

2009 Tokyo Ubiquitous Technology Project Test Phase Begins

The Tokyo metropolitan government joined with the Ministry of Land, Infrastructure, Transport and Tourism in 2006 to begin testing the Tokyo Ubiquitous Technology Project, which uses the latest in ubiquitous ID technology¹ to increase the appeal and vitality of urban environments and aims to create urban areas based on a universal design, making it possible for anyone to move through the city safely and easily.

Starting October 15 of this year, a test demonstration of the system was initiated. Using ubiquitous ID technology¹ and working jointly with the Ministry of Land, Infrastructure, Transport and Tourism's Mobility Support Model Project², information about the Ginza district, the Tokyo Metropolitan Assembly Building, and the Tokyo Metropolitan Government Building's observatories is provided to visitors.

Please give this new technology a try.

1. Cutting-edge technology that connects the real world with a virtual world by attaching the world's only identifier, called ucode—which can be automatically recognized by a computer—to individual locations and objects
2. A project that assists the efforts of local governments to include in their urban development plans the creation of environments in which every person can obtain on-the-go information about his/her surroundings using ubiquitous ID technology

1. Test Phase Period


October 15 (Thu.), 2009, through March 31 (Wed.), 2010

2. Test Areas

Nishi-Shinjuku area: Between the Tokyo Metropolitan Government Building and Nishi-Shinjuku Station on the Tokyo Metro Marunouchi Line

Ginza area: Ginza-dori St. (Chuo-dori St.) (Ginza 1–8-chome), Harumi-dori St. (Sukiya-dori St.–Mihara-dori St.)



 : Test area

3. Test Details

- Visitors will be able walk through the test areas, which contain IC tags and wireless markers in streets, buildings, etc., while carrying special handheld information terminals.
- In the Shinjuku area, users will have access to information on the Tokyo Metropolitan Assembly Building, the view from the observatories of the Tokyo Metropolitan Government Building, and buildings and facilities in the area as well as maps of the Tokyo Metro Marunouchi Line’s Nishi-Shinjuku Station and the Tokyo Metropolitan Government Building.
- In the Ginza area, users will have access to information about shops and tourist attractions, the history of Ginza; and maps showing various facilities in the test area.
- The handheld information devices will display information in four languages: Japanese, English, Chinese (in both simplified and traditional scripts), and Korean.
- Information on the Tokyo Metropolitan Assembly Building is available on regular weekdays only.

4. Taking Part in the Test

(1) How to apply

- Visit one of the centers listed below.
- When borrowing a handheld information terminal, you will be asked to present a personal ID (driver’s license, passport, health insurance card, student ID, etc.). You may not be able to borrow a terminal without an ID.

(2) Centers that loan out handheld information terminals (pickup/drop-off points)

Center: Pickup/Drop-off Points for Handheld Terminals (Refer to Map)	Days of Operation	Hours	No. of Terminals
Ginza Street Guide (1F, Ginza Mitsui Bldg, 8-13-1 Ginza, Chuo-ku)	Days when Ginza Street Guide is open (closed on Wednesdays and during the New Year’s holidays)	11:30 a.m. to 6 p.m. (terminals will not be loaned out after 4:30 p.m.)	5
At the Tokyo Metropolitan Government Building:			
Ubiquitous Guide Reception Counter (in the Tokyo Tourist Information Center, 1F, Tokyo Metropolitan Government Bldg. No. 1)	Days when the Tokyo Tourist Information Center is open (closed during the New Year’s holidays and on days the building is being inspected)	10 a.m. to 5 p.m. (terminals will not be loaned out after 4:30 p.m.)	10
Metropolitan Assembly PR Reception Counter (2F, Tokyo Metropolitan Assembly Bldg.)	Days when the Tokyo Metropolitan Assembly PR Office is open (closed on weekends, official holidays, and during the New Year’s holidays)		10

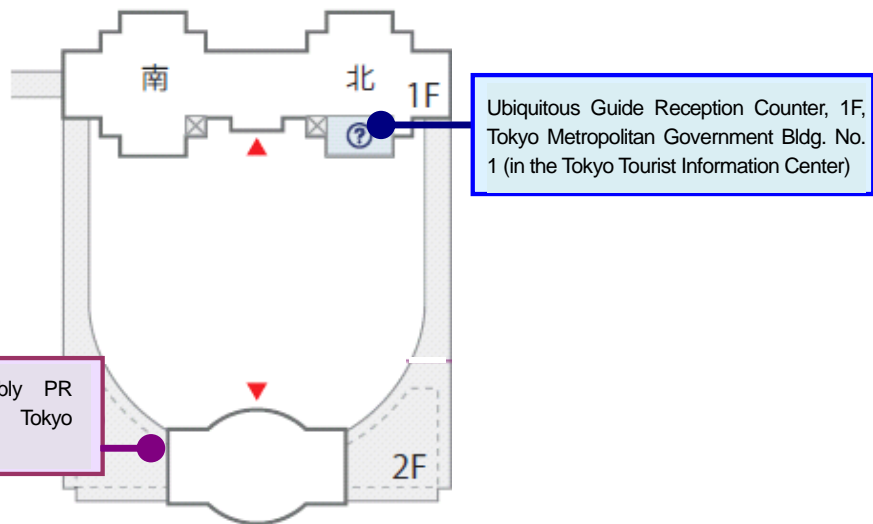
Notes:

1. Terminals that are loaned out at the Tokyo Metropolitan Government Building only provide information on sites in the Tokyo Metropolitan Government Building, such as the Tokyo Metropolitan Assembly Building and observatory. These terminals cannot be taken out of the building.
2. Please return the terminals to the same place you borrowed them.

Centers That Loan out Handheld Terminals (Pickup/Drop-off Points)



Tokyo Metropolitan Government Bldg. No. 1



Tokyo Metropolitan Assembly Bldg.

5. Participating Hotels

In addition to the locations mentioned above, many hotels in the area around the Tokyo Metropolitan Building (Keio Plaza Hotel, Hyatt Regency Tokyo, and Hilton Tokyo) and hotels in Ginza (Courtyard Marriott Ginza Tobu Hotel, Hotel Gracery Ginza, Hotel Com's Ginza, Hotel Seiyo Ginza, and Mitsui Garden Hotel Ginza Premier) loan out handheld terminals to their guests.

Inquiries:
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