



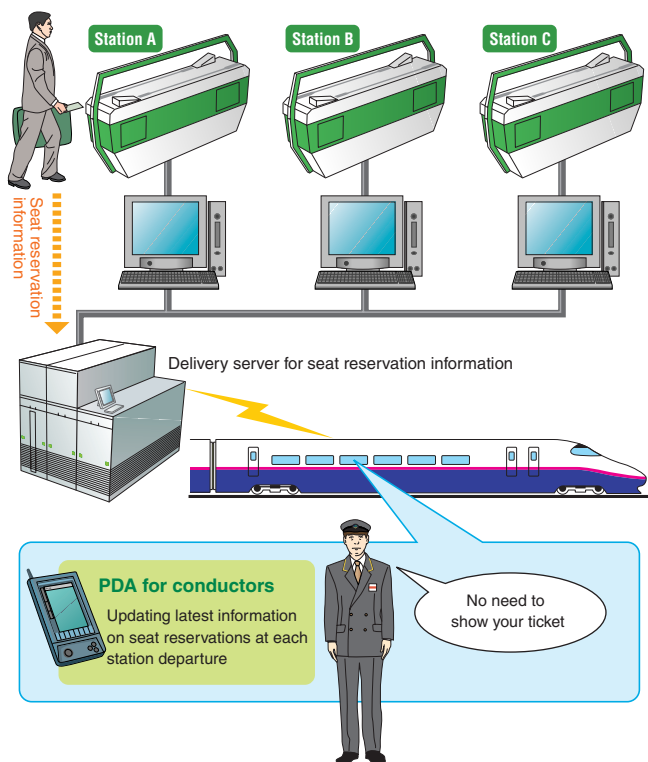
What are new convenient customer services?

Using IT to meet customer demands

JR East takes advantage of Information Technology (IT) to offer an exciting array of new services.

"Suica," IC card, introduced in November 2001, eliminates the need to buy train tickets, adjust the fare at your destination, or even remove the card from your pass case. Beginning in Fall 2003, Suica card holders will be able to use their cards on some *Shinkansen* (Bullet Train) lines around Tokyo, as well as in the Sendai metropolitan area. Also, beginning in FY 2006 we plan to gradually add correlated Suica card use to other rail lines throughout the Kanto Region in addition to the Tokyo Monorail and *Rinkai* line, on which Suica cards can already be used. In July 2003, we inaugurated the *View Suica* card, which integrates the Suica IO (stored-fare railway ticket) card with the View card, JR East's credit card. From Spring 2004, we plan to add the function of electronic money to the *View Suica* card, to further enhance user convenience.

From September 2001, we started providing wireless LAN (Local Area Network for wireless connection to the Internet) in the waiting rooms of selected stations on an experimental basis. Station personnel uses PCs and PDAs (personal digital assistant) to provide customers with faster, more up-to-date information (such as real-time operational information) via wireless LAN.



Elimination of on-board *Shinkansen* ticket inspection

In December 2002, we eliminated on-board ticket inspections on *Shinkansen* trains. Conductors no longer need to inspect passenger tickets, since ticket information such as reserved seat numbers are instantly transmitted to their PDAs when passengers pass through the automatic fare-collection gates at stations. This system allows passengers to relax en route without being disturbed for ticket inspections.

Mobile Tickets further improve convenience

Beginning in August 2002, we launched the *Mobile Ticket* service, allowing customers to make reservations on the *Chuo Liner* and the *Ome Liner* (outbound) via cell phones, and also use mobile device screens as electronic train tickets. This system is more convenient and reduces the number of paper tickets used.

On-board display

In April 2002, new type of railcar with two 15-inch liquid crystal displays (LCDs) above each door was introduced on *Yamanote* Line. The screens provide diverse information services, including emergency instructions, etc.

