

Suica, the Next Step

Overview

In November 2001, JR East launched the *Suica* next-generation fare card system employing IC cards. Since *Suica* service was begun, JR East has steadily increased its convenience through such measures as those to expand the geographic usage area and add new *Suica* shopping (electronic money) services and *Mobile Suica* services. From March 2007, interchangeable IC fare card service was begun by transportation companies in the Tokyo metropolitan area, making it possible to pay fares for almost all rail and bus routes in the region with a single *Suica* or *PASMO* card. In the near future, the total number of *Suica* and *PASMO* cards in use is expected to reach approximately 30 million.



Future Development

Point-Card Service:

From June 2007, an exchangeable point-card service will be offered in connection with *Suica* shopping (electronic money) services. Initially, approximately 3,100 shops and restaurants will participate in the point-card service. Users can use their accumulated points to pay train and bus fares as well as for shopping and other applications.

Expansion of Usage Area:

Suica can currently be used in the Tokyo metropolitan area, Sendai area, Niigata area, and Kinki region, and plans call for increasing user convenience by expanding the usage area to include the Nagoya, Shizuoka, Okayama, and Hiroshima areas from March 2008.

Mobile Suica Use for Shinkansen Services:

From March 2008, the scope of *Mobile Suica* usage will be expanded to include JR East's Shinkansen lines (the Tohoku, Joetsu, Nagano, Yamagata, and Akita lines) as well as the Tokaido Shinkansen Line (between Tokyo and Shin-Osaka).



* Since January 2006, *Suica* services have been supplemented by *Mobile Suica* services that employ the display and communications functions of mobile telephones. As of March 31, 2007, the number of *Mobile Suica* users was approximately 430,000.