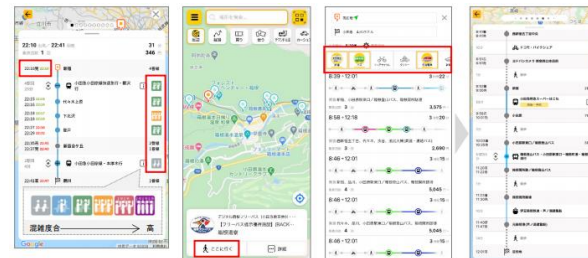
**August 18**  
A Tour Planning functionality using AI to be added in 2020



**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 Free Pass + free Romance Car ticket



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





# New services to be added to EMot app

Tourism MaaS

Suburban MaaS

Daily Life Service MaaS

## New tickets and functionalities gradually introduced from July 20

Starting from July 20, Odakyu will gradually introduce new functionalities and types of electronic tickets to its MaaS app EMot. The period of the current experimentations "Tourism MaaS", "Suburban MaaS" will also be extended until December 31, and of "Daily Life Service MaaS" until October 31 in order to validate their business model.

- Tourism MaaS:
  - Introduction on July 20 of a new children fare for the "Digital Hakone Free Pass" (2 or 3 days unlimited transport ticket in Hakone area), and of an English version of the free pass (adult and children).
  - A new Hakone Yuryo (spa near Hakone Yumoto station) entrance ticket + towel rental package will be on sale from August 17.
  - New functionality from July 20: several electronic tickets can be purchased by one single person and transfer to other EMot accounts on different smartphones (for family, etc.)
- Daily Life Service MaaS:
  - Food subscription experimentation will resume from mid August, with an extended menu at Hakone Soba.
- Suburban MaaS: no change in the experimentation (free bus ticket provided to customers of Odakyu's department stores).

Regarding mobility, EMot will provide from mid August information on NTT Docomo's dcar-share stations, and the service will be integrated in the route search engine results. Note that information on the car sharing stations of Times Mobility in the whole country has already been made available in EMot in June. Real time information on the traffic of Odakyu railway lines and Kanachu (Odakyu group) bus lines were also added in April: real-time estimated train and bus departures and arrivals, bus position from the 4 previous stops...

Odakyu will continue to develop an app that can be used in a variety of situations, from daily life to sightseeing, not only along the Odakyu lines but throughout Japan, by collaborating with partners and expanding tickets and functionalities.

## Press release information

- Publication date: July 16, 2020
- Original press release in Japanese: <https://www.odakyu.jp/news/o5oaa1000001saen-att/o5oaa1000001saeu.pdf>



Digital Hakone Free Pass screen example



Odakyu railway lines real time information



Kanachu bus real time information

## Suggesting attractive spots and designing an optimal route to visit them

A new Tour Planning service is expected to be added to Odakyu MaaS app EMot by the end of 2020, based on the BeatMap spot recommendation service developed by Micware. It allows users to create their customised and optimised itinerary to enjoy their trip in touristic areas.

The service provides two major functionalities:

- “Tabimae” (before the trip):
  - An Artificial Intelligence (AI) algorithm analyses the reviews and comments posted on SNS and the Internet, and extracts photos of popular places (from seasonal spots to classic tourist attraction). Photos are sorted into categories such as “see”, “play”, “eat” and shown on the screen. Users can select any of them and get more information on the related spot.
  - Users can also select the places they want to go and the app will suggest an optimal route to visit all of them. The suggested “Tour Plan” can be saved and edited any time for an efficient trip planning.
- “Tabinaka” (during the trip):
  - Optimal routes between two spots are suggested by using the Multi-modal Route Search Engine of EMot, based on the saved Tour Plan that can still be edited by adding or removing spots.
  - Each spot can be checked by users once visited to register their actual trip. They can also share their comments and impressions on each spot on Twitter by touching a dedicated button (Twitter account is required).

The service will be first implemented in Enoshima – Kamakura area (famous touristic area near Tokyo).

Through EMot, Odakyu aims to make the transportation services that are essential for daily life more convenient and comfortable, and to realize a MaaS that is integrated with sightseeing and services at the destination.

