

November 10, 2011

Tokyu Corporation
Kokusai Kogyo Group

Location Cruise Project Kicks-off

This project aims to use location information to increase people's enjoyment while in Futakotamagawa, and commences at the end of November as a Ministry of Economy, Trade and Industry 2011 G-spatial Project

Tokyu Corporation (hereinafter Tokyu) and Kokusai Kogyo Co., Ltd. (hereinafter Kokusai Kogyo), part of the Kokusai Kogyo Group (Kokusai Kogyo Holdings Co., Ltd.) will commence their Location Cruise Project (hereinafter the Project), which offers a new service bringing together the Location-Based Service (LBS) Platform developed by Kokusai Kogyo and Tokyu's service to increase enjoyment in the area around Futakotamagawa Station, Setagaya-ku, Tokyo, from the end of November.

The Project is an undertaking selected in August in the G-spatial projects category of the Ministry of Economy, Trade and Industry *2011 Industrial technology development and application project grants* (Projects for the development and demonstration of next-generation, highly-reliable, low-energy, IT-based technologies), and is a project that offers people spending time in Futakotamagawa to use their smart phones or mobile phones in a new way to enjoy the town. The LBS Platform offered by Kokusai Kogyo provides all kinds of content—specific to Futakotamagawa, on shops, or that useful in disaster-prevention—tied in to indoor and outdoor location information and time information. Tokyu's service analyses and collects information on the users' behavior as they move around town, and feeds back information tailored to the individual, making them want to stay in the area longer.

The Project is sponsored by commercial facilities such as the Futakotamagawa Rise Shopping Center and shopping districts in the neighborhood of Futakotamagawa, and aims to contribute to the creation of a safe, secure and prosperous town and to the revitalization

of the area.

The Project came into being when Tokyu and Kokusai Kogyo started a joint venture sparked by the various activities and interactions of the Creative City Consortium, in which both companies participate as members.

Details of the G-spatial Project and Creative City Consortium are given below.

Reference

This press release is being distributed to the Kabuto-cho Press Club, the National Land and Transport Press Association, the Ministry of Land, Infrastructure, Transport and Tourism Construction Technical Publications Press Association and the Economy and Trade Press Association.

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Location Cruise Project website (Japanese only)

<http://www.creative-city.jp/locationcruise>

- G-spatial Project -

In 2008 the Study Group to Promote the Practical Application of Geospatial Information put together “A Future Vision of the Geospatial Information Industry”, with the aim of creating a service industry that made practical use of geospatial information such as geographic and locational information. The policy package promoted by the Ministry of Economy, Trade and Industry towards making this vision a reality is the G-spatial Project.

The project promotes the construction of a database model that will enable the effective use of information through the simple superimposition of geospatial information by means of three-dimensional coordinates and data update times, and works on the demonstration of services providing seamless use of positioning data both outdoors and indoors. Specifically,

supported by -

- (1) the development of an infrastructure for the distribution of geospatial information,
- (2) the increased use of geospatial information in everyday life and in industry, and
- (3) the development of an environment allowing the effective use of locational information from positioning satellites.

- Creative City Consortium -

Taking into consideration the great importance, for the creative industries that will play an essential role in the future of the Japanese economy, of the role and function of the city in bringing together creative human resources and industries to support the expansion of that economy, the Creative City Consortium was established in August 2010 from a proposal by six companies, and is chaired by Komiyama Hiroshi. In order to clarify the function of the city, the Consortium aims to create a business zone, which includes an urban environment, that will bring together creative human resources and industries, stimulate their creativity and encourage spontaneous growth, and takes as its model area for this social experiment the district of Futakotamagawa in Setagaya-ku, Tokyo, where the largest redevelopment project in the capital is currently under way. At present 73 business enterprises, in addition to people of academic standing, administrative officials, etc., are working together from Catalyst BA, the consortium's base on the 8th floor of Futakotamagawa Rise Offices.