

# Advancement of the JR EAST Group's Inbound Strategy

～Working to improve infrastructure for accommodating inbound visitors using tablet devices to provide information and other initiatives～

East Japan Railway Company is working to improve its infrastructure for accommodating inbound visitors to ensure they are able to use the company's services easily and with peace of mind. Tablet devices will be used to provide greater accessibility to information in other languages to improve notifications about emergencies or railway service interruptions. Additionally, free public Wi-Fi will be expanded to onboard the Narita Express as well as locations around Tokyo and at Shinkansen stations.

JR East has partnered with NTT DATA Corporation to develop a tourism information app as well as produce and post videos online about how to ride trains in Japan and use Suica E-money, among other topics, in order to expand the amount of information provided to inbound visitors.

The entire JR East Group will continue to work together to implement its inbound tourism strategy in order to meet the needs of the rapidly growing number inbound visitors traveling to Japan.

## 1. Using Tablet Devices to Improve Access to Information in Other Languages

Tablet devices used in railway stations will now feature an app with voice and written guidance in four languages (Japanese, English, Chinese and Korean) to improve inbound visitors' access to information for evacuation purposes in case of an emergency or to announce train service interruptions.

- Overview: Voice and written guidance from tablet devices will be used to notify passengers of service interruptions and how to evacuate in case of an emergency
- Locations: 49 stations with service managers including Tokyo Station, Shinagawa Station, Shinjuku Station, Narita Airport Terminal 1 and Sendai Station
- Timing of rollout: End of March 2016
- Use of this app will be expanded to other stations and train crews in the future
- Sample images from the app



Staff operation screen

Able to select which language to broadcast (Japanese, English, Chinese or Korean)

台風のため  
列車の運転を見合わせてお  
ります。

Train operation has  
stopped due to a typhoon.

因为台风，列车正在进行运行  
调整。

태풍으로 인해 열차 운행이 중  
단되고 있습니다.

Displayed text can be shared using voice guidance

Information display screen

## **2. Expansion of Free Public Wi-Fi for Inbound Visitors**

### **(1) Expanding the Number of Stations where Free Public Wi-Fi (“JR-EAST FREE Wi-Fi”) is Offered for Inbound Visitors**

JR East launched its “JR-EAST FREE Wi-Fi” free public Wi-Fi for inbound visitors in October 2012. Today, through this service free public Wi-Fi is available at 41 railway stations and 5 travel service centers (JR EAST Travel Service Centers), including all stations along the Yamanote Line and at Narita Airport’s railway stations.

This service will now be expanded to 47 additional stations in JR East’s service area where large numbers of inbound visitors are expected to transit. This service is also being expanded at shopping malls and other facilities owned and operated by the JR East Group.

- Service launch stations: 47 additional stations (see attachment)
- Launch date: To be rolled out gradually starting on Friday, March 25, 2016
- Locations with Wi-Fi: Access points located around the ticket gates of each station



In addition to the “JR-EAST FREE Wi-Fi” logo, the “Japan. Free Wi-Fi” logo, which indicates spots where free public Wi-Fi is offered for inbound visitors, will also be displayed to inform inbound tourists about this service.

\*With this expansion, this service will be available at 88 railway stations and 5 JR EAST Travel Service Centers.

### **(2) Launch of Wi-Fi Aboard the Narita Express (N’EX)**

JR East will launch free public Wi-Fi aboard the Narita Express (N’EX) in order to meet the needs of inbound visitors who want to access the Internet. The same free public Wi-Fi available in railway stations will now be available aboard all 22 Narita Express trains.



- Launch date: To be rolled out gradually from the end of March 2016  
(Free public Wi-Fi will be available on all 22 N’EX trains by the end of fiscal 2016.)
- Service overview: “JR-EAST FREE Wi-Fi” used in railway stations will now be seamlessly accessible aboard N’EX trains without requiring additional authentication.  
A sticker will be displayed at train doors and inside passenger cars indicating that free public Wi-Fi is available. The service connection may be lost in tunnels and other sections of the tracks.

\*With the launch of this service, the free public Wi-Fi service called “UQ Wi-Fi” and “BB Mobile Point,” which require a separate agreement with the telecommunications provider, will be gradually phased out after March 2016.

