Railway operator -highly interested in IT field

(Efficiency improvement and technology inheritance)

1. Training or supplementary work system utilizing IT technology such as AR / VR

 From the pint of technology succession, employee training / supplementary work system which is utilizing IT technology is required. As such, for example,JR West Japan is currently using the VR training system for the drill session of occurrence of tsunami. However, the training system is not 100% real, so JR West Japan is not able to use the system at the actual work site. Currently, JR West Japan is using the head mounted display though, it is difficult to wear it during the work. It would be appreciated if you could introduce us a company/companies that are developing services which can be used in the real situation with tracking.

2. Understanding customers and workers behavior in facility and station

 In Japan, the number of workers is decreasing, while the needs of customers are diversifying. Therefore, JR East and JR West has been seeking the services which can provide better information and services to customers with efficient number of staff at station and facility. If you know any company which develop services, such as "sensor to correct/truck data of customer behavior in the station/facilities" or "guide service which ease heavy traffic and leads customers different directions based on customer behavior data (relaxation of congestion etc.)", we would like to know the company.

3. Admin work productivity

 The railway business has a long history of regular office work using paper media, while the business is currently switching to use the systematized technologies. However, it is still no enough performance in the office work, resulting in tightening of employee's working hours. We have just introduced RPA in JR West, but if you have a company that provide advanced new services, please introduce.

(Improvement on marketing and service)

1. Analytical case study combining diverse data

 The Japanese railroad company is not only doing a railroad business, but also it operates hotels, shopping centers, etc. utilizing the prime locations near each station to make extra profits. Because we are anticipating a decrease in railway users, we are considering consolidating data owned by each business so that we can develop comprehensive services to our customers. If you have a company developing a service that integrates and utilizes different businesses (for example, mobile data and purchasing data at shops etc.), please introduce.

2. Interactive Human Interface

 The Japanese railway station provides not tourist information and operation information besides basic information like time and fare. Meanwhile, we are providing product information to customers at shopping centers.

We have started to use digital signage for information, instead of the paper media though, we would like to deeply understand customer communication in the future. As such, we are interested to know any company which develop interactive hologram interface to allow us to have deep communication.

3. Digital Marketing by North America Region

For the further increases of visitors to Japan, we are currently thinking to develop advertisements in North America, and we believe that digital marketing is the key. If there are companies developing new marketing methods in this field, I would like to know them.

(Other)

1. Activate communications in the workplace

 We have introduced free addresses and teleworking, but there is also a growing need to facilitate communication within the workplace. I would like to know companies that are developing systems that support such movements.

In addition to this, any companies that are developing technologies that railway operator can utilize such as "AR / VR", "data utilization", "marketing", "human interface", please let us know.