

August 5, 2026

East Japan Railway Company

Introducing the JR East + “Look Back” Film: A Rail Journey Through Akita campaign!

- We will be running the JR East + “Look Back” Film: A Rail Journey Through Akita campaign, a tie-up between JR East and the live-action film “Look Back”, which is primarily set in Akita Prefecture and opens in theaters on Friday, September 11.
- In addition to campaign content for rail passengers, including audio content available exclusively on board the Akita Shinkansen and Uetsu Line, we will offer a range of ways to enjoy the world of the film and travel in Akita, including a limited-time panel exhibition at Akita Station Building “ALS”.

1. Campaign Title

JR East + “Look Back” Film: A Rail Journey Through Akita

2. Period

Tuesday, September 1 to Saturday, October 31, 2026

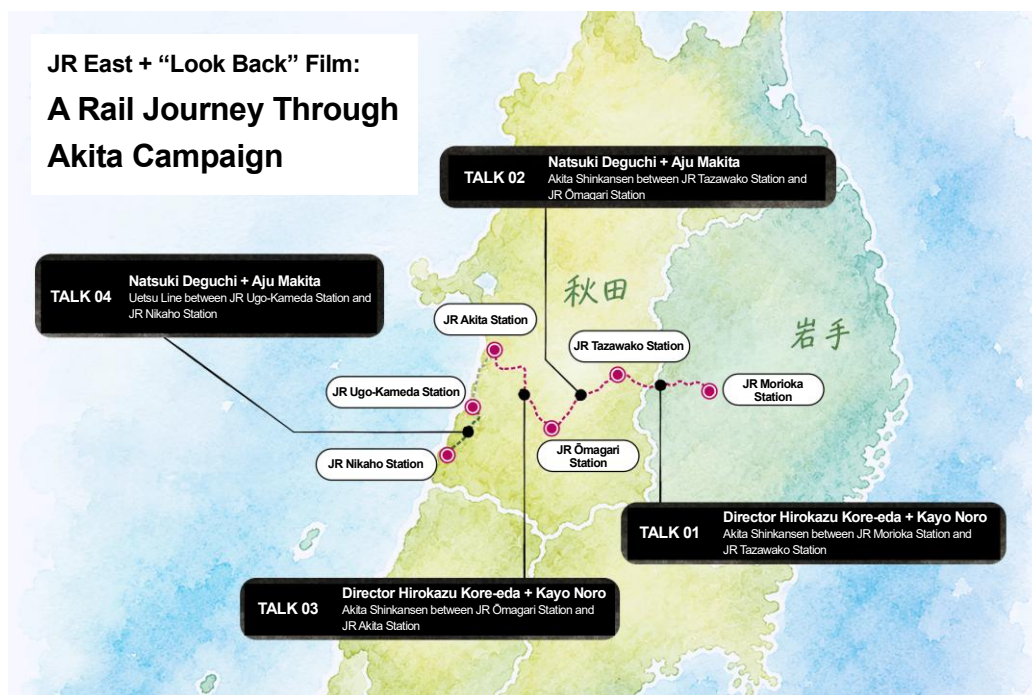


3. Details

Special site to be launched on the official JR East website on Wednesday, August 26

(1) Akita Shinkansen and Uetsu Line Onboard Audio Content (Japanese only)

During the campaign period, passengers on the Akita Shinkansen or Uetsu Line who use the “Locatone™” Sound AR app can listen to exclusive audio content: a special conversation between Natsuki Deguchi and Aju Makita, who play main characters Fujino and Kyomoto, who devote themselves to creating manga, as well as director Hirokazu Kore-eda and Kayo Noro, who plays Fujino's mother. There are four types of voice recordings: Talk 01 to Talk 04.



(2) Panel Exhibition at Akita Station Building “ALS” (Japanese only)

A panel exhibition will be held at Akita Station Building “ALS” in cooperation with the city of Nikaho, which is the main setting in the film “Look Back”.

The exhibition will showcase the charm of both the film and the scenery of Akita, where the movie was shot.

Overview

■ Period: Friday, August 28 to Saturday, October 31, 2026

■ Location: Akita Station Building “ALS”, B1F

*The exhibition is open during “ALS” business hours.

*Period above may be subject to change without notice.

(3) Promotions to Coincide with the Film's Release (Japanese Only)

Starting in September, advertisements offering a glimpse into the world of the film will be displayed at select stations served by the Akita Shinkansen “Komachi”.

Stations

JR Tōkyō Station, JR Sendai Station, JR Morioka Station, JR Akita Station

*Stations above may be subject to change without notice. Further details to be disclosed on the special website on the official JR East website

*All images are for illustrative purposes only.

*Campaign may be subject to change or cancellation without notice.

(Supplement) Campaign Details

(1) Akita Shinkansen and Uetsu Line Onboard Audio Content (Japanese only)

- Lines Akita Shinkansen and Uetsu Line
- How to Participate
 1. Install the “Locatone™” Sound AR app.
 2. Ready your smartphone and headphones.
 3. Start the tour.
 4. When the Shinkansen or conventional line train passes through a designated section, exclusive audio content automatically plays.
- Precautions
 - Make sure your smartphone GPS function is on.
 - Do not stop the tour while on board the Shinkansen or conventional line train. If stopped, press “Continue” to restart.
 - Users may not be able to unlock spots in places where communication is unstable, such as when in a tunnel.
 - For audio access problems or other issues, contact “Locatone™” via their inquiry form.
- What is Locatone? Locatone is a service that allows users to enjoy Sound AR (a new audio experience that mixes the sounds of a virtual world with those from the real world). When you start a tour and visit specific spots on the map, audio and music will automatically play based on your location. By strolling around the city while listening, you can discover new attractions and new ways to enjoy your surroundings.
Official Locatone website: <https://www.locatone.sony.net/en/>
*“Locatone™” is an application provided by SoVeC Corporation.
*“Locatone™” is a trademark of Sony Group Corporation and/or its affiliated companies.

(2) Panel Exhibition at Akita Station Building “ALS” (Japanese only)

- Period Friday, August 28 to Saturday, October 31, 2026
- Location Akita Station Building “ALS”, B1F
- Price Free
- Precautions
 - The exhibition is open during “ALS” business hours.
 - Period above may be subject to change without notice.

(3) Promotions to Coincide with the Film’s Release (Japanese Only)

- Period Around one month starting in September, 2026
*Further details to be disclosed on the special website on the official JR East website
- Location JR Tōkyō Station, JR Sendai Station, JR Morioka Station, JR Akita Station
- Precautions *Stations above may be subject to change without notice.