(Reference) About “JR-EAST FREE Wi-Fi”

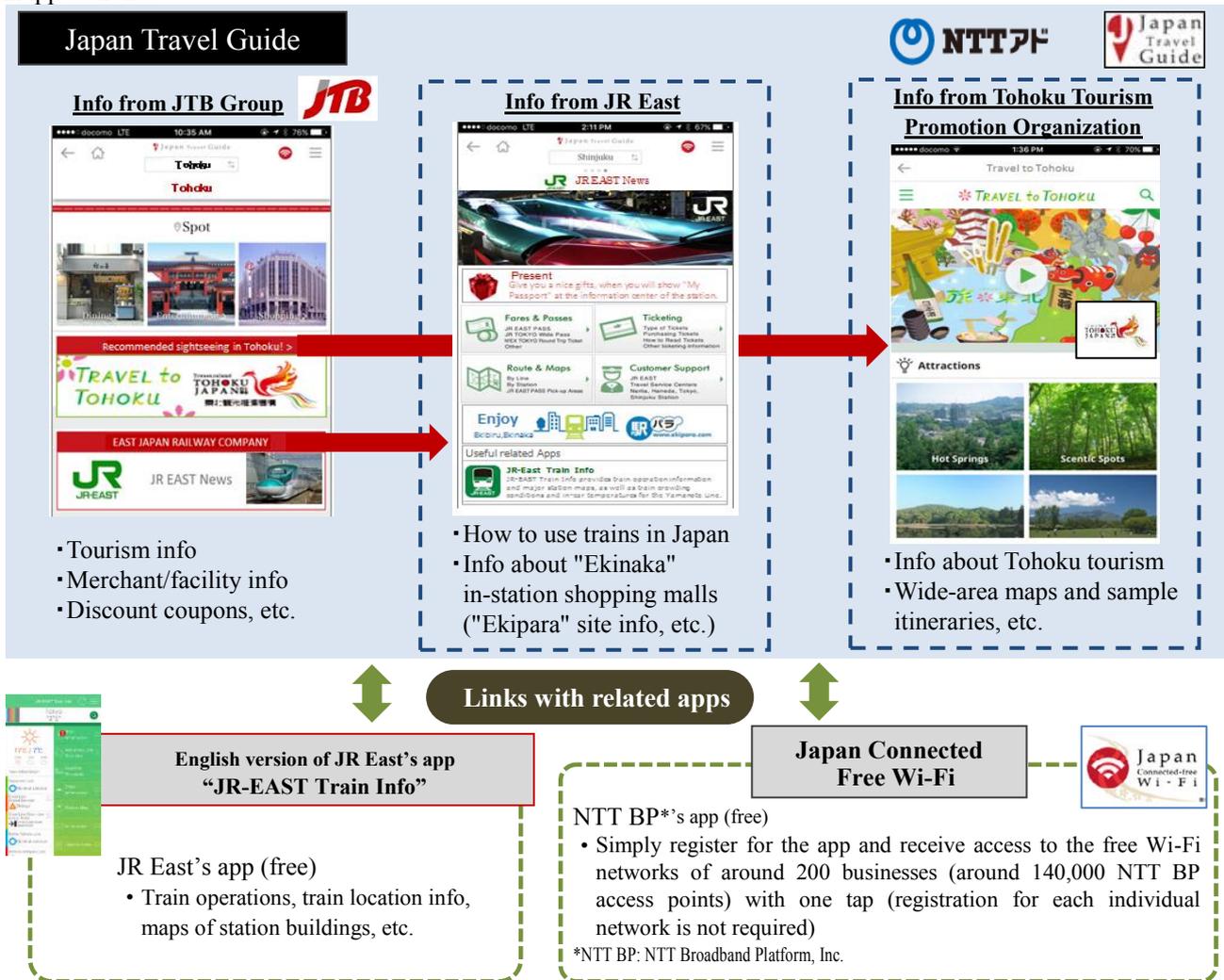
- The SSID is “JR-EAST FREE Wi-Fi.”
- An email address must be registered to use the service.
- The service can be used any number of times in one day. (Each connection lasts three hours.)
- Although this service is for inbound visitors, Japanese nationals and residents of Japan may also use it.
- In the case of an emergency, the Internet connection will be open to all without the need to register an email address.

