

Interact with Things, Pay to Things Instantly

Update Consumers Experiences in the Smart City

Sep 2, 2020



Mobile Fragmentation to Cause Unhappy Experiences in the Smart City



Update Experiences by Dynamic and Direct Service Delivery



[Watch Video on Youtube](#)



THIS IS SMART

Embed Cloud-Managed IC Chip into Physical Things

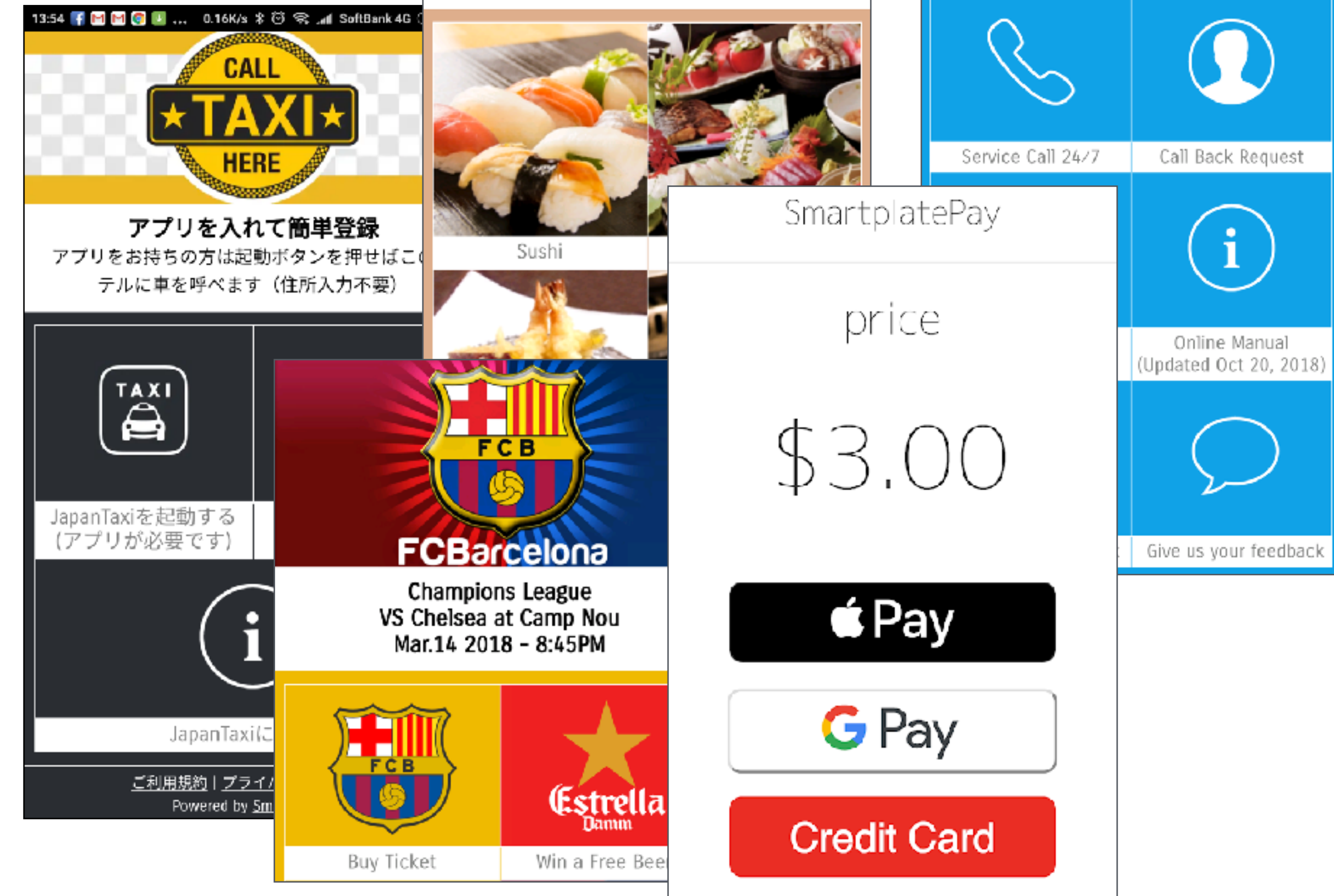
PATENTED

TECHNOLOGY

Cloud Control Over-the-Air



**NFC
Inside**



Search-free

App-free

Battery-free

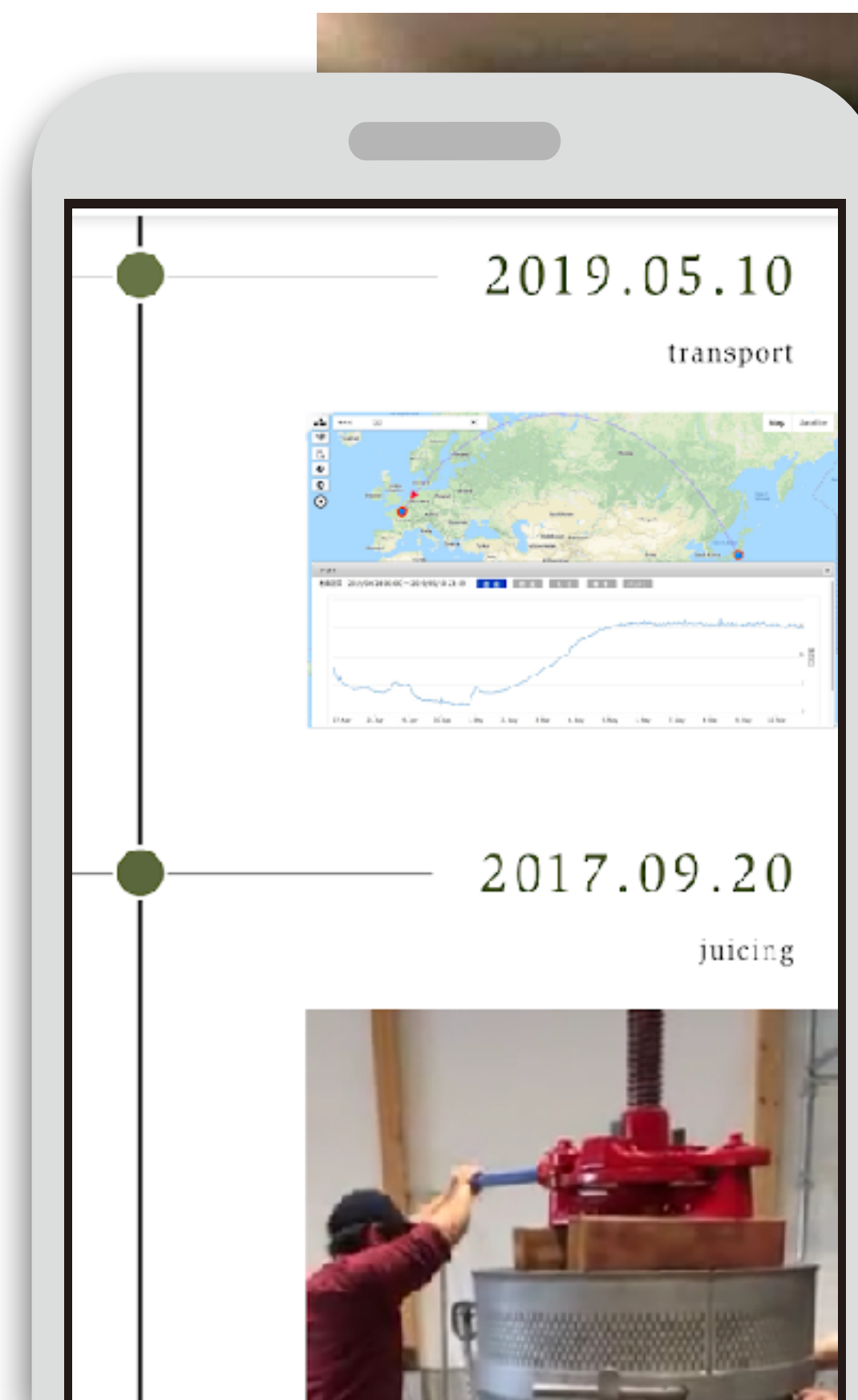
Battery-free Make it Possible to Connect Everything with Brands

