

Moving Up a Gear in Seven Areas



Moving Up a Gear 2 Opening the way to new business areas

01 We will raise our management of railway operations, operational expertise, and technological capabilities to world class levels, and, aiming to establish an earnings base for the future, actively examine the possibility of overseas operations

Against a backdrop of worsening global environmental problems, recent years have seen the emergence of a new attitude to railways as mass transportation systems with environmental advantages. Among developing countries with populations that continue to increase, the emergence of this new attitude is evident. Capitalizing on its overall technological capabilities and based on tie-ups with a range of Japanese manufacturers, JR East will contribute to the development of railways around the world by spreading “Japanese railway technology” overseas. We believe that these efforts will strengthen Japan’s railway technology.

We will establish in-house organizations to consider possibilities and frameworks for the development of overseas operations.

Not limiting ourselves to the equipment-and-facilities side—which includes consulting and construction for railway facilities and the development of railcars—we will examine a broad range of business possibilities on the operational side, including transportation, sales, and maintenance.

02 We will take on the challenge of strengthening the overall competitiveness of the railway industry through tie-ups and partnerships with railway operators

Through tie-ups and collaboration with other railway operators in the greater Tokyo area, we will provide seamless services, develop equipment, and develop terminals.

03 We will realize the potential value of JR East’s “network” by incorporating new technology

We will use the next-generation high-speed wireless technology *WiMAX* to provide high-speed large-capacity broadband communication services to customers in railway stations and trains.

We will raise the asset value of railway stations and trains by taking advantage of such new technology as *WiMAX* video communication and organic EL to develop advertising media.