## Press release information

- Publication date: August 18, 2020
- Original press release in Japanese:  
<https://www.odakyu.jp/news/o5oaa1000001sreq-att/o5oaa1000001srex.pdf>



Screen suggesting popular places through photos



Suggestion of a Tour Plan before the trip



Registration of the actual trip

*Example of Tour Planning screens*



## Discount tickets to Sanrio Puroland theme park available on EMot

A new electronic ticket called “Sanrio Puroland EMot passport” is now available on Odakyu MaaS app EMot. It provides access to the Sanrio Puroland theme park operated by Sanrio Entertainment and dedicated to Sanrio’s characters such as Hello Kitty.

Tickets (for children or adults) are to be used on the day of purchase. They are sold 100 JPY (on holiday and weekend) or 200 JPY (on week days) cheaper than the ones sold at the entrance of the park.

Once tickets are purchased, users just have to scan the 2D bar code on the screen of their smartphone to enter the park. Several tickets can be purchased and saved on one single smartphone, to allow for example adults to manage the tickets of their children.

Users can use the Multi-modal Route Search Engine of EMot to find the optimal itinerary to access the park from their current location.

Through EMot, Odakyu aims to make the transportation services that are essential for daily life even more convenient and comfortable, and to realize a MaaS that is integrated with tourism and services at the destination.



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*Image of the Sanrio Puroland EMot passports for adults (blue) and children (pink)*

## Press release information

- Publication date: September 16, 2020
- Original press release in Japanese:  
<https://www.odakyu.jp/news/o5oaa1000001tp90-att/o5oaa1000001tp97.pdf>



# Odakyu and JR East chosen by Tokyo Government for a MaaS demonstration project

Suburban  
MaaS

## A MaaS project that goes beyond boundaries between companies

Tokyo railway companies Odakyu and JR East were selected on September 16 by Tokyo Government for its “Demonstration project for the design of Tokyo’s MaaS social implementation model”. They will carry out with partners between January and March 2021 a MaaS demonstration project in Yamazaki residential area in Machida city (Tokyo) in order to explore practically how to provide MaaS services that go beyond the boundaries between two companies.

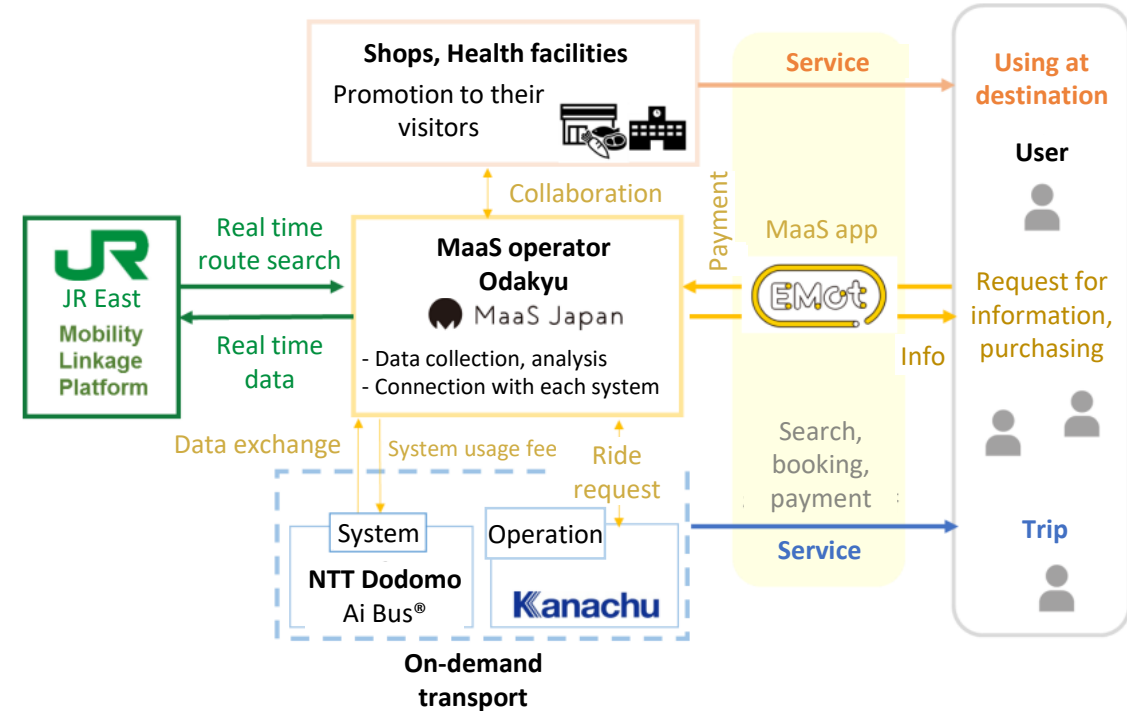
The project will consist of:

