



Summary of press releases related to MaaS app EMot

Fiscal year 2021

(April 1, 2021 – March 31, 2022)

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

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



Press releases in fiscal year 2021

Tourism MaaS

Suburban MaaS

Daily Life Service MaaS



パスポート



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

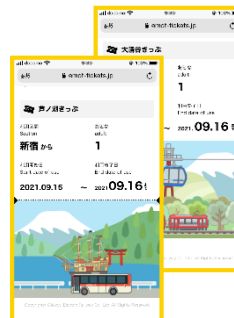


January 12
Unlimited ride tickets for the bus company Kanachu

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





New services added to EMot Passport

Daily Life
Service MaaS

10 new restaurants and shops to join the subscription service

More shops and restaurants will be added on May 26 to EMot Passport, a subscription app based ticket for food, beverage and merchandise sold through EMot MaaS app:

- Romance Car Café in Shinjuku Station, where those waiting for their Romance Car train after work will be able to treat themselves with a drink
- Boutique Troisgros (bakery)
- Grocery sections of Odakyu department stores in Machida and Fujisawa
- Hakone Café
- New shops of Hakone Soba, Forestry Coffee, Hibiya Kadan, Odamusubi

For 9,500 JPY the first month, 9,200 JPY the second month and 8,900 JPY the following months, EMot Passport provides 500 JPY worth coupons to be used in the partners' shops, up to 90 times in a 30 days period. Only 100 new subscriptions are available every month.

Since its launch in March 2021, EMot Passport has been used by many customers and has been well received. With this product born within the MaaS app EMot, Odakyu hopes to propose not only mobility, but also lifestyle services to its customers. Odakyu will continue to expand and update its services to enhance their life.

Press release information

- Publication date: May 24, 2021
- Original press release in Japanese:
<https://www.odakyu.jp/news/o5oaa1000001y41d-att/o5oaa1000001y41k.pdf>



※1: "Boutique Troisgros" in Odakyu Department Store in Shinjuku

※2: Grocery sections of Odakyu department stores in Machida and Fujisawa; Only during a limited period.

New services added to EMot Passport



EMot project selected for the third consecutive year

For the third consecutive year, EMot project in Hakone and Kawasaki was selected with 11 other projects by the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) to receive subsidies from its "Project for Promoting and Supporting Japanese MaaS".

Challenges:

- People tend to use private cars when visiting nearby places of interest and sightseeing, thus generating congestion on roads and at the entrance of parking lots.
- There is a need for a comfortable transportation system compatible with measures against Covid-19 pandemic.
- CO₂ emissions must be reduced to achieve carbon neutrality.

Objectives of the project:

- Promoting the use of public transport when visiting nearby places of interest and sightseeing.
- Encouraging people to visit nearby places of interest and sightseeing by allowing seamless public transportation reservations, payments and passage through ticket gates, and by expanding seat reservation services.

Area: Kawasaki city and Hakone town (Kanagawa prefecture)

MaaS System: MaaS app EMot, and EMot online ticket (web browser)

Transport systems:

- Railway (2D code based digital tickets to go through the gates with a mobile device; Express Train reserved seat booking and payment)
- Express buses (booking and payment)
- Cable cars, regular buses, ropeway, tourist boats (all accessible with a single digital ticket)
- Shared bikes and taxis (shown on route search results, redirection to booking app).