### 3. Improving Notifications and Access to Information for Inbound Visitors

#### (1) Tourism Information App for Inbound Visitors

JR East will partner with NTT DATA Corporation to begin providing information about JR East's railways, "Ekinaka" in-station shopping, as well as tourism information from the Tohoku Tourism Promotion Organization found within Japan Travel Guide, a free app provided by NTT Advertising, Inc. and Japan Tourism Marketing Co.

- Launch date: April 15, 2016
- Languages: English, Chinese (simplified and traditional), Korean, Thai, and Japanese
- App overview

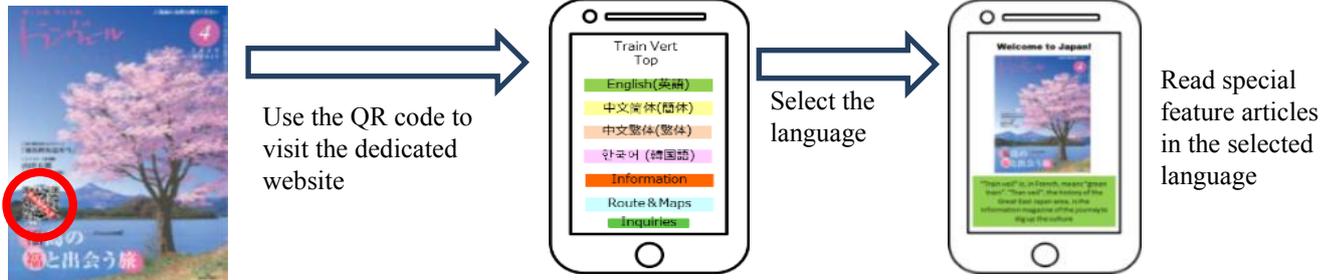


- App download campaign: JR EAST Travel Service Center staff will inform inbound visitors about the app, and if the inbound visitor downloads and uses the JR East's app, they will receive a free gift.

#### (2) Multilingual Versions of "Train Vert," Shinkansen Onboard Magazine

An abridged version containing the special feature and other articles from "Train Vert," the Shinkansen onboard magazine, will be published online in multiple languages. This will enable inbound visitors riding the Shinkansen to access historical and cultural information about Eastern Japan on their smartphone through translations of articles published in "Train Vert."

- Publication date: April 1, 2016 (from the Train Vert April edition)
- Method: Inbound visitors can simply read the QR code on the cover of Train Vert to be taken to the dedicated website
- Languages: English, Chinese (simplified and traditional), Korean



### (3) Uploading of Instructional Videos for Inbound Visitors about How to Use Trains in Japan

Instructional videos about how to use JR East Railway trains will be produced in multiple languages for inbound visitors and uploaded to JR East’s website.

■Upload date: March 28, 2016

■Methods: (1) JR East’s multilingual websites (English, Chinese [simplified and traditional], and Korean)

(Languages) (2) JR East’s official YouTube channel (English, Chinese [simplified and traditional], and Korean)

(3) Diamond-Big Co., Ltd.’s app called “GOOD LUCK TRIP JAPAN App” (English and Chinese [simplified and traditional])

■Videos for upload: (1) How to purchase, exchange and use JR EAST PASS and other passes for inbound visitors

(2) How to purchase and use a Suica card

(3) How to purchase and use a short-distance train ticket

(4) Manners onboard and at the station



## 4. More Detailed Information about Suica E-Money

### (1) Uploading and Airing of Instructional Videos about Suica E-Money

Videos about how and where to use Suica E-money are being uploaded and aired.

- Methods: (1) JR East’s official YouTube (English, Chinese [simplified and traditional], and Korean)
- (2) N’EX and other dedicated train channels (English, Chinese [simplified and traditional], and Korean)

\*Some videos may not be shown

- Videos for upload: How to use Suica E-money at convenience stores, for taxis, and at drink vending machines, etc.



