

povo Offers 3 Hours of Free Unlimited Data for Shinkansen e-Ticket Users

～Benefit is automatically activated with a Suica tap at the ticket gate, making smartphone use more convenient on Shinkansen～

The graphic features a yellow background on the left and a green background on the right. On the left, a hand is shown tapping a Suica card on a green ticket gate. Text above this reads "Tap Your Suica at the Shinkansen Ticket Gate". A circular badge next to it says "For JR-EAST Train Reservation Shinkansen e-ticket users". On the right, a woman is smiling while looking at her smartphone. A white cartoon character with wings and a "3h" clock icon is positioned next to her. Below the images, a banner reads "3 Hours of Unlimited Data^{*1} Free". At the bottom left, a green box indicates the "Campaign period" from "September 18, 2026 (Fri)" to "December 17, 2026 (Thu)". At the bottom right is the "povo 2.0" logo. Small text at the bottom provides details: "*Images are for illustrative purposes only. * Please allow approximately 5-10mins after passing through the ticket gate for the data benefit to be applied. * Online only. *1 Speeds may be reduced during network congestion or when using data-intensive services such as video streaming and cloud gaming."

KDDI CORPORATION (Head Office: Minato-ku, Tokyo; Representative Director and CEO: Hiromichi Matsuda; hereinafter “KDDI”), KDDI Digital Life Corporation (Head Office: Chiyoda-ku, Tokyo; Representative Director and President: Tatsuya Hamada; hereinafter “KDDI Digital Life”), and East Japan Railway Company (Head Office: Shibuya-ku, Tokyo; Representative Director and President: Yoichi Kise; hereinafter “JR East”) will launch a campaign on September 18, 2026, offering data from KDDI’s online-only plan (*1), povo2.0, to make travel by Shinkansen more comfortable.

Under the campaign, customers who board a Shinkansen using an eligible Shinkansen e-ticket reserved through “eki-net,” JR East’s online reservation service for JR tickets, will automatically receive povo2.0’s “Unlimited Data (3 Hours)” benefit (*2) free of charge through “Touch Trigger.”

The benefit will be applied each time an eligible Shinkansen e-ticket is reserved through eki-net and used during the campaign period, with no limit on the number of times the benefit can be received. By allowing passengers to watch videos and browse the internet without worrying about mobile data usage, the campaign aims to provide a more comfortable experience while traveling by Shinkansen.

About the Campaign

Benefit: Unlimited Data (3 Hours)

Campaign period: From the first train on September 18, 2026, through the last train on December 17, 2026

Eligible customers: Customers who link the Suica associated with their reserved Shinkansen e-ticket to povo2.0 and use an eligible Shinkansen e-ticket departing from an eligible station during the campaign period

*Only Shinkansen e-tickets reserved through eki-net and linked to Suica or Mobile Suica are eligible.

Usage limit: No limit on the number of times the benefit can be received during the campaign period

*Multiple uses on the same day are permitted; however, benefits cannot be applied simultaneously.

Eligible stations: 55 Shinkansen stations within the JR East service area

Tokyo, Ueno, Omiya, Oyama, Utsunomiya, Nasushiobara, Shin-Shirakawa, Koriyama, Fukushima, Shiroishi-Zao, Sendai, Furukawa, Kurikoma-Kogen, Ichinoseki, Mizusawa-Esashi, Kitakami, Shin-Hanamaki, Morioka, Iwate-Numakunai, Ninohe, Hachinohe, Shichinohe-Towada, Shin-Aomori, Kumagaya, Honjo-Waseda, Takasaki, Jomo-Kogen, Echigo-Yuzawa, Gala Yuzawa, Urasa, Nagaoka, Tsubame-Sanjo, Niigata, Annaka-Haruna, Karuizawa, Sakudaira, Ueda, Nagano, Iiyama, Joetsu-Myoko, Yonezawa, Takahata, Akayu, Kaminoyama-Onsen, Yamagata, Tendo, Sakuranbo-Higashine, Murayama, Oishida, Shinjo, Shizukuishi, Tazawako, Kakunodate, Omagari, and Akita.

*Only reservations and journeys departing from the stations listed above are eligible.

*For details on operating days and other information regarding Gala Yuzawa Station during the campaign period, please refer to the JR East website.

<https://www.jreast.co.jp/estation/station/info.aspx?StationCd=408>

*Customers who have booked a journey from Shin-Aomori Station to a station within the JR Hokkaido service area are not eligible.

*Customers who have booked a journey from Joetsu-Myoko Station to a station within the JR West service area are not eligible.

