

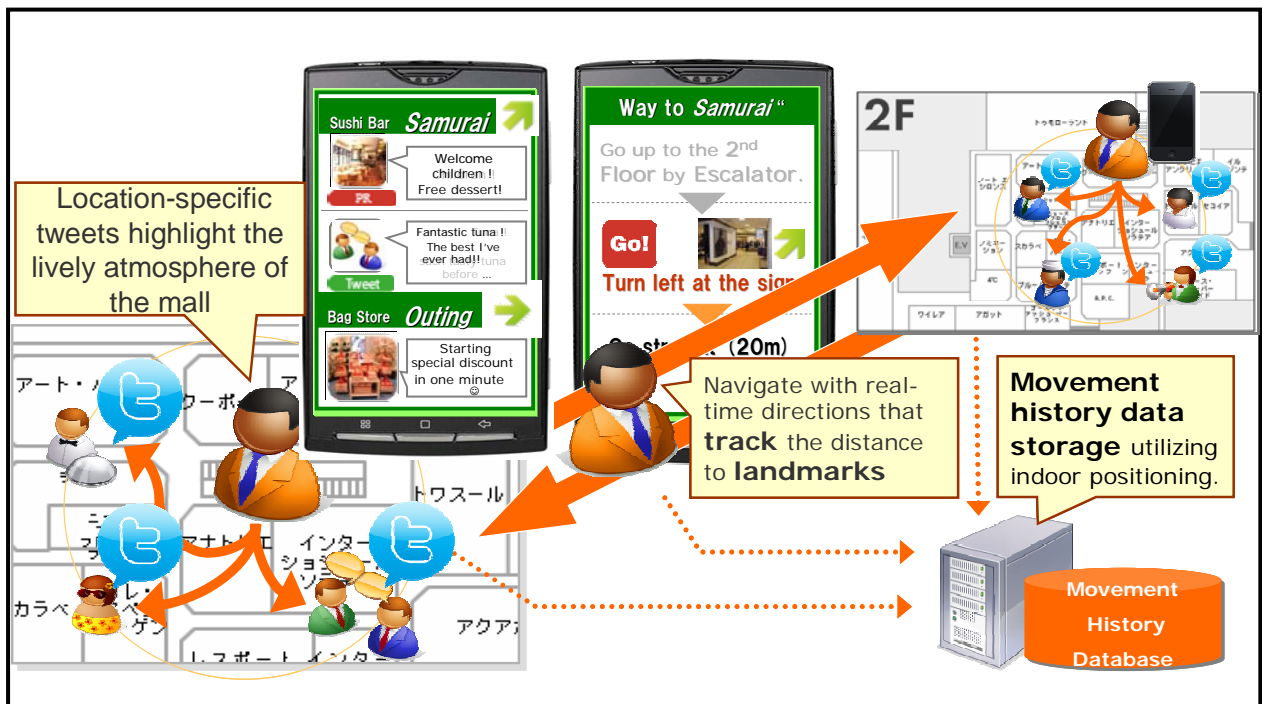
## Providing indoor Location Based Services (LBS) for Smartphones

**At Queen's Square Yokohama in Minato Mirai, Yokohama**

Kokusai Kogyo Co., Ltd., part of the Kokusai Kogyo Group (Kokusai Kogyo Holdings Co., Ltd.; Head Office: Chiyoda-ku, Tokyo, Japan; President and Chief Executive Officer: Sandra Wu, Wen-Hsiu), a leading company green infrastructure developer will hold a demonstration for their indoor positioning system technology using wireless LAN. This demonstration will be conducted together with the Japan Information Processing Development Corporation (JIPDEC), as part of the Ministry of Economy, Trade and Industry's G Spatial Project<sup>1</sup>, at Queen's Square Yokohama in Minato Mirai, Yokohama from February 8 (Tue) to 11 (Fri).

Through an application for Android smartphones developed for this demonstration, this service uses wireless LAN to perform indoor positioning to support moving throughout the facility via intuitive, easy-to-understand guidance through text and images of landmarks. Information about the area surrounding one's current location in the facility and promotional information for shops on each floor will also be transmitted at the same time. In this way, a service is provided which allows visitors to immediately acquire information to help them fully enjoy the facilities.

【Image transmissions featuring a combination of forum on facilities and stores from Twitter and indoor location information...for more details, [click here](#)】





It is easy for visitors to get lost indoor facilities such as commercial complexes, underground shopping centers, shopping streets, and event venues, therefore improving the convenience of movement through indoor facilities is an important issue. This service uses smartphones (which are growing in popularity daily) to support movement through indoor facilities in which it is easy to get lost via text phrases that incorporate indoor landmarks (example: “turn right at the XXX-shop’s sign”). The service also uses tweets from Twitter to present comments about and information promoting shops in the facility and show how lively the facility is. In this way, it is expected that this service will inspire new interests and discoveries as well as customer traffic to stores.

Furthermore, histories of movement will be stored by linking with the indoor positioning system. This will make it possible to verify the behavioral trends of consumers who do not make purchases, which was impossible to understand up until now.

In the future, the Kokusai Kogyo Group intends to provide location information services that can be used to share information at locations such as commercial complexes, underground shopping centers, shopping arcades, and event venues by building on this experience with more such demonstrant.

- ◆ When  
February 8<sup>th</sup> to February 11<sup>th</sup>, 2011  
11AM to 5PM
- ◆ Demonstration area  
Queen’s Square Yokohama in Minato Mirai, Yokohama
  - ・ Please come to the reception booth located before the 2F Queen’s East entrance.
  - ・ This demonstration can be experienced by the general public as well, so please feel free to participate.
- ◆ No charge  
(Smartphones will be loaned to you for the demonstration, so please bring identification.)

<sup>1</sup>The G Space Project: Due to the development of mobile and sensor technologies, the usage of video, sensor, simulation, and other types of information is growing compared to traditional text-based online information. Without exception, these types of information are imparted with geospatial information which indicates time and place. The Ministry of Economy, Trade and Industry’s G Space Project aims to create new services through the advanced usage of such geospatial information.

For further details, please contact:  
Machiko Tokuda  
Kokusai Kogyo Holdings Co., Ltd.  
Corporate Communications Division,  
TEL: +81-3-3288-5704  
e-mail: [press@kkc.co.jp](mailto:press@kkc.co.jp)  
URL: <http://www.kk-grp.jp/english/>

## Reference

### Overview of KOKUSAI KOGYO CO., LTD

Kokusai Kogyo Co., Ltd. is the core company of the Kokusai Kogyo Group (Kokusai Kogyo Holdings Co., Ltd. (Tokyo Stock Exchange First Section, Code: 9234)), a green infrastructure leader. Since its founding, over 60 years ago, Kokusai Kogyo has always been at the leading edge of spatial information technology development. Its core business is spatial information consultancy, providing high value added spatial information, and combining various forms of statistical data with high precision measurement data and high definition image data. Our objective is to use our unique *three-dimensional, real-time* and *ubiquitous* perspectives to create a society in which all kinds of information can be acquired and utilized by *anyone, anywhere* and at *anytime*.