- An on-demand transport service based on NTT Docomo’s Ai Bus system. Users will be able to book their ride through Odakyu’s MaaS app EMot.
- The provision of real time information on delays on almost all railway lines of JR East in and outside Tokyo, all railway lines of Odakyu and bus lines of Kanachu (Odakyu group), in EMot and JR East apps.

The objective of the project is to assess the effect on decreasing the road traffic jams by improving the convenience of public transportation, and to rely on local facilities to promote such service.

The role of each partner will be:

- Odakyu: Project management, development of payment system and emission of electronic tickets, development of a user interface (UI) app, provision of real time traffic information.
- JR East: Development of a “Real Time Route Search Engine” that provides real time traffic information; provision of real time circulation information for the experimentation area.
- NTT Docomo: on-demand transport system Ai Bus.
- Kanachu : operator of on-demand transport, provision of real time information on buses.
- Shops and healthcare facilities: promotion of the service toward their customers.



Roles of the project participants

## Press release information

- Publication date: September 16, 2020
- Original press release in Japanese: <https://www.odakyu.jp/news/o5oaa1000001tpag-att/o5oaa1000001tpan.pdf>

## Promoting Hakone touristic area through social network

Odakyu and media company Mediba jointly organise a campaign on the Experience Video Platform Bratto to promote Hakone touristic area.

Bratto is a social network owned and developed by Mediba on which users can share videos of their trip and leisure. Videos then help other users to get new ideas on what to do during their free time.

Between October 15 and November 30, travelers who share the video of their own experience in Hakone with the hashtag #minanohakone (“Everybody’s Hakone”) will participate to a video contest organised by Mediba and Odakyu. Videos will be reviewed by the two companies and the six of them that best promote Hakone (best make people want to go to Hakone) will be selected and rewarded by up to 30,000 JPY worth JTB (travel company) discount vouchers.

Free passes for unlimited rides on Hakone area public transportation are available on EMot app.



*Bratto and EMot campaign to promote Hakone touristic area*

## Press release information

- Publication date: October 14, 2020
- Original press release in Japanese:  
<https://www.odakyu.jp/news/o5oaa1000001u4y8-att/o5oaa1000001u4yf.pdf>



# Release of EMot version 2.0

Tourism MaaS

Suburban MaaS

Daily Life Service MaaS

## Major improvement for a more convenient and easy to use MaaS app

Odakyu MaaS app has been upgraded on November 10 to a new version EMot 2.0 with major updates. The design has been dramatically renewed to improve the user experience.

- Major changes in design:
  - EMot's home is now map based, which is more convenient to use than the previous route search based home.
  - Points of interest for which tickets are available on EMot are now shown on the map.
  - Users now have the possibility to select any point on the map and then push the "I want to go there" button to get suggestions of itinerary from the route search engine.
  - New buttons "Buy" and "Use" were added in the home screen to buy and use digital tickets seamlessly.
  - A new QR code reader was added on the top right corner of the home to validate tickets. If several tickets are registered in the app, the system will select automatically the good one corresponding to the scanned QR code so that the user does not have to look for it by itself.
- Improvement of the Multi-modal Route Search:
  - Real time traffic information on Odakyu's all railway lines and some bus lines in Tokyo and Kanagawa were added to the search results, as long as train congestion information (6 level colour icons displayed for each calling station).
  - Share bikes and taxis can now be added as mobility solutions for the route search.
- Shared mobility:
  - The new "On-demand transport" button shows the on-demand transport available in the vicinity. Transport can be booked and payed directly in EMot app.
  - A new "Car sharing" button was added on the home screen to display all the Times car sharing stations in the vicinity. The list of vehicles available at each station is displayed and a button send the user to Times app for booking.