Enhance Customer Engagement

CASE

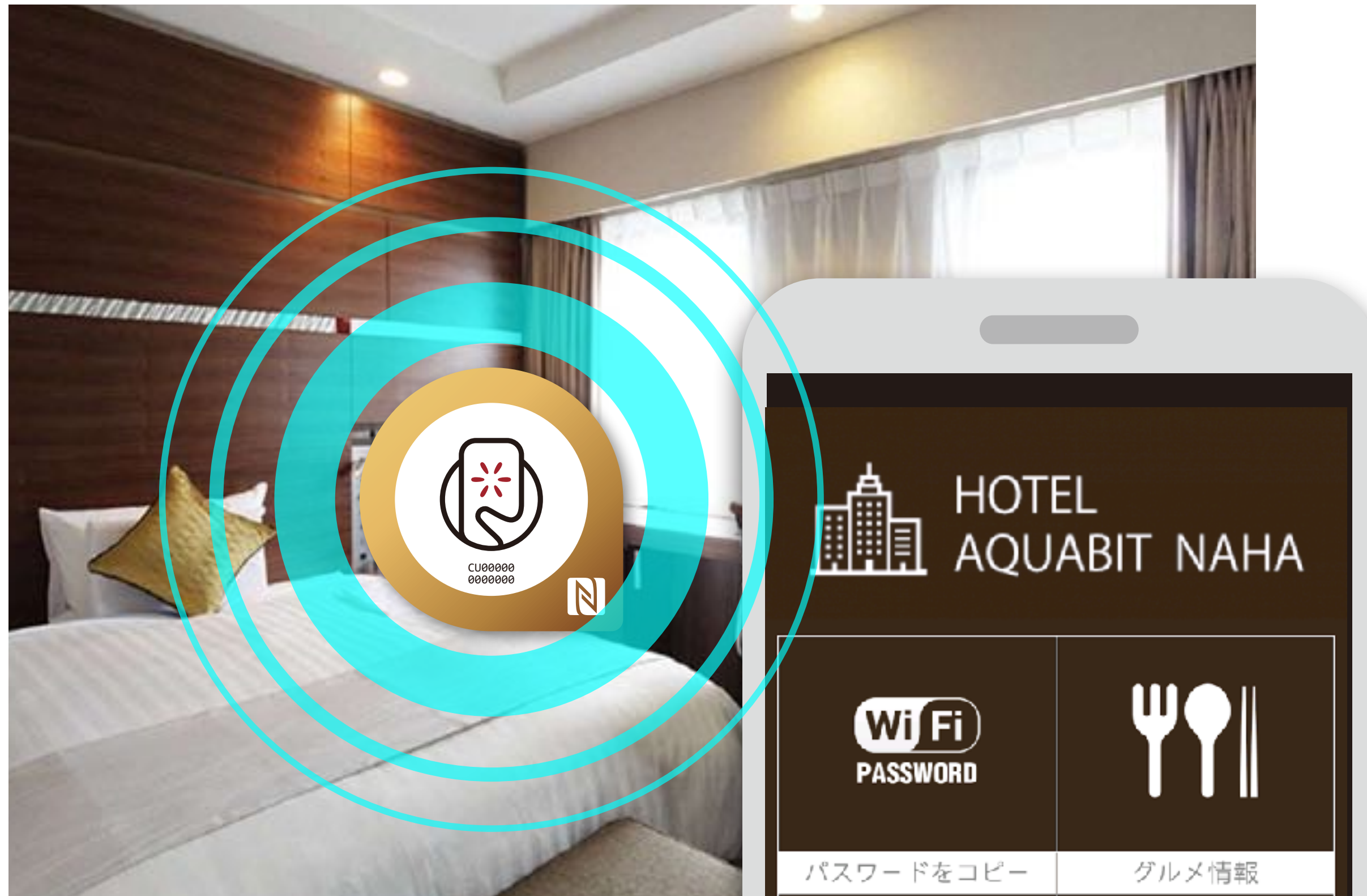


Fridge Magnet to Simplify
Brand's Transaction



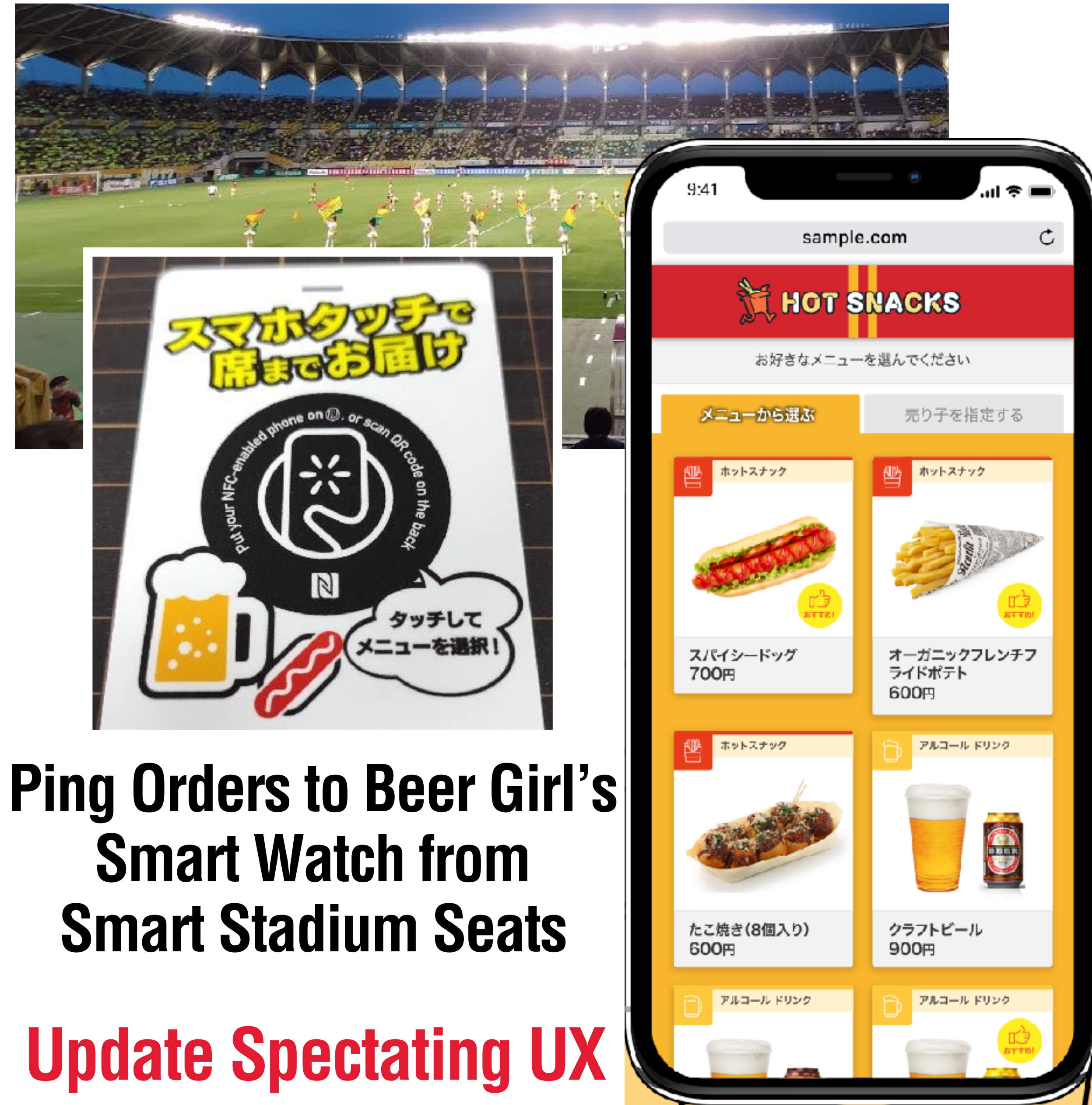
Wine Bottle to Interact with
Consumer and Prove
Authenticity

App-free UI Updates Consumers Experiences at Everywhere



**Paper-less Multilingual
Information Delivery
in the Accommodation**

Update Travel UX