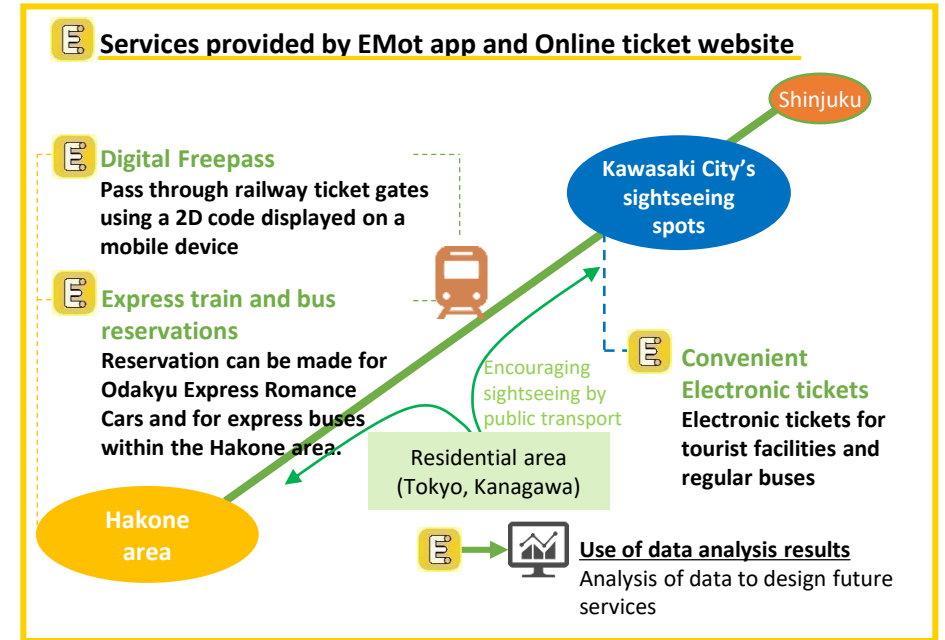
Services other than transport: Tickets for sightseeing spots and hot springs, discount tickets for restaurants and cafés available in MaaS app.

Evaluation criteria:

- Target of 10,000 digital tickets sold
- More than 80% of people using the services switched from private cars (evaluation through a survey among purchasers)

Beyond the project:

- Improve and continue the sale of digital tickets after the project ends.
- Analysis of the users and app data acquired during the project to design new MaaS and Smart City related services.



Services provided through MaaS systems

Press release information

- Publication date: August 24, 2021
- Original MLIT press release in Japanese (page 8): <https://www.mlit.go.jp/report/press/content/001419406.pdf>



Limited Express Romance Car now available in EMot

Tourism MaaS

Express tickets booking and purchase available from September 21

Odakyu will begin selling (reservation and purchase) express tickets for the Limited Express Romance Car on its MaaS application EMot from September 21.

Customers will now be able to book and purchase express tickets with their registered credit card by tapping on the new “Express Ticket” button on the EMot home screen or the “Inquiry/Reservation” button displayed in the multimodal route search results. Previously, they were redirected to the “e-Romancecar” website from the route search results and had to enter the required information each time. Like with existing ticketless services “Romance Car @ Club” and “e-Romancecar”, travelers can check seat availability, select seat on train seat maps, change tickets or get refunded. They can also manage their reserved and purchased tickets in a dedicated list with train-car-shaped icons.

So travelers can now go sightseeing in Hakone with only one application to purchase both limited express tickets and Digital Hakone Freepass.

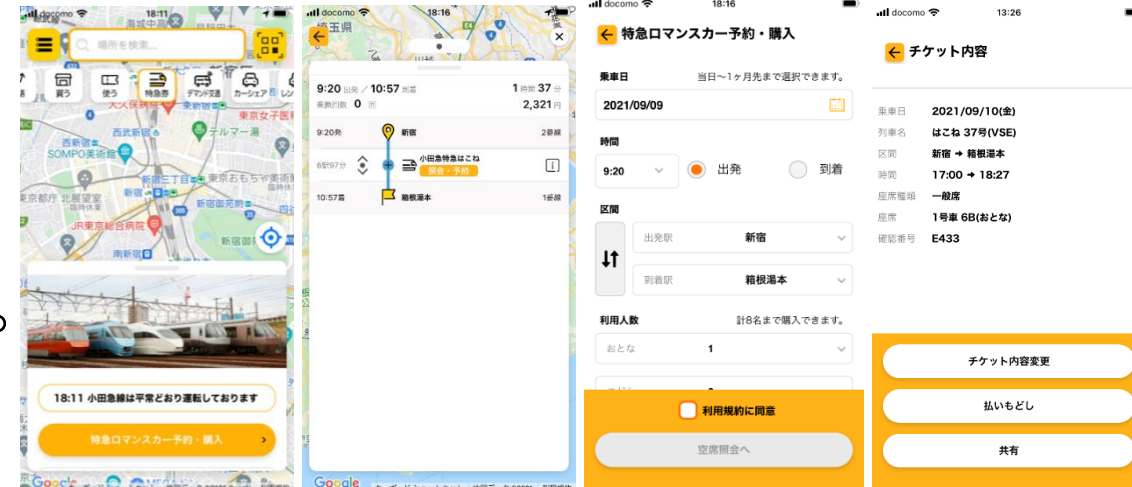
Odakyu is committed to providing highly convenient services that make use of digital technology. The company will continue to update EMot with the aim of making it a MaaS application that is close to its customers' daily life.