Odakyu will continue developing the next generation of mobility by using digital technology to enable its customers to travel and live easily and comfortably, so that people can go and meet whoever they want whenever they want.

## Press release information

- Publication date: November 10, 2020
- Original press release in Japanese: <https://www.odakyu.jp/news/o5oaa1000001uhe5-att/o5oaa1000001uhec.pdf>



New QR code reader



Old (left) and new (right) home screen (map data: ©2020 Google)



Route search results with real time information (map data: ©2020 Google)





# On-demand transport demonstration in Machida

Suburban  
MaaS

## Two months demonstration project in the suburb of Tokyo

Odakyu will launch on November 16 in the Yamazaki residential area of Machida City (Tokyo) a demonstration project of an on-demand public transport service named “E-Bus”. The objective is to assess the demand in suburban areas and the effect of promotional activities on the ridership during off-peak hours.

“E-Bus” can be accessed free of charge from any of the 19 fixed meeting points that have been set up in the test area. Passengers just have to book their trip between two of this 19 meeting points by using Odakyu’s MaaS app EMot. They can also check for transfers to city buses and trains through the Multi-modal Route Search Engine of the app.

During the whole demonstration period, discount vouchers that can be used in local commercial facilities will be distributed to passengers riding “E-Bus” during off-peak hours.

A delegated booking system will also be provided to health related facilities (hospitals, pharmacies...) so that the staff will be able to book a ride for their customers without smartphones.

The service will be accessible every day from November 16 to December 25, from 7 a.m. to 9 p.m. Up to two Toyota Alphard will be used for the demonstration.

The project is carried out under the patronage of the Ministry of Land, Infrastructure and Territory of Japan. The service is based on NTT Docomo’s on-demand technology “Ai Bus”.



Example of a request for a ride through EMot app



Map of the 19 meeting points



Toyota Alphard used for the demonstration

## Press release information

- Publication date: November 10, 2020
- Original press release in Japanese:  
<https://www.odakyu.jp/news/o50aa1000001uhem-att/o50aa1000001uhet.pdf>



# New package Digital Hakone Free Pass + free Romance Car Ticket

Tourism MaaS

## “Digital Hakone Free Pass with Free Limited Express Ticket Voucher”

Odakyu will sell from December 1, 2020 to February 28, 2021 a “Digital Hakone Free Pass with Free Limited Express Ticket Voucher” package including:

- A usual Digital Hakone Free Pass that allows unlimited rides on public transportation (trains, cable cars, buses and boats) in the touristic area of Hakone, for a period of 2 or 3 days.
- A voucher for a round trip express ticket to access Odakyu’s limited express Romance Car.

The package will be sold at the same price as the corresponding Digital Hakone Free Pass and can be purchased several days before the trip. To exchange the express tickets, the Free Pass needs to be first activated on the day of the trip. Then the traveller shows its voucher to the staff of one of the nine designated stations to receive its round trip ticket. Seats will be assigned by the staff among the ones available on the day.

The package is limited to adults only and can not be transferred to another smartphone. It can be used one time during the period between December 9, 2020 and March 2, 2021.



Example of Digital Voucher and Round Trip Limited Express Ticket

## Press release information

- Publication date: November 30, 2020
- Original press release in Japanese:  
<https://www.odakyu.jp/news/o5oaa1000001ujpl-att/o5oaa1000001ujps.pdf>