**Ping Orders to Beer Girl's
Smart Watch from
Smart Stadium Seats**

Update Spectating UX

Visualize Consumer Behavior in the Physical Contact Points



Poster / Ad



Facebookかメルマガ会員登録で 次のイベント情報、特設サイト、プレゼント等配信!



Pop-up Store

Event

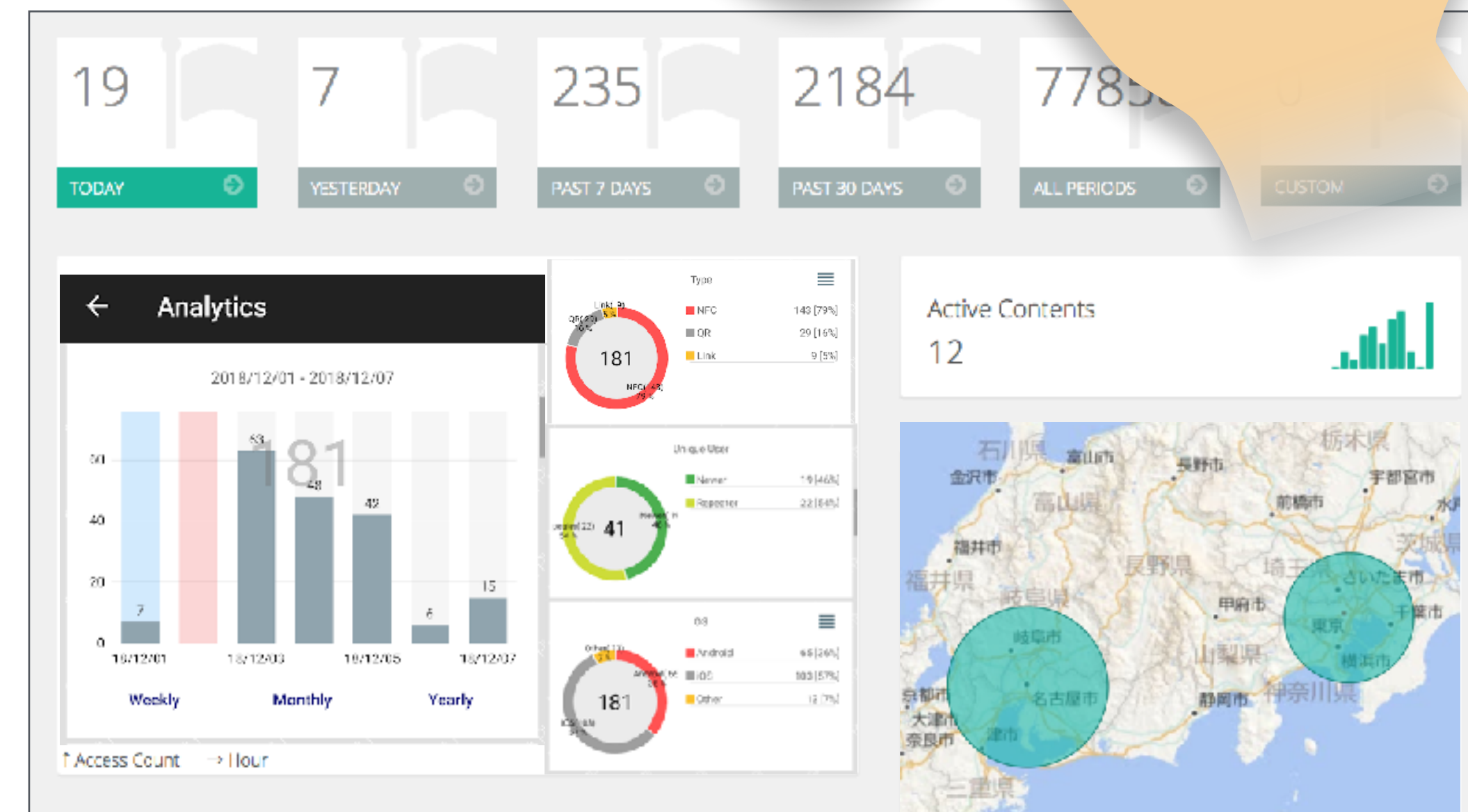


In-store Campaign



Dynamic Control

PATENTED



Hyperlinks in the city induce people to online physically and record behavior.