Press release information

- Publication date: September 16, 2021
- Original press release in Japanese:
<https://www.odakyu.jp/news/o5oaa100000202x7-att/o5oaa100000202xe.pdf>



Limited Express Romance Car GSE that connects Shinjuku and Hakone



Home screen (Express Ticket button)

Purchase from route search result

Booking and purchase screen

Electronic ticket



Launch of EMot Online Tickets

A new web based service from October 1

From October 1st, Odakyu will start a new service called « EMot Online Tickets » to sell the 4 types of digital tickets already available in EMot app (Digital Hakone Freepass, Digital Tanzawa-Oyama Freepass...), and 10 new digital tickets that can be used for various sightseeing scenes in the Hakone area.

EMot Online Ticket is a web based service that can be accessed without downloading EMot app. Tickets can be purchased until the day before use. Once travelers have activated their ticket, they just have to show it on their smartphone screen to the station staff or bus drivers and ride. The 10 new digital tickets were designed also for people coming to Hakone by car, or wanting to make a short stay in Hakone. They allow unlimited rides on trains, ropeway, cable cars, buses, and/or pirate ships, for one or two days. Anticipating a future recovery in inbound demand, tickets are also available in English for foreign visitors. The digital tickets will be also available from the same day on Odakyu Hakone Group tourism website « Hakone Navi » and Odakyu's « Odakyu otoku na kippu » (Japanes only) and « Global site. »

Through our MaaS application EMot, we have been working to propose a "better way to travel/live" that allows customers to enjoy convenient and economical trips with just one smartphone. With the introduction of this new service, customers will be able to choose between the app and the browser for ticketless services according to their needs. Odakyu will continue to enhance the functions of EMot to make it more convenient to use for daily life to sightseeing.

Press release information

- Publication date: September 22, 2021
- Original press release in Japanese: <https://www.odakyu.jp/news/o5oaa100000203kw-att/o5oaa100000203l3.pdf>
- EMot Online Tickets (from smart phone only): <https://www.emot-tickets.jp/>



When you read the QR code above, it will transfer you to the top page of EMot Online Tickets.

QR code to access EMot Online Tickets (smartphone only)

Tickets selection screen



Samples of digital tickets



Digital passes now also available in Saitama prefecture

Two new digital passes on sale on EMot MaaS app

Two new types of digital passes will be available on Odakyu's MaaS app EMot from November 4 to enjoy one-day trips in the area of Chichibu (Saitama prefecture):

- Chichibu Railway 1-Day Pass (digital version) that includes:
 - One-day unlimited free rides on the whole line of Chichibu Railway (a supplement is required to get on express trains and steam locomotive-hauled trains).
 - Discounts and special offers at 50 facilities of the area such as restaurants, cafés and spas.
- Hodosan Ropeway Pass (digital version only): one day unlimited rides on Hodosan Ropeway in Nagatoro town.

Comparing to paper tickets, the advantages of the digital passes are as follows:

- Hassle free purchase process via EMot app (no need to queue to purchase at the ticket office)
- Special discounts prices:
 - Chichibu Railway 1-Day Pass : adults 1,500 JPY / children 500 JPY (paper ticket: adults 1,600 JPY / children 800 JPY)
 - Hodosan Ropeway ticket: adults 730 JPY / children 380 JPY (round trip paper ticket: adults 830 JPY / children 420 JPY)
- Several tickets can be purchased with one single smartphone, allowing one person to represent a group of friends or a family. Travelers just need to show their activated tickets from their smartphone to the local staff and board on train/ropeway.
- Chichibu Railway 1-Day Pass (digital version) can also be used on any day of the year, while the paper version has only been available on weekends and public holidays.

With EMot, Odakyu has been promoting a tourism-oriented MaaS that allows customers to enjoy a round trip with just one smartphone by selling digital tickets for tourist spots along Odakyu lines, including Hakone, and in the Hamamatsu area of Shizuoka Prefecture in cooperation with Enshu Railway. Odakyu will continue to expand collaboration between partners and EMot and its platform MaaS Japan so that customers can enjoy more seamless travel experience.