# On-demand transport & real time route search in Machida

Suburban MaaS

## An experiment selected for Tokyo Government MaaS project

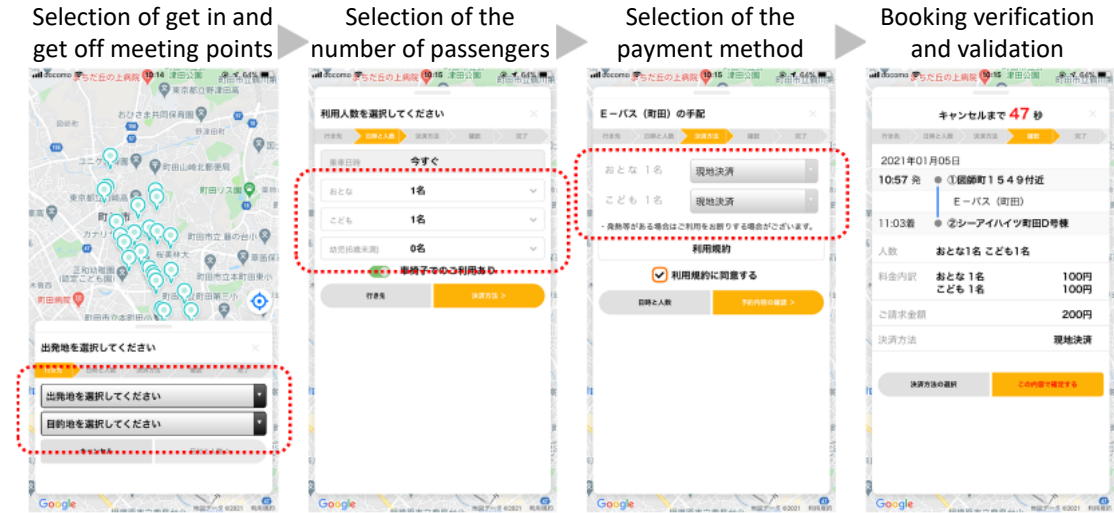
Odakyu and JR East have been promoting initiatives aimed at realizing a society in which people can move seamlessly across the boundaries between railway companies. They now jointly carries out a demonstration project between January 18 and March 12 2021, as part of the “Demonstration project for the design of Tokyo’s MaaS social implementation model (fiscal year 2020)” of Tokyo Government.

The project consists of:

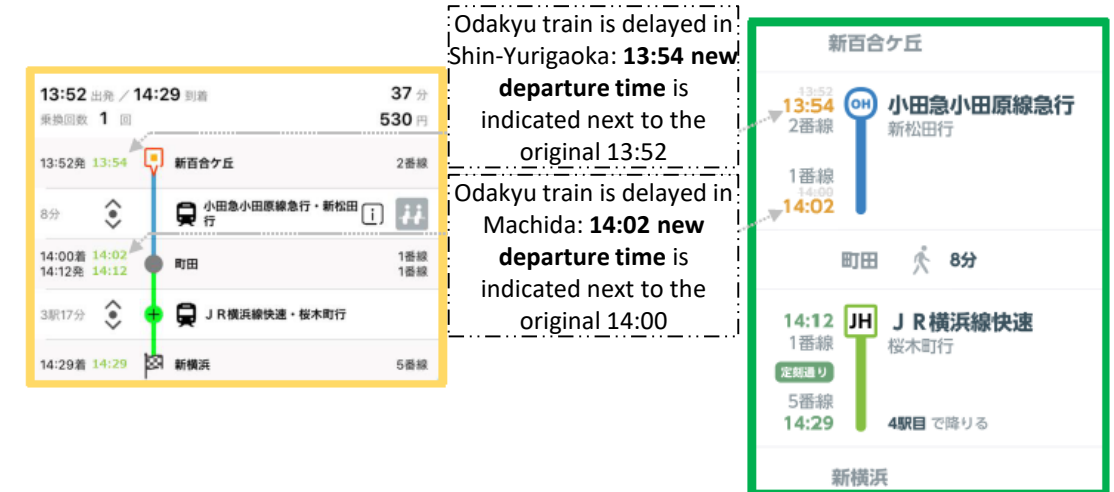
- An on-demand transport experimentation in Yamazaki residential area in Machida city (Tokyo), named “E-Bus”, based on the Ai Bus system developed by NTT Docomo and already tested by Odakyu in the end of 2020 to assess the demand. Operational improvements have been made since to take into account the feedbacks of customers: the number of meeting points (E-Bus stops) has been increased from 19 to 26, the booking interface in EMot has been renewed and booking is now also possible by phone. The service is available every day, from 7:00 to 21:00, for 100 JPY per ride payable directly on EMot app or by cash or IC card. Up to 2 Toyota Hi Ace will be operated at the same time.
- A “Real Time Route Search Engine” developed by JR East and available on JR East app and EMot, that takes into account the delays of trains and buses (all railway lines of Odakyu, all bus lines of Kanachu and major railway lines of JR East) when searching for itineraries. Delays are shown in the results.
- Distribution of free ride vouchers to customers of Odakyu Department Store Machida and JR East Lumine Machida (JR East’s department store) that spend more than respectively 2,160 JPY/2,000 JPY (tax included) in shopping. Vouchers will allow a free round trip on E-Bus and Kanachu’s buses that connect Yamazaki area to Machida station jointly operated by JR East and Odakyu.