Fridge Magnet



Accommodation



Wine Bottle



We are Covering a Variety of Verticals Globally

Banana Farm in Vietnam



Event



MaaS



Retail Store



Frictionless Mobile Payment with App-less and Battery-less

Evolving

Frictionless Mobile Payment

PayChoiice

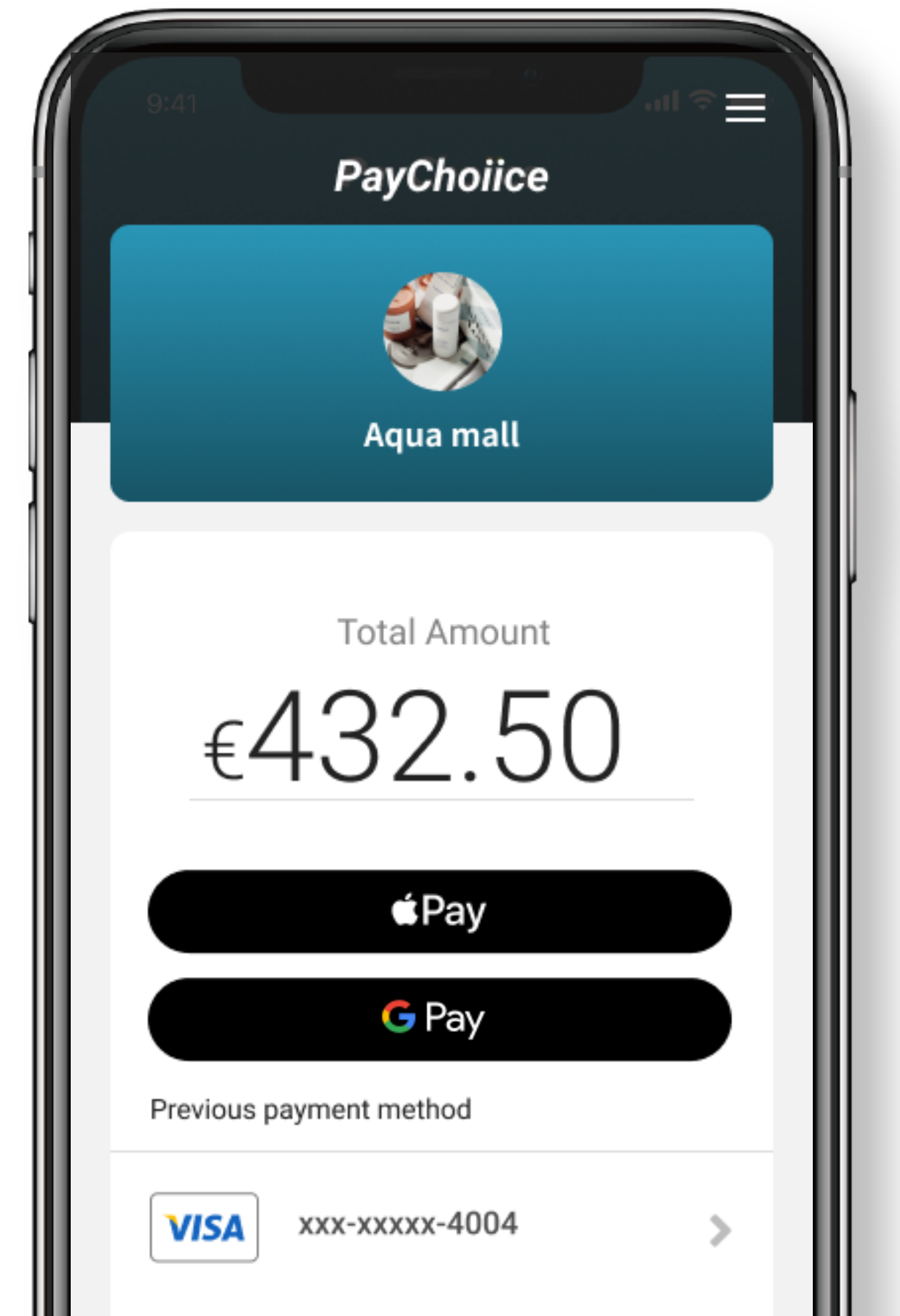
No Batteries



SmartPlate™

Apple Pay, Google Pay, Credit Cards
Plus, A Variety of
World Payment Methods
will be Supported

No Apps



App-free Payment on the Spot

Enables Pay-to-Everything without Payment Terminals



[Watch Video on Youtube](#)

