

18-10

February 9, 2018

“Pepper” to assist passengers at Asakusa Station dressed in a *happi* coat!

Placed for a limited time only between Thursday, February 15 and Tuesday, April 10

To coincide with the Chinese New Year and cherry blossom-viewing season, in order to intensify its efforts to assist passengers, Tokyo Metro (Head Office in: Taito Ward, Tokyo; President: Akiyoshi Yamamura) will place a “Pepper” robot capable of providing assistance in multiple languages **at Asakusa Station** for a limited time **between Thursday, February 15 and Tuesday, April 10**.

Between Thursday, December 1, 2016 and Friday, March 31, 2017, “Pepper” was placed at Ueno Station on a trial basis. Following consideration of the results of passenger usage at that station, Tokyo Metro will change the station of placement to Asakusa, which is used considerably by foreign visitors to Japan who are anticipated to require considerable information on the station’s surrounding area. Based on hearings conducted with station employees, four locations to which passengers are frequently given directions, namely “Kaminarimon,” “Asakusa Hanayashiki,” “Tobu Asakusa Station” and “Toei Asakusa Station,” have been selected as the facilities to which “Pepper” will give directions and, in the process, help elevate the level of assistance provided to passengers.

“Pepper” will provide information in three languages—Japanese, English and Chinese (simplified)—and will greet passengers wearing a traditional *happi* coat to give off an Asakusa-like aura.

Going forward, Tokyo Metro will continue its proactive endeavors to enable it to assist passengers in a convenient and easy-to-understand manner as their “guide to Tokyo.”

Please see the attachment to this release for an overview of this endeavor.

*This endeavor will be independently conducted by Tokyo Metro with the use of “Pepper” by SoftBank Robotics Corp.

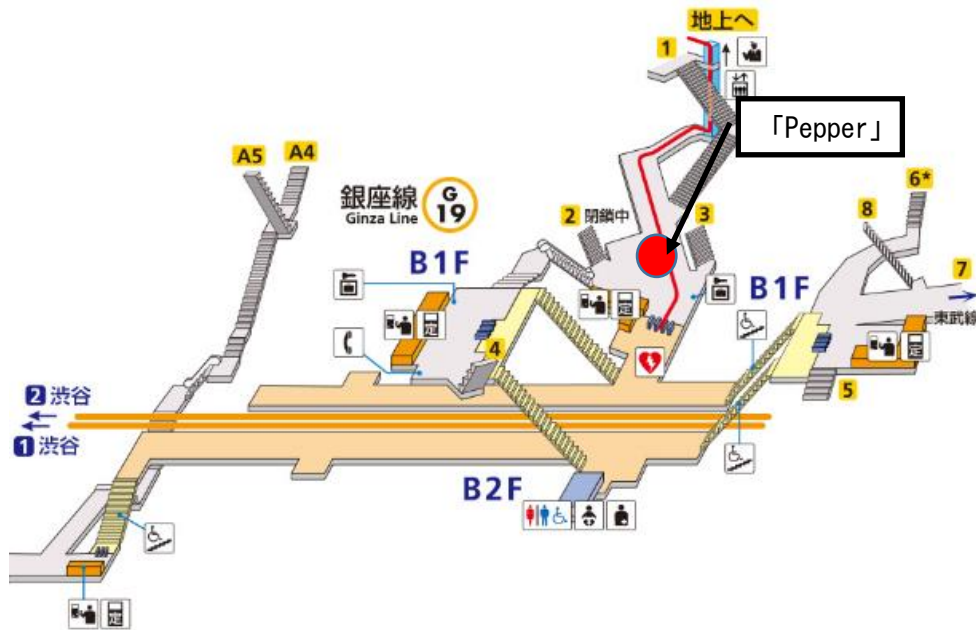


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*Upon actual placement, “Pepper” will greet passengers dressed up as a panda donning a *happi* coat.

Limited-Time Placement of “Pepper” at Asakusa Station: Overview

1. Period of Placement From Thursday, February 15 to Tuesday, April 10, 2018
2. Time of Placement Between 10:00 AM and 5:00 PM
3. Location of Placement
Nearby the Kaminarimon ticket gate at Asakusa Station on the Ginza Line



4. Information to Be Provided

Information on facilities in the station's surrounding area to which passengers are frequently given directions (Kaminarimon/Asakusa Hanayashiki/Tobu Asakusa Station/Toei Asakusa Station)



“Select facility in station surroundings to get directions to” screen (English)



“How to get to Kaminarimon” screen (simplified Chinese)

*Screens shown are image representations.

5. Languages Available Japanese, English and Chinese (simplified)

6. Other

- (1) The period and time of placement are subject to change depending on the situation.
- (2) Tokyo Metro will examine the future application of “Pepper” after it has verified passenger usage results, etc.

[Reference]

In addition to assisting passengers with “Pepper,” Tokyo Metro also offers a variety of other information services.

1 “Service Managers”

(1) Overview

To enable elderly passengers and passengers who are unfamiliar with subways feel at ease in using them, station attendants are assigned to 16 stations. These attendants make their way about the area nearby the ticket gates and maps of the surrounding area and the inside of the station throughout the day to assist passengers. They also utilize tablet devices to provide information on the area surrounding the station and other assistance.

(2) Stations of Placement

Asakusa Station, Ueno Station, Nihombashi Station, Ginza Station, Shimbashi Station, Omote-sando Station, Ikebukuro Station, Tokyo Station, Shinjuku-sancho Station, Shinjuku Station, Akihabara Station, Roppongi Station, Iidabashi Station, Kudanshita Station, Meiji-jingumae <Harajuku> Station and Oshiage <SKYTREE> Station



2 “Passenger Information Desks”

(1) Overview

These information desks, which are staffed by Service Managers who are competent in English, provide various forms of assistance. Additionally, from July 2016, staff members capable of providing assistance in Chinese have been placed at four of the below stations (Shibuya Station is excluded.). Moreover, Tokyo Metro’s Passenger Information Desks have acquired certification from the Japan National Tourism Organization (JNTO) (Category 2: English-speaking staff are on duty full-time; services cover a widespread area).

(2) Stations of Placement

Ueno Station, Ginza Station, Omote-sando Station, Shinjuku Station and Shibuya Station*

*The Shibuya Station Sightseeing Information Desk is jointly operated with TOKYU CORPORATION.



3 “Welcome Boards”

(1) Overview

Welcome Boards that display information on passenger tickets, route guides leading to major sightseeing spots, condensed route maps for travelers and other information in English, Chinese (simplified) and Korean have been placed at 14 stations to assist foreign visitors to Japan. Also, starting from March 2017, displays that enable searches of routes to passenger destinations in other languages are being successively implemented.

(2) Stations of Placement

Asakusa Station, Ueno Station, Ginza Station, Shimbashi Station, Omote-sando Station, Shibuya Station, Ikebukuro Station, Tokyo Station, Shinjuku-sanchome Station, Shinjuku Station, Akihabara Station, Roppongi Station, Meiji-jingumae <Harajuku> Station and Oshiage <SKYTREE> Station

