

Human Flow Control System Contributing to Urban Migration

For Creation of movement and consumption

Customer satisfaction

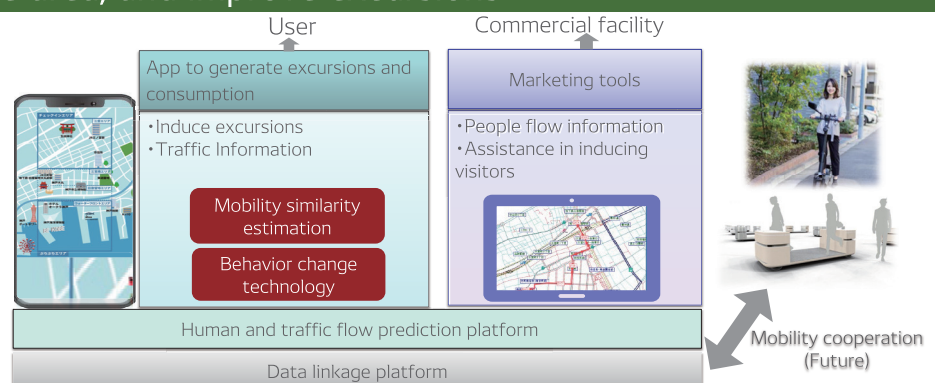
- Can enjoy new discoveries, movement and consumption.
- Increase added value of “MaaS” services and realize new revenue sources.

Our unique point

- Similarity estimation technology among users (patent pending).
- New revenue potential through a system that allows commercial facilities to target market and draw-in customers.

Demonstrating technologies and services to create a lively and attractive city, increase time spent in the area, and improve excursions

Use case



Technology

Mobility similarity estimation

Adopt unique Models with the user's movement and location information

Behavior change technology

Information technology based on “behavioral economics”

Demonstrating through "Kobe Smart City Promotion Consortium"

Result of Pre-Demonstrating (2022/12)

Increased distance of user's excursions: 20-30%, Percentage consumed using APP: 20%.

Future

- Promote the use of eco-friendly means of transportation for excursions. (e.g., green slow mobility*)
- Construct ecosystem connected social systems for realization of more attractive services.

*a green slow mobility service using electric vehicles that can travel on public roads at less than 20 km/h.