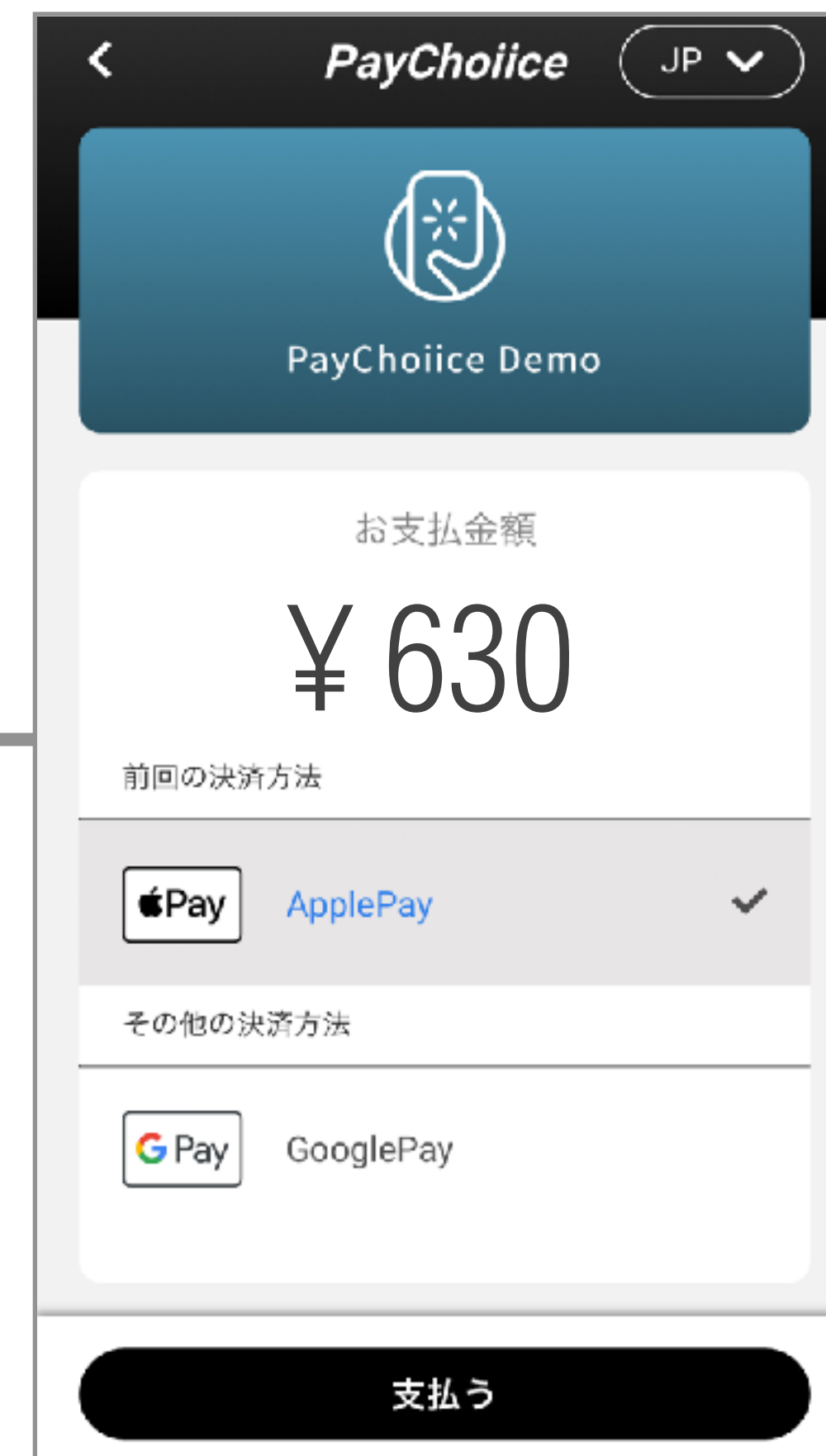


PayChoice Powered by SmartPlate™

Contactless Ticketing Skips to Touch Machines under COVID-19



Select Ticket Type and Number



Pay with Apple Pay, Google Pay or Credit Card



Obtain a Variety of Mobile Tickets

Cashless, Paperless, and Contactless Ticket for Self-Driving Bus (July, 2020)



こころまち つくろう
KEIHAN
京阪バス

●●●● Sketch 9:41 AM 100%

Bus Ticket

1回 乗車券

乗車券	大人	小児	価格
1回	2	1	740円

降車画面を表示する

降りる前にこのボタンを押してください

本日限り有効 お得なクーポンはこちら！

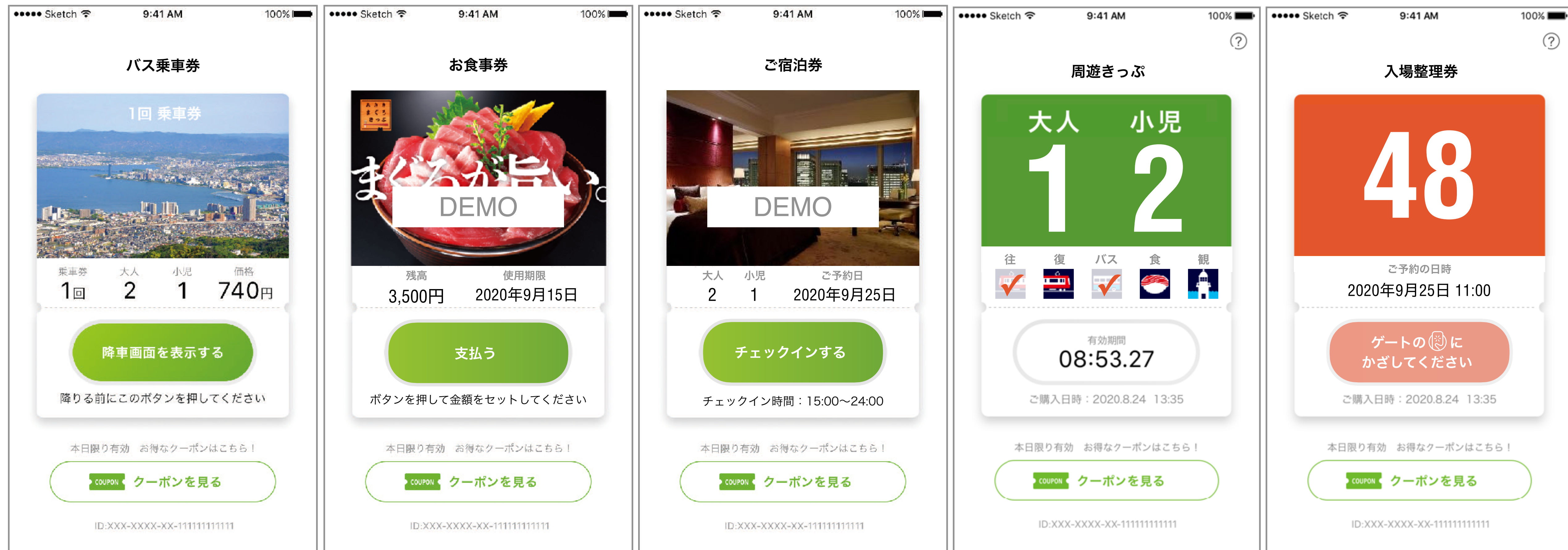
COUPON クーポンを見る

ID:XXX-XXXX-XX-111111111111



Customizable for a Variety of Ticket Type and Payments

Pre-Paid, Pa-As-You-Go, Post-Paid, Ticket Book, Numbered-Tickets,, etc.



