

# LIVE JAPAN

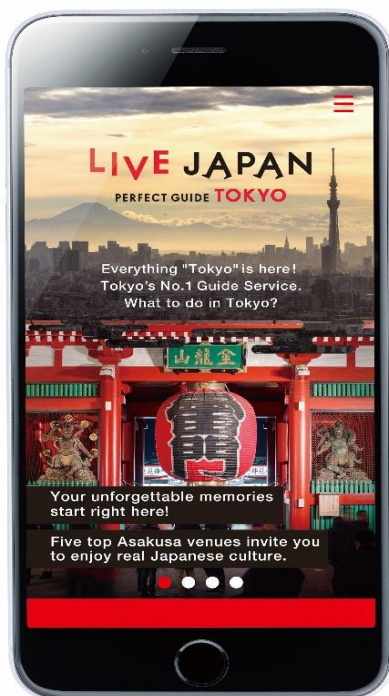
PERFECT GUIDE TOKYO

## New One-stop Guide Service, “LIVE JAPAN PERFECT GUIDE TOKYO” Launched for Foreign Visitors

TOKYO, April 13, 2016 --Gurunavi, Inc., Tokyu Corporation and Tokyo Metro Co., Ltd. have launched “LIVE JAPAN PERFECT GUIDE TOKYO” (LIVE JAPAN, <http://livejapan.com/>), a one-stop travel guide service for overseas visitors to Japan created in collaboration with 18 other participating companies and a public-sector administrative body on April 13.

There are many multilingual travel information services for foreign visitors to Japan, but it is becoming increasingly difficult for tourists to select the right websites. In response, the 21 private and public entities supporting LIVE JAPAN (<http://livejapan.com/en/about/>) have taken advantage of their expertise to provide information that meets the needs of foreign visitors. The website provides information in eight languages -- Japanese, English, simplified & traditional Chinese, Korean, Malaysian, Indonesian and Thai (some content is subject to limited availability in 5 languages -- Japanese, English, simplified & traditional Chinese, Korean).

The details of the service are as follows:



**Facilities Guide Service: find out what’s going on in Tokyo right now in four categories** -- “Visiting,” “Eating,” “Shopping” and “Lodging.” In addition to providing brief descriptions of each establishment with contact and location information, you can click on a link to share the information at social networking sites. The biggest distinctive feature is the “LIVE INFORMATION” function, providing real-time information that enables users to enjoy what’s happening in Tokyo right now. For details, see Documentation 1 and 2

**Useful Services** addressing visitors’ problems and needs: Divided into three categories, these services were developed to meet the most essential needs of foreign visitors: 1) a Useful Travel Map that visitors can use to search for 19 types of highly essential locations, such as ATMs, Wi-Fi hot spots, etc., 2) route search, airport bus and other transportation guide content, and 3) an Emergency Page featuring the 110 police and 119 fire/medical emergency numbers, embassy contact information, etc. The banner linking to “Safety Tips,” an app for disaster information provided by the Japan Tourism Agency, is also on the page. (For details, see <http://www.jnto.go.jp/safety-tips/pc/index.html>)

**Information Content** comprises 1) features on how to enjoy staying in Tokyo and seasonal trends, 2) an introduction of Japanese culture, such as how to offer prayers at Shinto shrines, and 3) how-to instructions for using trains, paying at restaurants, etc.

## ■ About languages

### • Top pages, Information Content

8 languages -- Japanese, English, simplified & traditional Chinese, Korean, Malaysian, Indonesian and Thai

### • Facilities Guide Service , Useful Services

5 languages -- Japanese, English, simplified & traditional Chinese, Korean

## ■ Participating Companies

NTT Broadband Platform, Inc.

ODAKYU ELECTRIC RAILWAY Co., Ltd.

Gurunavi, Inc.

Keio Corporation

Keisei Electric Railway Co., Ltd.

Keikyu Corporation

Sagami Railway Co., Ltd.

SEIBU RAILWAY Co., Ltd.

ALL NIPPON AIRWAYS CO.,LTD

TOKYU CORPORATION

Airport Limousine

Tokyo International Air Terminal Corporation

Tokyo Metro Co., Ltd.

Bureau of Transportation, Tokyo Metropolitan Government

TOBU RAILWAY CO.,LTD

NARITA INTERNATIONAL AIRPORT CORPORATION

Japan Airlines

Vanilla Air Inc.

East Japan Railway Company

Yamato Transport Co., Ltd.

Peach Aviation Limited

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# LIVE JAPAN

PERFECT GUIDE TOKYO

April 13, 2016  
Grand opening  
<http://livejapan.com/>

## One Stop Guide Service

LIVE JAPAN is one-stop guide service that provides inbound tourists with information on tourism spots, eating, shopping, the locations of ATMs and routes to their destinations.

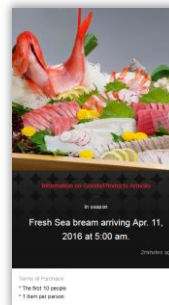
### Characteristics of the service

1

#### The guide service

Provide up-to-date and easy-to-understand information on visiting, eating, shopping and lodging.

- Providing "LIVE information"
- Platform for providing "LIVE information"

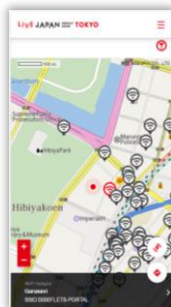


2

#### Useful tools

Provide tools necessary for travel in Tokyo.

- Search for a route to your destination
- Useful travel map
- Emergency action



3

#### Information content

Provide up-to-date information and introduces traditional Japanese culture and customs.

- Feature articles
- Articles that introduce Japanese culture
- Articles that provide "how-to" information



## < Documentation 2 >

### “LIVE information”

“LIVE information,” which is dispatched by facilities, shops and restaurants that are introduced in “LIVE JAPAN,” is as follows:

#### 1) Today’s events

(Example) Ninja show begins at 3:00 p.m. at a specified amusement park.

#### 2) Information on today’s product arrivals

(Example) Fresh sea bream arrives at 12:00 at a specified Japanese-style pub.

#### 3) Information on vacancies today

(Example) Available tables, sushi bar seats.

#### 4) Information on today’s giveaways

(Example) Chopsticks are given away to customers today only at a specified variety store.

### “multilingual LIVE information translation system”

LIVE Japan provides registered commercial complexes, restaurants and other facilities with a multilingual LIVE information translation system through a special dedicated platform. The system allows registered establishments to provide real-time information on Tokyo to foreign visitors. Simply by following Japanese instructions, registered establishments can have relevant information translated into four languages [English, Chinese (simplified & traditional) & Korean] through an easy-to-use interface. Registered restaurants, shops and other establishments can provide accurate information to their customers without spending much time or money simply by selecting the category of information (today’s events, information on today’s product arrivals, information on vacancies today, information on sales and information on today’s giveaways) and choosing Japanese information they want to convey to their customers.

\*This system has been developed with the technology of Gurunavi’s multilingual menu translation system.