### (2) Enhanced Signage at Merchant Stores

Suica E-money is a highly convenient way for inbound visitors to make purchases at merchant stores as it eliminates the need for loose change in many cases. To promote the greater use of Suica E-money, JR East will create marketing posters and point of purchase (POP) signage that will mainly be posted at merchants located inside railway station buildings.

Digital signage poster



In-store POP



Flag ad



Sample image of website



### (3) More Detailed Information on the Company Website

More detailed information about how and where to use Suica E-money will be published on JR East’s multilingual websites.

- Publication date: End of March 2016 (planned)
- Languages: English, Chinese (simplified and traditional), and Korean

## 5. Improving Infrastructure at Sendai Station for Accommodating Inbound Visitors

Services for inbound visitors at Sendai Station will be improved by setting up a delivery/tax free service counter inside the station building as well as improving information services about tourism and travel for inbound visitors inside View Plaza Sendai Station ticket and travel booking center.

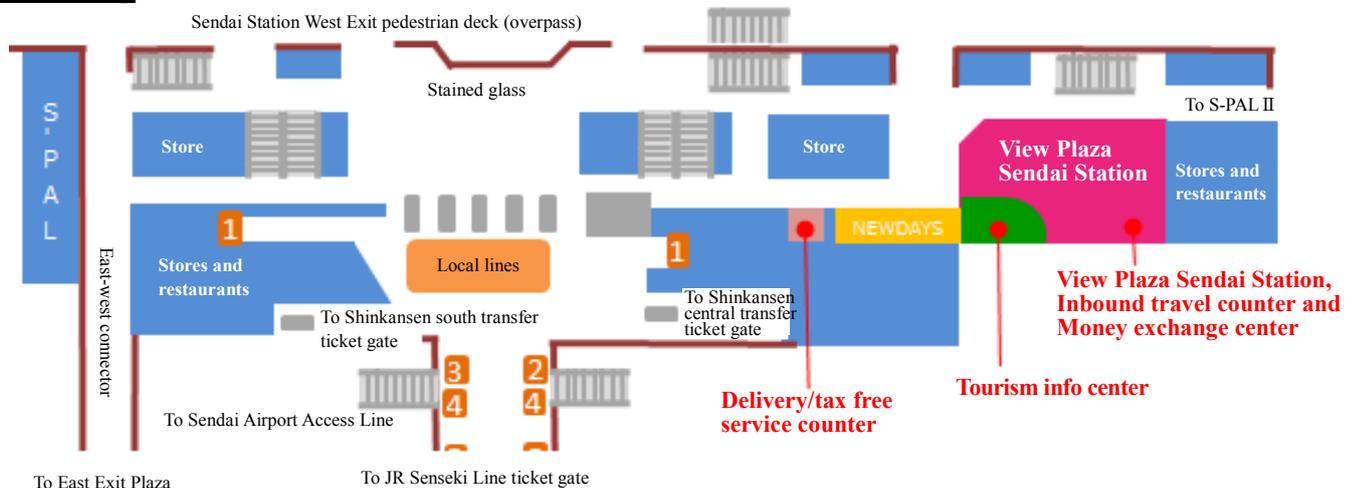
■Service launch: April 28, 2016 \*Tax free services will be initiated once application procedures are complete

	Inbound travel counter	Money exchange center	Tourism info center	Delivery/tax free service counter
Operator	VIEW Travel Service Co., Ltd. (operated by JR East)	Viewcard Co., Ltd.	Sendai Tourism, Convention and International Association	JR East Tohoku Sogo Service, Co., Ltd. (planned)
Hours	10:00am to 7:00pm (until 6:00pm on Sundays and national holidays)	9:00am to 6:30pm	8:30am to 7:00pm	9:00am to 9:00pm
Language	English	English	English	English
Main services	Exchanges and sales of train passes for inbound visitors (Japan Rail Pass, JR EAST PASS, etc.) and JR ticket sales, etc.	Exchange of foreign currency (33 currencies) for Japanese yen (staffed counter)	Information about Tohoku tourism	Hands-free sightseeing service (delivery of luggage to hotel) and tax-free procedures for “ekinaka” merchants inside the Sendai Station building