Transportation

Restaurants and Shops

Hotel Voucher

Ticket Book

Numbered Ticket

Go-to-Market Strategy

Update Consumers' Experiences Cross-Sectionally



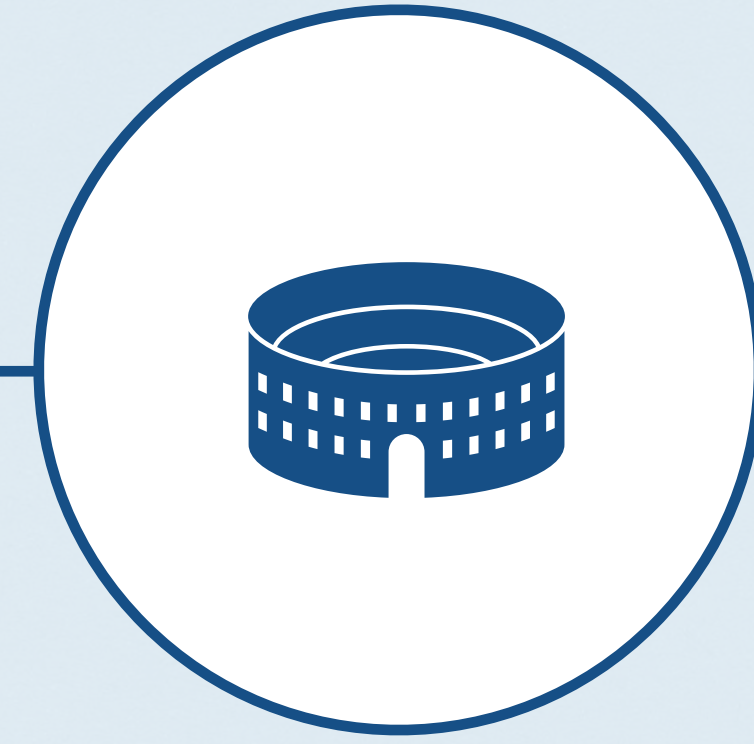
Accommodation



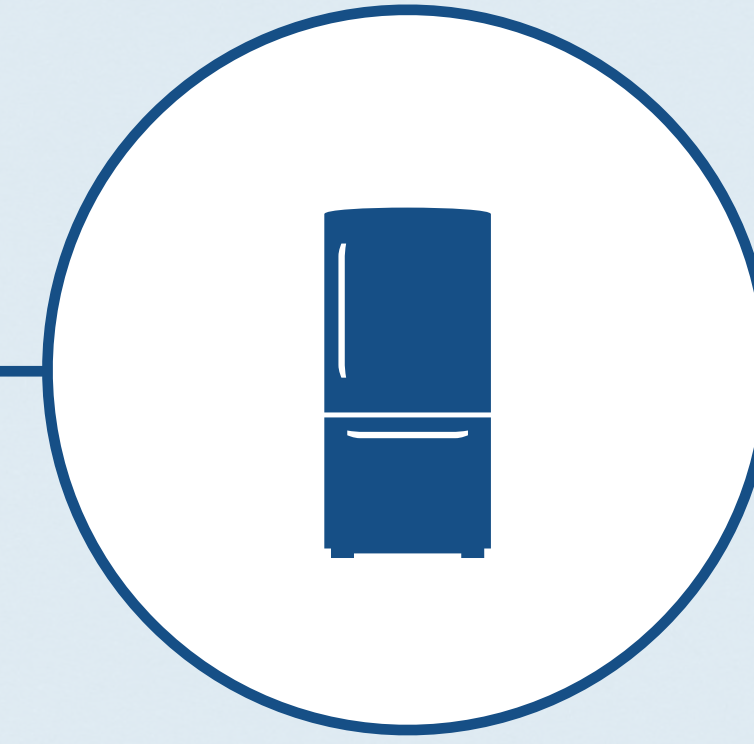
Restaurant



Retail Store



Stadium

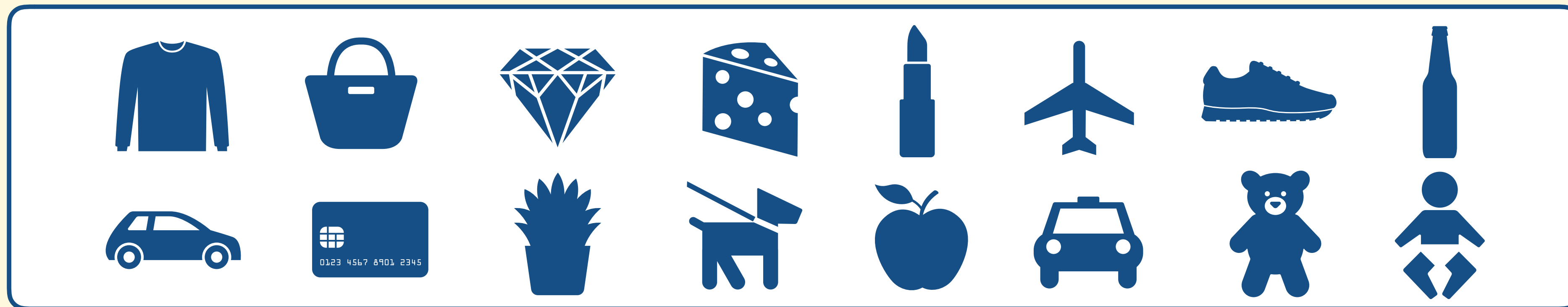


Household

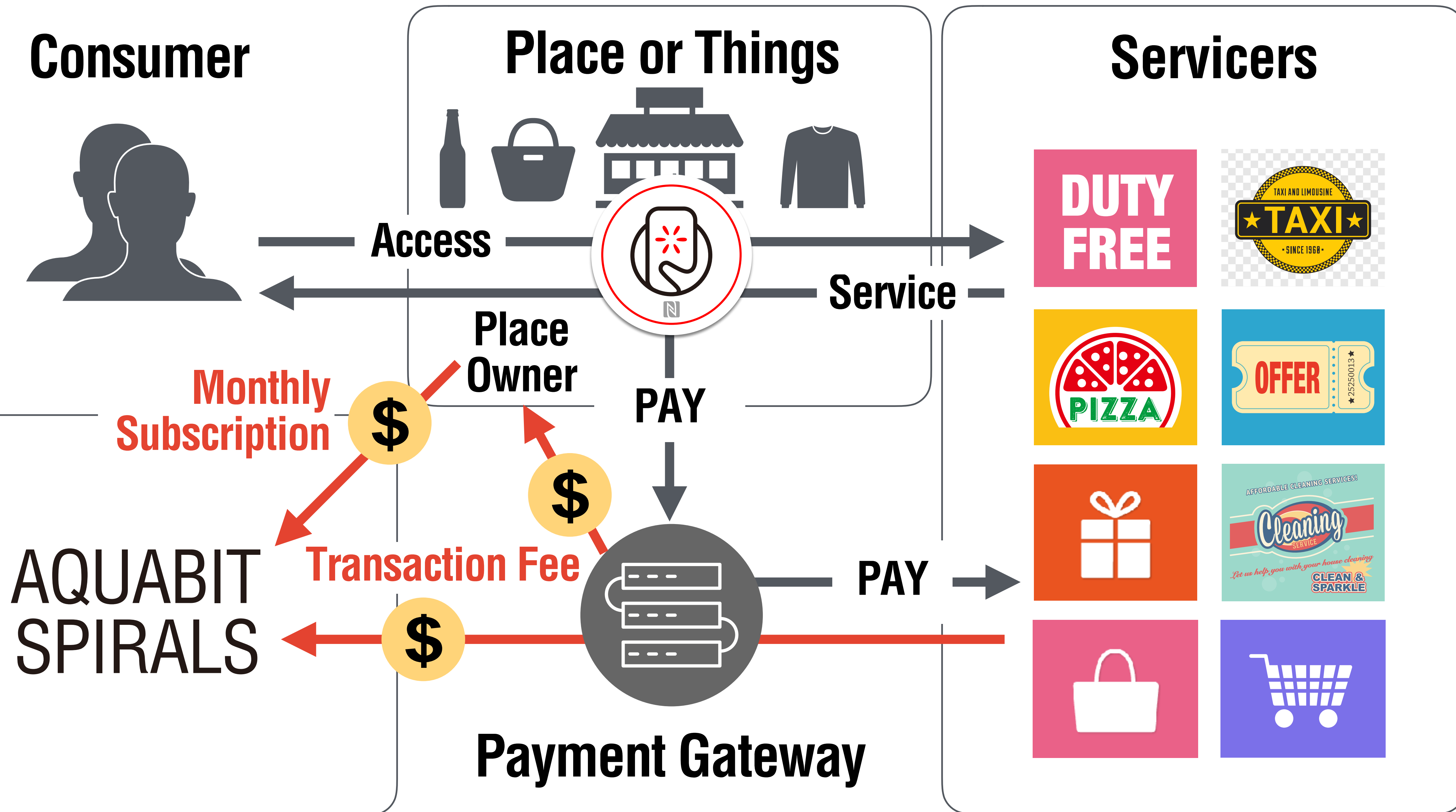


etc.