## Press release information

- Publication date: January 15, 2021
- Original press release in Japanese: <https://www.odakyu.jp/news/o50aa1000001ve2f-att/o50aa1000001ve2m.pdf>



On-demand booking process in EMot app



Route search result showing trains delays in EMot (yellow) and JR East app (green)



# On-demand transportation demonstration in Shin-Yurigaoka

Suburban  
MaaS

## An on-demand transportation with a very dense network of stops

Odakyu and the city of Kawasaki, in collaboration with Odakyu Bus, Kawasaki Hire and Kanachu Taxi, organise the demonstration of a shared on-demand transportation around Shin-Yurigaoka station in Kawasaki from February 17 to May 16. The service named “Shin-Yuri Shuttle” uses the technology provided by Spain on-demand transportation system provider Shotl.

Nearly 500 meeting points are distributed in an about 5 km<sup>2</sup> wide area centred on the station (higher density than of bus stops). Travelers just have to use EMot app to easily book and pay for a ride between two of any of these points. The service is accessible every day from 7:00 to 22:00, for the price of JPY 500 per ride or with a monthly pass for JPY 21,000 (half price for children). Up to 4 Toyota Alphard will be on the roads at the same time during the demonstration.

Vouchers for Shin-Yuri Shuttle will be distributed at nurseries, cram schools and commercial facilities to promote the service. Odakyu will assess how such new transportation system can help these facilities to attract new customers while reducing their burden of arranging transportation for them. The effect on the reduction of the use of private cars and then on traffic jams near the station will also be measured.

This demonstration is a second phase of a trial performed between February and April 2020 (with a lower number of meeting points), during which up to 200 people were transported every day for free of charge.

The service was developed under the patronage of Ministry of Land, Infrastructure, Transport and Tourism. Odakyu and Kawasaki City will keep cooperating in the MaaS field to strengthen public transportation functions by improving next-generation transportation like Shin-Yuri Shuttle, and keep working to create comfortable towns centered on stations.

## Press release information

- Publication date: January 15, 2021
- Original press release in Japanese:  
<https://www.odakyu.jp/news/o5oaa1000001vqn9-att/o5oaa1000001vqng.pdf>

