

Suica

The Functions and Convenience of Suica Evolve Rapidly

JR East introduced *Suica* as a next-generation fare collection system based on IC cards on November 18, 2001. Further, in order to capitalize on the potential of *Suica* as a means of settling transactions for small sums, JR East began *Suica* electronic money services from March 22, 2004.

In addition to the usability of *Suica* on railways within the JR East service area—the Tokyo metropolitan area, Sendai, and Niigata—the beginning of mutual use with *PASMO* in 2007 made *Suica* usable on most railways and bus services in the Tokyo metropolitan area. Moreover, as of March 31, 2010, *Suica* is usable in all of Japan's major cities thanks to mutual use with West Japan Railway Company's *ICOCA*, Central Japan Railway Company's *TOICA*, Hokkaido Railway Company's *Kitaca*, Kyushu Railway Company's *SUGOCA*, Nishi-Nippon Railroad's *nimoca*, and Fukuoka Transportation Bureau's *HAYAKAKEN*. Further, JR East is planning mutual use with *manaca*, which Nagoya Transportation Bureau, Nagoya Railroad, and so on plan to introduce. JR East intends to continue increasing the areas

in which customers can use IC passenger tickets.

At the same time, JR East has been expanding the usage area for *Suica* electronic money by extending the usability of *Suica* beyond stores in railway stations to encompass convenience stores and shopping centers. Also, in the same way that it has done with railways, JR East has been steadily extending the mutual use of *Suica* as electronic money. As a result of those efforts, *Suica* electronic money is usable at approximately 89,350 locations and accounts for approximately 1.74 million transactions daily as of March 31, 2010.

Also, JR East provides the *Mobile Suica* service, which enables customers to use IC-enabled mobile phones compatible with *Suica* not only to charge *Suica* but also to purchase and use commuter passes and Shinkansen limited express tickets. Further, JR East is developing a lineup of *Suica* services that cater to a wide range of customer needs, such as the *View Card with Suica*, which integrates *Suica* and *View Card* functions, and multifunctional *Suica* IC cards, which incorporate *Suica*, cash cards, and other functions. In addition,

JR East expanded an automatic charging service previously only available for *View Card with Suica*—which automatically charges *Suica* if the charge balance is below a certain amount when a customer passes the IC card over an automatic ticket gate—to include other types of *Suica*, such as *Mobile Suica*, *My Suica* (registered type *Suica*), and *Suica Commuter Pass*.

Similarly, JR East increased the types of *Suica* included in the *Suica Point Club*, which awards users with points usable for charging *Suica* when they use electronic money at designated stores. Also, July 2009 saw the launch of a *Suica* Internet service that allows the charging and settlement of *Suica* via personal computers.

Going forward, JR East will take on the challenge of new businesses based on *Suica* information and elevate *Suica* business to general information technology business.



Number of Daily *Suica* Electronic Money Transactions and *Suica* Compatible Stores

Thousands

■ Stores in Which *Suica* Can Be Used (left)

— Number of Daily *Suica* Electronic Money Transactions (right)