Connect Everything with Payment at Everywhere

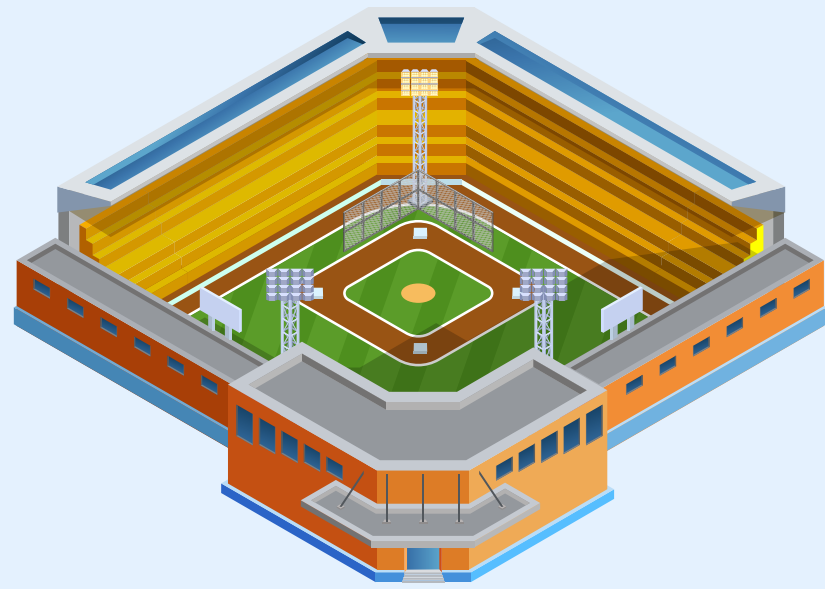


Revenue Model



Market Size of Leisure, Tourism, and Payment in Japan

Consumption in Stadium



15

Billion USD

LEISURE

Inbound Tourists' Consumption



45

Billion USD

INBOUND

Cashless



865

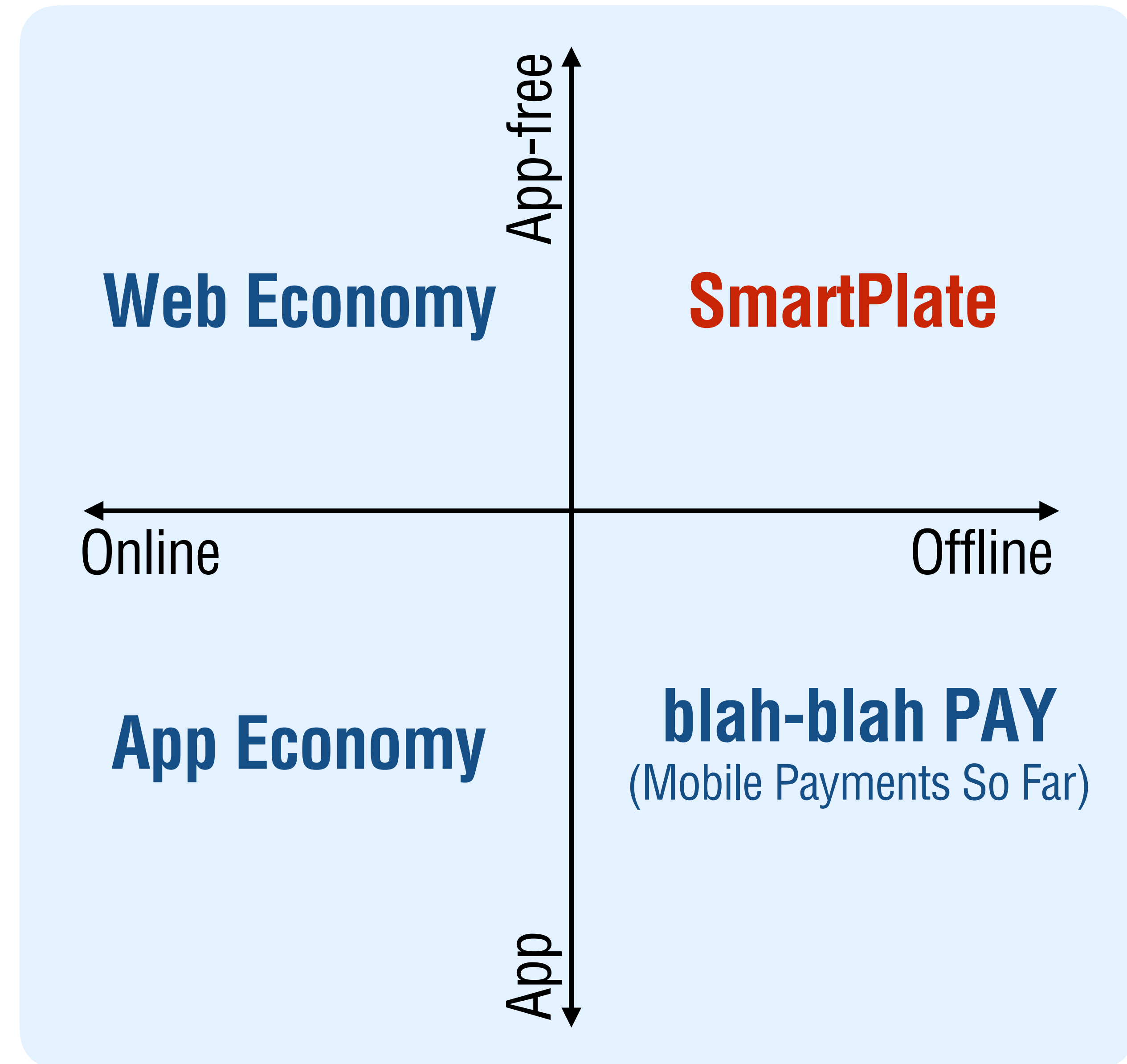
Billion USD

PAYMENT

Competitive Advantages

- ✓ **App-free**
- ✓ **Battery-free**
- ✓ **No Payment Terminals**
- ✓ **Low Cost Device**
- ✓ **Interoperability**

COMPETITION



Awarded Globally, Trusted by Big Brands



4YFN
CONNECTING STARTUPS

4YFN Award
MWC 2017
IoT TOP 8



French Business Award 2017
2019 Summer Batch

Jury's Speciall

FRENCH BUSINESS AWARDS
Chambre de Commerce et d'Industrie Française du Japon 在日フランス商工会連合