Press release information

- Publication date: November 2, 2021
- Original press release in Japanese:
<https://www.odakyu.jp/news/o5oaa10000020pe2-att/o5oaa10000020pe9.pdf>



Samples of the new digital tickets



New digital tickets for Enoshima-Kamakura area

Tourism MaaS

The new digital passes are available on EMot MaaS app and EMot Online Tickets

New digital tickets for Enoshima-Kamakura area will be available on EMot app and EMot Online Tickets from November 30. This becomes the last of the three major touristic areas along Odakyu railway lines (with Hakone and Tanzawa-Oyama) to be covered by digital freepasses.

Digital Enoshima-Kamakura Freepass includes:

- Discount round-trip ticket between any station from Odakyu network and Fujisawa station;
- Unlimited free rides on Odakyu line between Fujisawa and Katase-Enoshima, and on the whole line of Enoshima Electric Railway (Enoden);
- Special offers at 25 popular spots (temples, sanctuaries, cafés...); The spots can be localized easily on EMot app by touching the “surroundings” button.

The pass is also available in Japanese and English on EMot Online Tickets. Odakyu expects it will contribute to the return of inbound tourists in the future. It costs 1,520 JPY (children 770 JPY) from Shinjuku station, 660 JPY (children 340 JPY) from Fujisawa station.

Enoden 1-day pass ticket digital “Noriorikun”

A version for children of the already available pass will also be on sale on November 30. The pass includes for 650 JPY (children 330 JPY):

- One-day unlimited free rides on Enoden’s line;
- Special offers at facilities along the line.

Enoshima Sea Candle Digital Set

Currently only available on EMot app, the set ticket will be also on sale from « EMot Online Tickets » in mid-December. For 800 JPY (children 400 JPY), it provides access to Enoshima escalators, Enoshima Sea Candle and Enoshima Samuel Cocking Garden at a lower price than the sum of each individual ticket.

In October 2021, in cooperation with Enoden, Odakyu launched a campaign entitled "Everyday Life as a Postcard" to attract visitors to Enoshima and Kamakura by providing them with accurate seasonal sightseeing information and congestions at some facilities through the "Enoshima-Kamakura Navi" portal site which will be renewed on November 30 (<https://enokama.jp/>). The site is an efficient travel companion from ticket purchase to the end of the trip.

In addition to proposing new ways to spend time at touristic spots, Odakyu, in cooperation with local communities, is working to create an environment where people can enjoy sightseeing seamlessly online.

Press release information

- Publication date: November 26, 2021
- Original press release in Japanese: <https://www.odakyu.jp/news/o5oaa10000020ul5-att/o5oaa10000020ulc.pdf>



Sample of the map of spots with special offers



Sample of the digital ticket



Enoden line



Unlimited ride tickets for the bus company Kanachu

Daily Life Service MaaS

New digital passes available only on EMot app

Kanachu (Odakyu Group) will sell through EMot app up to 200 unlimited ride digital tickets valid during one calendar month between February and April 2022.

Tickets are sold 10,000 JPY. They allow unlimited rides on the whole fixed route bus network of Kanachu Group, except on week days during rush hours (i.e. before 9 a.m.). Tickets for each month are sold from the 17th of the previous month, from 10:00 a.m. Passengers just have to show to the driver their ticket on the screen of their smart phone when riding on or getting off the bus.

A user visiting between the 1st and 25th of the month of validity of its ticket at least 4 shops, restaurants, cafés, etc. among a selection of 40 Odakyu Group's commercial facilities, will receive a coupon to expand for free the validity of its ticket to the whole following month. In average, it will be able to ride on Kanachu's buses for 5,000 JPY a month during 2 months. The user just has to scan 4 different QR codes located at the 40 facilities to get the coupon.

The current location of the user and the 40 locations are shown on a dynamic map in EMot so the user can easily find its way to the facilities.

Kanachu aims to promote the use of public transportation by creating opportunities for outings in cooperation with local communities, developing measures that will lead to the revitalization of local economies and towns, and making bus travel more popular than in the past.

EMot, a MaaS application provided by Odakyu, offers not only a variety of mobility services, from complex route search to payment of tickets, but also lifestyle services related to everyday life.

Press release information

- Publication date: January 12, 2021
- Original press release in Japanese:

<https://www.odakyu.jp/news/o5oaa10000021eg9-att/o5oaa10000021egg.pdf>

Previous month	Month of validity	Following month
17 th Release date	25 th , limit to achieve the condition of expansion of the ticket	
Purchase	Unlimited ride for 10,000 JPY	Unlimited ride for 0 JPY
	Shopping at 4 locations	Coupon is sent on 1st 0:00 if the conditions are achieved.