### ■Other services

- (1) Sales of “prepaid SIM cards for inbound visitors”: Vending machine to be set up inside the station (near View Plaza Sendai Station)
- (2) Free public Wi-Fi: 3 access points for “JR-EAST FREE Wi-Fi” will be set up inside the station on March 25, 2016 and an access point for “Free Wi-Fi Miyagi” offered by the City of Sendai will be set up inside View Plaza Sendai Station on April 28, 2016
- (3) S-PAL Sendai services: “S-PAL Free\_Wi-Fi,” central tax free service counter, and hands-free sightseeing service currently being offered

### Station Map



### Conceptual image of View Plaza Sendai after remodel



## About East Japan Railway Group's Free Public Wi-Fi

### “JR-EAST FREE Wi-Fi” by East Japan Railway

- **88 stations** (Text in **bold** indicates the 47 stations where Wi-Fi will be newly offered.)

18 Shinkansen Stations (including the Yamagata Shinkansen and Akita Shinkansen)					
Tōkyō	Ueno	<b>Ōmiya</b>	<b>Utsunomiya</b>	Kōriyama	Fukushima
<b>Sendai</b>	<b>Morioka</b>	<b>Shin-Aomori</b>	<b>Kumagaya</b>	<b>Takasaki</b>	<b>Echigo-Yuzawa</b>
<b>Nagaoka</b>	<b>Niigata</b>	<b>Karuizawa</b>	Nagano	<b>Yamagata</b>	<b>Akita</b>
70 Local Line Stations					
Yūrakuchō	Shimbashi	Hamamatsucho	Tamachi	Shinagawa	Ōsaki
Gotanda	Meguro	Ebisu	Shibuya	Harajuku	Yoyogi
Shinjuku	Shin-Ōkubo	Takadanobaba	Mejiro	Ikebukuro	Ōtsuka
Sugamo	Komagome	Tabata	Nishi-Nippori	Nippori	Uguisudani
Okachimachi	Akihabara	Kanda	Ochanomizu	Suidōbashi	Iidabashi
Ichigaya	Yotsuya	Shinanomachi	Sendagaya	<b>Ōimachi</b>	<b>Ōmori</b>
<b>Nishi-Ōi</b>	<b>Asakusabashi</b>	<b>Ryōgoku</b>	<b>Kinshichō</b>	<b>Kameido</b>	<b>Shin-Nihombashi</b>
<b>Hatchōbori</b>	<b>Etchūjima</b>	<b>Shiomi</b>	<b>Shin-Kiba</b>	<b>Kasairinkaikōen</b>	Maihama
<b>Kaihimmakuhari</b>	Yokohama	<b>Sakuragichō</b>	<b>Kannai</b>	<b>Ōfuna</b>	<b>Fujisawa</b>
<b>Kamakura</b>	<b>Kozukue</b>	<b>Shin-Yokohama</b>	<b>Kichijōji</b>	<b>Mitaka</b>	<b>Tachikawa</b>
<b>Takao</b>	<b>Ōtsuki</b>	<b>Isawa-Onsen</b>	<b>Saitama-Shintoshin</b>	<b>Kita-Asaka</b>	<b>Kawagoe</b>
<b>Mito</b>	<b>Matsumoto</b>	<b>Hakuba</b>	<b>Aomori</b>		

\*Wi-Fi services will be launched for Kameido Station, Shin-Yokohama Station, Mitaka Station, Isawa-Onsen Station, Matsumoto Station and Hakuba Station during fiscal 2016

- **5 JR EAST Travel Service Centers**

JR EAST Travel Service Centers located at Tokyo Station, Shinjuku Station, Narita Airport Terminal 1 Station, Narita Airport Terminal 2-3 Station, and Tokyo Monorail Haneda Airport International Terminal Station.