Campaign details: <https://povo.jp/lp/expresstrain-cp/>

How to Participate

1. Reserve an eligible Shinkansen e-ticket through eki-net

Reserve a Shinkansen e-ticket for a journey departing from a station within the JR East service area through “eki-net,” JR East’s online reservation service for JR tickets.

*Reservations can be made from 10:00 a.m. one month before the boarding date.

*Advance applications through eki-net can be submitted from 2:00 p.m. one week before the ticket sales start date until 9:54 a.m. one month before the boarding date. Actual seat arrangements begin at 10:00 a.m. one month before the boarding date, so an advance application does not guarantee that a seat will be secured.

2. Link the Suica ID to a povo2.0 account

Link the Suica ID associated with the reserved Shinkansen e-ticket to a povo2.0 account through the povo2.0 app.

*The accounts must be linked at least 20 minutes before boarding the Shinkansen.

*Linking through the app will be available beginning August 18, 2026.

*Only one Suica ID can be linked to each povo account.

3. Pass through the Shinkansen ticket gate using Suica

Pass through the Shinkansen ticket gate using the Suica or Mobile Suica associated with the reserved Shinkansen e-ticket and board a Shinkansen departing from within the JR East service area.

*At the time the customer passes through the ticket gate, an active povo2.0 account must be linked to the Suica ID associated with the Shinkansen e-ticket.

*It takes approximately 5 to 10 minutes after passing through the ticket gate for the data benefit to be applied.

4. Receive Unlimited Data (3 Hours) automatically

“Unlimited Data (3 Hours)” will automatically be applied to the customer’s povo account.

*Using a smartphone while walking is dangerous. Please stop in a safe place before using your smartphone.

Reference

About “Touch Trigger”

“Touch Trigger” is a service provided by JR East that uses the timing of Suica taps in real time. The service detects when customers enter or exit through ticket gates, enabling services to be provided to railway passengers in real time based on the timing of their Suica tap.

Details of Touch Trigger:<https://www.jreast.co.jp/suica/corporate/touchtrigger.html>

About the Collaboration between “Welcome Suica Mobile” and “Japan SIM”

Since December 2025, KDDI has offered “povo Data Oasis” in collaboration with JR East’s “Welcome Suica Mobile” for users of “Japan SIM,” a service for international visitors to Japan.

At 83 eligible stations, including Shinkansen stations and all stations on the Yamanote Line, users can receive 0.5 GB of smartphone data valid for 24 hours free of charge.

Service details

https://povo.jp/japan-sim/service/povo_data_oasis/

About “eki-net”

“eki-net” is an online service provided by JR East that allows customers to make reservations for JR tickets, JR tours, and station rental cars.

Customers can purchase tickets and limited express tickets for JR lines throughout Japan and can reserve, change, and purchase reserved seats for Shinkansen and limited express trains online. By allowing customers to book tickets regardless of time or location, eki-net provides a convenient and seamless railway travel experience.

eki-net website:<https://www.eki-net.com/personal/top/index>

About the Shinkansen e-Ticket Service

The Shinkansen e-Ticket Service is available exclusively through eki-net. By linking a transportation IC card, including Mobile Suica and other supported mobile services, to a reservation, customers can board a Shinkansen without using a paper ticket.

The service is available on the Tohoku, Hokkaido, Akita, Yamagata, Joetsu, and Hokuriku

Shinkansen lines.

Shinkansen e-Ticket Service website

<https://www.eki-net.com/top/e-ticket/>

About povo2.0

povo2.0 is an online-only service provided by KDDI. It is available with no monthly base fee (*3).

Because povo2.0 uses the au network, customers have access to au's high-speed 5G network. A variety of options are available, including discounted bulk purchases, monthly plans, and short-term unlimited data options. Customers can purchase additional data only when and in the amount they need, allowing them to use the service efficiently according to their lifestyles.

povo2.0 also offers collaborative toppings that bundle products from other companies with povo data at special prices.

(*1) All procedures and customer support are provided online.

(*2) Data speeds may be restricted during periods of network congestion or when using services such as video streaming or cloud gaming.

(*3) povo2.0 is an online-only service. Certain conditions apply to continued use beyond 180 days. When no paid data is available, the maximum communication speed is 128 kbps at 0 yen and 0 GB. For data-only plans, an initial topping purchase is required when signing up. For voice and data plans, separate call charges and other fees may apply.

“eki-net,” “Shinkansen e-Ticket,” “Welcome Suica Mobile,” “Suica,” “Mobile Suica,” and “Touch Trigger” are registered trademarks of JR East.

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The information contained in this press release is current as of the date of announcement.