General idea of the ticket usage



Sample of a ticket



Kanachu's bus



EMot now using QR codes for digital freepasses

Digital Hakone Freepass now available with QR code

From March 2, Hakone Digital Freepasses currently sold in Odakyu's EMot MaaS app will be available with a QR code to be read by the dedicated terminals installed at all the manned entrances of the 70 stations of Odakyu Electric Railway. When a passenger holds a freepass over a QR code reader, the device beeps and a "Thank you for riding" message is displayed, allowing the passenger to pass through the gate faster than before, when the user had to show the freepass to a station agent at the entrance for clearance.

Digital Hakone Freepasses allow 2 or 3 days of unlimited rides on 8 types of public transport in Hakone area, including Hakone Tozan Railway, Hakone Tozan Bus, cable car and ropeway. They all include a round trip ticket on Odakyu railway lines between Odawara and any station selected by the user. They also offer discounts in about 70 touristic facilities.

The price of a freepass depends on the number of days and the Odakyu's station selected by the user. Examples for:

- 2 days from Shinjuku station: 6,100 JPY (children 1,500 JPY/1,100 JPY from March 12)
- 2 days from Machida station: 5,820 JPY (children 1,420 JPY/1,100 JPY from March 12)
- 3 days from Shinjuku station: 6,500 JPY (children 1,750 JPY/1,350 JPY from March 12)
- 2 days from Machida station: 6,220 JPY (children 1,670 JPY/1,350 JPY from March 12).

Odakyu started its Tourism MaaS initiatives in January 2020 by launching the "Digital Hakone Freepass" that allows visitors to enjoy more convenient and economical tours with just a smartphone. The ratio of customers who visit Hakone with digital tickets is gradually increasing, and as of the end of January 2022, the digitalization rate exceeds 10%, with a cumulative total of approximately 30,000 tickets sold.

In the future, Odakyu will expand the number of tickets that can be verified with QR codes, create new tickets, and expand to other sales channels such as travel agencies, in order to realize seamless transportation for more customers in sightseeing spots.

Press release information

- Publication date: February 24, 2022
- Original press release in Japanese: <https://www.odakyu.jp/news/o5oaa100000221g5-att/o5oaa100000221gc.pdf>



Dedicated terminal with QR code reader



Digital Hakone Freepass with a QR code (sample)