- **132 railway cars**

Narita Express (N'EX) \*Wi-Fi will be launched for all 22 N'EX trains during fiscal 2016

## East Japan Railway Group

### ■ 44 shopping centers (Text in bold indicates locations where Wi-Fi will be provided in the future.)

Name	Applicable locations
<b>Atre</b>	Akihabara 1-2, Yotsuya, Kichijōji, Ōmori, Ōimachi, Shin-Urayasu, Ebisu, Shinagawa, Urawa, Gotanda, Tabata, Sugamo, Higashi-Nakano, Ōtsuka, Meguro 1-2, Kawasaki, Matsudo, Kameido, Shinanomachi, Mitaka, and <b>Ueno (March)</b>
<b>Lumine</b>	Ikebukuro, Shinjuku, Est Shinjuku, Kita-Senju, Yokohama, Yurakuchō, and <b>NEWoMan (March)</b>
<b>Perie</b>	Chiba, Inage, Nishi-Chiba, Kemigawahama, and Inage-Kaigan
<b>CoCoLo</b>	Niigata, Nagaoka, and Yuzawa Gangidori
<b>Others</b>	Termina Honkan (Kinshichō), A-FACTORY (Aomori), MIDORI Nagano, S-PAL Sendai, Shapo Funabashi, and <b>Koiwa Popo (April)</b>

\*“JR-EAST FREE Wi-Fi” is available at certain “Ekinaka” in-station commercial facilities, such as Ecute and GRANSTA.

### ■ 39 hotels

Name	Applicable locations
<b>Metropolitan Hotels</b>	Hotel Metropolitan Marunouchi, Hotel Metropolitan (Ikebukuro), Hotel Metropolitan Edmont (Iidabashi), Hotel Metropolitan Takasaki, Hotel Metropolitan Nagano, Hotel Metropolitan Sendai, Hotel Metropolitan Yamagata, Hotel Metropolitan Morioka, Hotel Metropolitan Morioka New Wing, and Hotel Metropolitan Akita
<b>Hotel Mets</b>	Shibuya, Mejiro, Komagome, Tabata, Koenji, Musashi-Sakai, Kokubunji, Kumegawa, Tachikawa, Akabane, Urawa, Kawasaki, Yokohama Tsurumi, Mizonokuchi, Kamakura Ofuna, Tsudanuma, Mito, Nagaoka, Niigata, Fukushima, and Hotel R-Mets Utsunomiya
<b>Hotel Familio</b>	Tateyama, Minakami, and Sado Aikawa
<b>Hotel Folkloro</b>	Hanamaki Towa, Sanriku Kamaishi, and Kakunodate
<b>Others</b>	Tokyo Station Hotel and Hotel New Grand (Yokohama)

\*A wireless LAN router is available free of charge to guests of Hotel Mets Kitakami, Hotel Mets Hachinohe, Hotel Folkloro Takahata, Hotel Folkloro Ominato, and Hotel Dream Gate Maihama (limited number of routers available)

### ■ 1 sports and leisure facility

Name	Applicable locations
<b>GALA Yuzawa</b>	Ski center and rest house

**Other Initiatives for Promoting Inbound Tourism**

**(1) Promoting a Muslim-friendly environment**

**Greater Tokyo Area**



**i. Expanded sales of Halal products at major Yamanote Line stations**

Twelve cafes at eight stations, including Tokyo Station, Shinjuku Station, Ikebukuro Station, and Ueno Station, will provide a Halal-certified baked confection as part of their menu. This initiative will be expanded based on the reception.

□Cafes: (Tokyo Station) Beck's Coffee Shop Marunouchi North Exit and Tokyo Shinkansen locations

DripMania GRANSTA location, As Leaf Tokyo location, and HINT INDEX CAFÉ

(Shinjuku Station) Beck's Coffee Shop Shinjuku location

(Ikebukuro Station) Beck's Coffee Shop Ikebukuro West Exit location

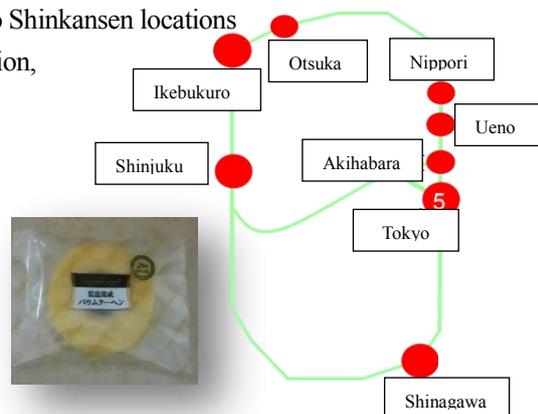
(Ueno Station) UP-Café Ecute Ueno location

(Shinagawa Station) Beck's Coffee Shop Shinagawa location

(Akihabara Station) Beck's Coffee Shop Akihabara Electric Town Exit location

(Nippori Station) DripMania Ecute Nippori location

(Otsuka Station) East Yeast Otsuka satellite location



□Product: Baumkuchen baked at low temperature (certified Halal by Japan Islamic Trust)

□Sales company: JR East Food Business Co., Ltd.

