Stroly.inc

- Address: Kyoto City, Kyoto Pref.
- Employees: 17
- Established in 2005
- Business: Information and communication

https://corp.stroly.com/en/

Outline of the demonstration project

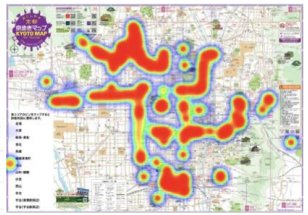
■ A pilot project demonstrating MaaS implementation utilizing GPS-linked digital maps to promote tourism and enhance the convenience of public transportation in Binh Duong Province, Vietnam.

Cooperation with local companies/governments

■ Local Partners: Tokyu Corporation, Becamex Tokyu Co., Ltd.
■ Details of cooperation and collaboration: Becamex Tokyu Co., Ltd. will conduct a pilot project in Binh Duong Province, where they are advancing development, to demonstrate a model for resolving transportation challenges. The objective is to promote the resolution of issues by expanding this model to other urban areas.

Transportation issues in Vietnam

MaaS initiatives in Bincun New City.



Promoting public transportation and data acquisition through digital maps.

Targeted economic/social issues

■ In Vietnam, with the economic development, traffic congestion primarily caused by motorcycles and private cars in urban areas and the resulting air pollution have become serious issues. The local government has set a target of 15-20% modal share for public transportation, but it remains unattained.

Details of demonstration

■ In order to improve the issues, a digital map designed by Stroly will be introduced to visualize the attractiveness of the city for visitors to the area and suggest the enjoyment of “walking”. Furthermore, by displaying real-time bus service status on the map, the use of public transportation will be encouraged. This will help reduce traffic congestion, which is a major problem in urban areas, and contribute to solving the problem.

Expected outcome of beneficiary effects

■ This project solves social issues and improves the brand value as a smart city through the development of MaaS in Binh Duong. By solving the social issues mentioned above, we will lead to reduction of CO2 and energy consumption by 11% of the total motorcycle traffic in urban areas of Vietnam in the future, through on-time operation, environmental friendliness by using CNG gas, social activities with the community, and improved convenience and efficient operation by utilizing IT.