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

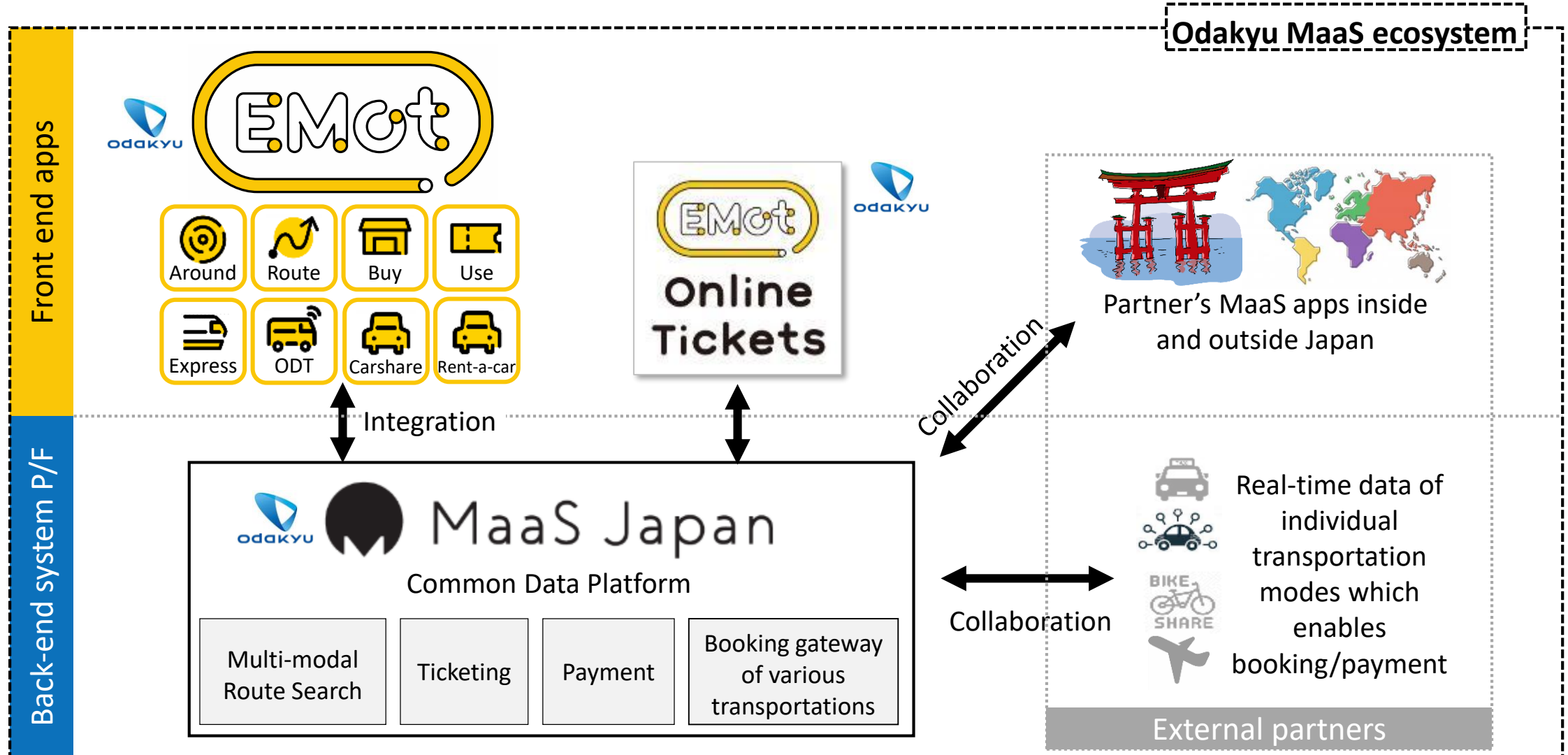


Limited express train tickets



EMot app & Common Data Platform MaaS Japan

MaaS Japan, proprietary data platform opened to collaboration with partners





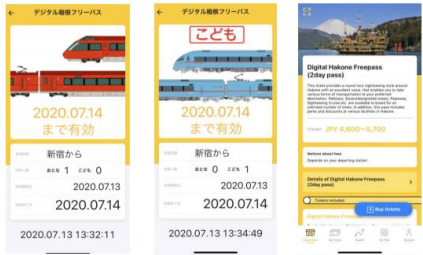
Press releases in fiscal year 2020

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



July 16
New services to be added to EMot app



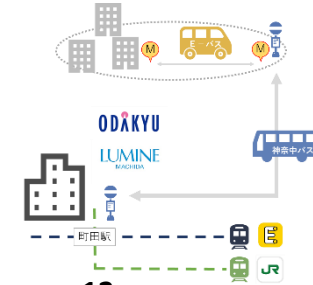
September 16
Sanrio Puroland EMot passports available on September 16



October 14
Video platform Bratto and EMot joint campaign



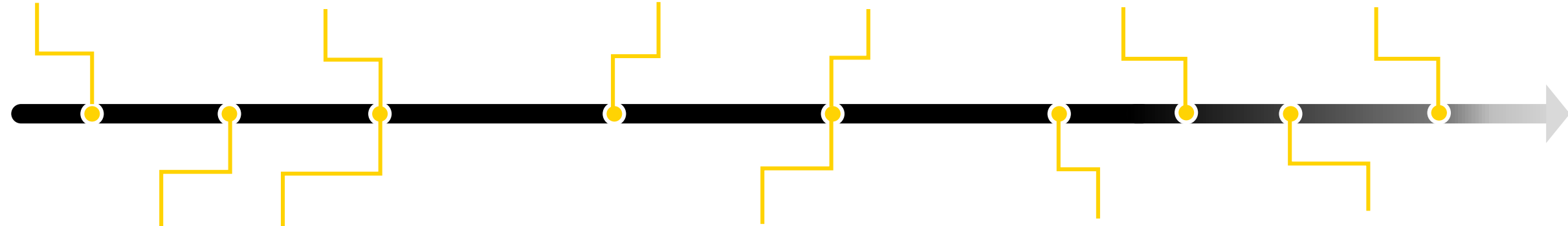
November 10
On-demand transportation demonstration in Machida



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