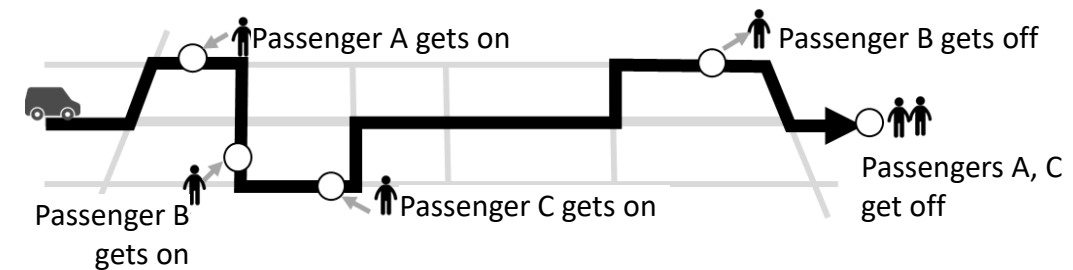


Toyota Alphard used for the demonstration



Shin-Yurigaoka station

Map of the demonstration area



Example of a ride shared by three passengers



# New services in Shonan (Enoshima-Kamakura) and Izu areas

Tourism MaaS

## New tickets and functionalities introduced in March and April 2021

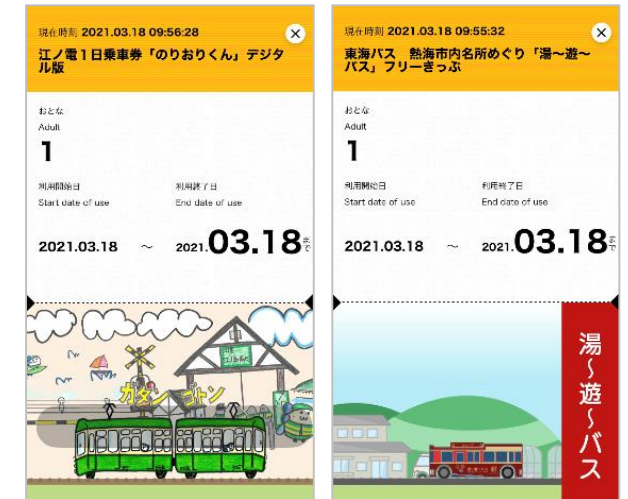
Odakyu will start new services in the areas of Shonan (Enoshima-Kamakura) and Izu:

- Shonan area: a one-day contactless pass and a tour planning functionality
  - The one-day contactless pass (“Noriorikun”) can be purchased for 650 JPY up to one month in advance, from March 31. Beside unlimited rides on Enoden trains, the pass provides discounts in more than 40 places (restaurants, hotels, recreation facilities). Users just have to show to the station staff the screen of a valid pass on their smartphone to get on-board the train. Payments must go through EMot with a registered credit card.
  - Facilities where discounts are available with “Noriorikun” pass are shown on EMot’s map along with the current location of the user.
  - The tour planning function designs an optimise excursion plan based on the sites selected by the user among the ones suggested in three categories: “tourism”, “entertainment and “food & beverage” (suggestions are based on popularity of the sites on SNS). Users having bought a “Noriorikun” pass are suggested routes taking into account the transportation accessible for free with the pass. The function will be available from March 31.
- Izu area: 4 new digital tickets and real time information on bus traffic
  - Four digital tickets from Tokai bus (“Ito Kanko Free Pass”, “Mishima Ticket”, “Yu~ Yu~ Bus Free Ticket” and “Yu~ Yu~ Bus Free Ticket Wide”) can be purchased from April 12 (700 JPY to 1,500 JPY for adults, half price for children, purchase possible up to one month in advance, payment with a credit card through EMot). They allow unlimited rides in the corresponding zones. Users just have to show a valid ticket displayed on their smartphone to the driver to board the bus. Up to 10 tickets can be purchased with one single device, allowing one person to represent all the members of a family or a group of travellers.
  - “Ito Kanko Free Pass” allows unlimited free rides for 2 days instead of 1 for the paper version, at the same price.
  - Real time information on Tokai Bus traffic will be available on EMot from April 12.

Through EMot, Odakyu Electric Railway aims to make the transportation services that are essential for daily life even more convenient and comfortable, as well as to propose new ways to enjoy touristic areas and smarter ways of traveling that integrate with daily life. We will continue to work with partners to create attractive services that are easy to use for customers.

## Press release information

- Publication date: March 29, 2021
- Original press release in Japanese: <https://www.odakyu.jp/news/o5oaa1000001wuoe-att/o5oaa1000001wuol.pdf>



Examples of free passes



Real time traffic information for Tokai Bus



# Quick overview of EMot's functionalities

## Multi-modal Route Search

- Showing various routes to reach destination by using train, bus, taxi, bike-sharing, car-sharing etc.

## Real time transportation info

- Delays and other info on Odakyu lines and Kanachu Bus lines
- Plan to gradually expand info on Odakyu Group Transportation

## Congestion Forecast

- Provide predictions of congestion between stations for each train based on the most recent traffic records (current and future)



## Digital Ticket

- Compatible with various types of tickets, such as on-screen presentation type and QR read/show type
- Combination of different type of tickets as booklets

## Tour Planning

- Using AI to suggest excursions and tour plans and supports traveler's mobility based on the tour plan.

## On-demand transport booking

- On-demand transport booking/payment via EMot app
- Trials in 2020 and 2021