**ii. “No Pork” Muslim-friendly Menu**

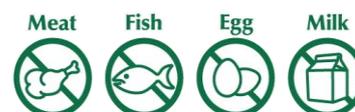
T's Tantan located at Tokyo Station offers a menu of dishes free of animal products that makes dining out easier for Muslim customers.

(\*This restaurant is not Halal certified.)

□Restaurant: T's Tantan Tokyo Station KeiyoStreet location

□Marketing: A restaurant that focuses on high quality healthy ingredients with a menu that includes tantan noodles and other dishes that do not use any meat, seafood, dairy or eggs

□Sales company: Nippon Restaurant Enterprise Co, Ltd.



Sample food pictograms

**iii. Food Pictogram Labeling at Hotel Metropolitan (Ikebukuro)**

Buffet restaurant Cross Dine now uses food pictogram labels to indicate 15 types of foods included the dishes it serves to provide all customers with added peace of mind.

## Sendai Area

### i. Local Halal-certified Menu at Hotel Metropolitan Sendai

Two of the hotel's restaurants obtained local Halal certification and are currently serving menu items made with Halal foods so that Muslim customers can dine out with peace of mind. Both establishments are looking to further expand their a la carte menu items made from Halal foods.

- Restaurant: Restaurant Café Serenity and Japanese & Teppanyaki Restaurant HAYASE
- Start date: February 10, 2015
- Details: breakfast, lunch and dinner



Sample menu items

### ii. "No Pork" Muslim-friendly Menu

T's Tantan located on the first basement level of S-PAL Sendai offers a menu of dishes free of animal products that makes dining out easier for Muslim customers.

(\*This restaurant is not Halal certified.)

- Restaurant: T's Tantan S-PAL Sendai location
- Marketing: A restaurant that focuses on high quality healthy ingredients with a menu that includes tantan noodles and other dishes that do not use any meat, seafood, dairy or eggs
- Sales company: Nippon Restaurant Enterprise Co, Ltd.



Sample food pictograms

## (2) Product Sales for Inbound Visitors at "Ekinaka" In-station Shopping Malls

### i. Expanded Locations Carrying Prepaid SIM Cards

Certain stores located inside railway station buildings ("Ekinaka" stores) sell prepaid SIM cards for inbound visitors to meet their needs for an easy and convenient mode of telecommunication during their visit.

\*Both items are sold by JR East Retail Net Co., Ltd.

□ 70 NewDays stores

ND Shinagawa	ND Mini Tokaido Line Platform 5C	ND JR Byoin
ND Tokyo	ND Tokyo KS	ND Shinjuku Nishiguchi
ND Shinagawa Chuo	ND+ Drugstore Shinagawa S	ND Otsuka
ND Yurakucho Chuo	ND Ebisu	ND Osaki Kitaguchi
ND Hamamatsucho	ND Komagome	ND Mini Sugamo 4
ND Tamachi	ND Ikebukuro Kitaguchi	ND Takadanobaba No. 1
ND Tokyo Yaesu Chuo	ND Shibuya Chuoguchi	ND Komagome No. 2
ND Mini Marunouchi Basement 2A	ND Osaki	ND Ikebukuro No. 15
ND Mini Marunouchi Basement 7	ND Gotanda	ND Mini Harajuku 1
ND Mini Tokaido Line Platform 3A	ND Sugamo	ND Mejiro
ND Mini Tokaido Line Platform 4A	ND Ikebukuro Chuominami	ND Mini Ebisu 2
ND Mini Keiyo 1A	ND Yoyogi	ND Mini Meguro 2
ND Mini Keiyo 1B	ND JR Minami Shinjuku Bldg	ND Osaki Minamiguchi
ND Mini Keiyo 2A	ND Shinjuku Minamiguchi	ND Mini Nishi-Nippori 1
ND Mini Keiyo 2B	ND Shinjuku Minamiguchi Chuo	ND Tabata
ND Mini Shinagawa No. 11	ND Shinjuku Higashiguchi	ND Shinjuku
ND Mini Shinagawa 6B	ND Takadanobaba	ND Ueno Shin-Asakusaguchi
ND Okachimachi Minamiguchi	ND Akihabara	



Japan Travel SIM

- Japan Travel SIM card (nano and micro)
  - 1.0G (30 days) 3,000 yen (tax incl.)
  - 2.0G (90 days) 4,000 yen (tax incl.)

\*NewDays stores carry nano and micro SIM cards. (NewDays stores do not carry the standard SIM card size.)

\*SIM cards carried in NewDays stores are made by Internet Initiative Japan Inc.

\*Please see the following link for more details about Japan Travel SIM's products: <https://t.ijmio.jp/>

□6 Other stores

Merchant name	Station name	Manufacturer
STANDBY TOKYO	Tokyo	So-net
book express Ecute Shinagawa South	Shinagawa	So-net
book express Ecute Ueno	Ueno	So-net
book express KeiyoStreet	Tokyo	So-net
HINT INDEX BOOK Ecute Tokyo	Tokyo	So-net
BOOK EXPRESS Shinjuku	Shinjuku	IIJ



- Prepaid LTE SIM card
  - 1.0G (30 days) 3,000 yen (tax incl.)
  - 2.2G (30 days) 4,000 yen (tax incl.)
  - 3.0G (60 days) 5,000 yen (tax incl.)

Prepaid LTE SIM (packaging)

\*These stores carry the nano, micro and standard size SIM cards.

\*Please see the following link for more details about So-net Corporation’s lineup of Prepaid LTE SIM cards:

<http://lte.so-net.ne.jp/sim/prepaid/>

**ii. “Lucky Drop” – A New Japanese Souvenir Filled with Travel Memories**

“Lucky Drop” is a brand of original figurines targeting inbound visitors packaged in capsules and sold in vending machines located inside railway station buildings. Following the “Yamanote Line Sanpo Figurines” and “Ibaraki Figurines,” the next lineup will be “Michinoku Figurines” which capture the appeal of the Tohoku region.

□Stores: NewDays stores and inside major railway station buildings in Tohoku (Aomori, Akita, Iwate, Miyagi, Yamagata and Fukushima prefectures) (planned)

\*Sales will begin from the end of April 2016.

□Price: 400 yen (tax incl.)

□Sales company: JR East Retail Net Co., Ltd.

Product licensed by JR Hokkaido

Seikan Tunnel and the H5 Series Shinkansen

Nanbu cast iron kettles

Akitakomachi (Akita beauty)

Aomori Nebuta Festival

Japanese human chess

Kitakata Ramen

Date Masamune Statue

Capsule vending machine

### iii. New Japanese Souvenir called “TOKYO VIA RASQit” Available at “Ekinaka” In-station Shopping Malls

JR East Station Retailing Co., Ltd. conducted a survey in Shanghai and Singapore in order to develop and market the perfect sweets for a souvenir from Japan. This limited edition product is now available only at Ecute Tokyo and mAach Kanda Manseibashi.

- Product name: TOKYO “VIA RASQit”
- Stores: (Tokyo Station) Ecute Tokyo  
(Akihabara Station area) mAach Ecute Kanda Manseibashi  
\*4-minute walk from Akihabara Station
- Price: 8-piece package 1,080 yen (tax incl.)



### (3) Trial of Cash Dispenser for Credit Cards Issued Outside of Japan

Viewcard Co., Ltd., a subsidiary of JR East, together with its alliance partners (Mitsubishi UFJ NICOS Co., Ltd. and JCB Co., Ltd.) will install cash dispensers for credit cards issued outside of Japan on a trial basis in order to meet the needs of many inbound visitors who want an easier way to withdrawal cash (Japanese yen) locally. The credit card brands that will be accepted include JCB, Visa, MasterCard®, and UnionPay.

- Number to be installed: Around 10 starting in the summer of 2016
- Locations: Stations and other locations used by large numbers of inbound visitors