PLUGANDPLAY
JAPAN

2019 Summer Batch

FUJITSU API Contest
2017 Grand-Prix

Infinity
Ventures
Summit
Launch Pad

IVS 2016
Launchpad
3rd Prize



Taiwan Region
TOP 10 Finalists



Japan's Ministry
Selection

TECHINASIA

TOKYO 2016
ARENA TOP 7

GMIC TOKYO
JUL 15, 2016

TOP 8



Orange Fab Asia
in Tokyo, Seoul, Taipei

2015 Spring Tokyo Batch



Echelon
Asia
TOP100



TOP10 Startups

TAP
Tokyu
Accelerate
Program
2015 Second Prize



MARC JACOBS



SUNTORY



Japanese Government

Lenovo

FUJITSU

TOPPAN



SoftBank

NTT
docomo



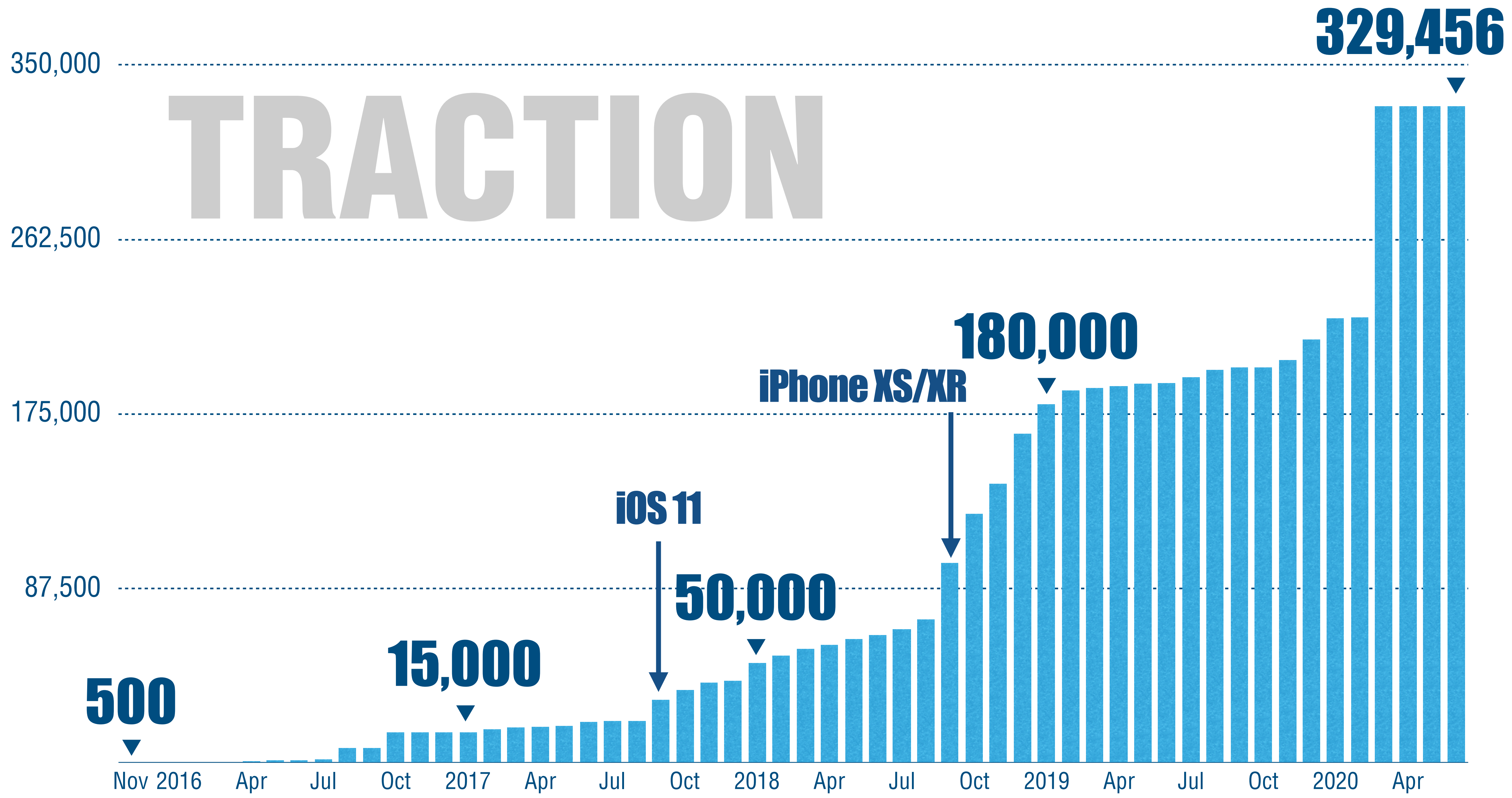
GMO DNP



リソナホールディングス

peach

Total Number of Shipments Growing Rapidly



Team Led by Extensive Expertise and NFC Professional

Founder & CEO



Tomo Hagiwara

26 Years
in Internet Industry

Co-Founder & CTO



George Yayama

28 Years
in App Development

Head of Global BizDev



Jim Huang

Former Country Mgr.
*in Japan
of Thai Startup*

Technical Advisor



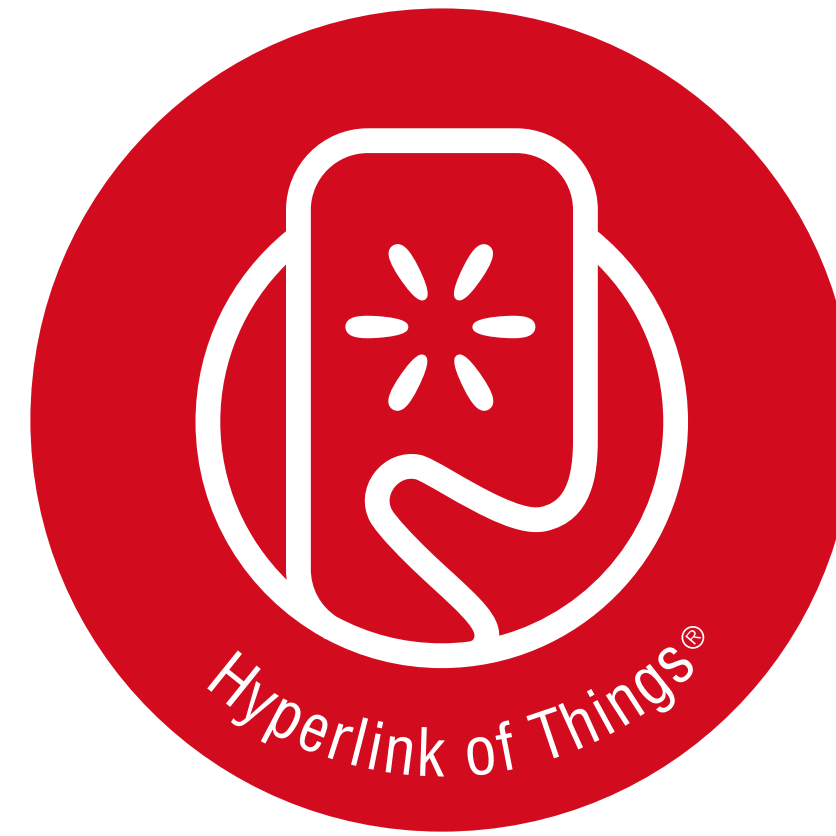
Koichi Tagawa

Chairman
of NFC Forum

An aerial photograph of a dense urban landscape, likely Tokyo, featuring numerous skyscrapers and green spaces. The Tokyo Tower is prominently visible on the left side of the image. The text is overlaid on this background.

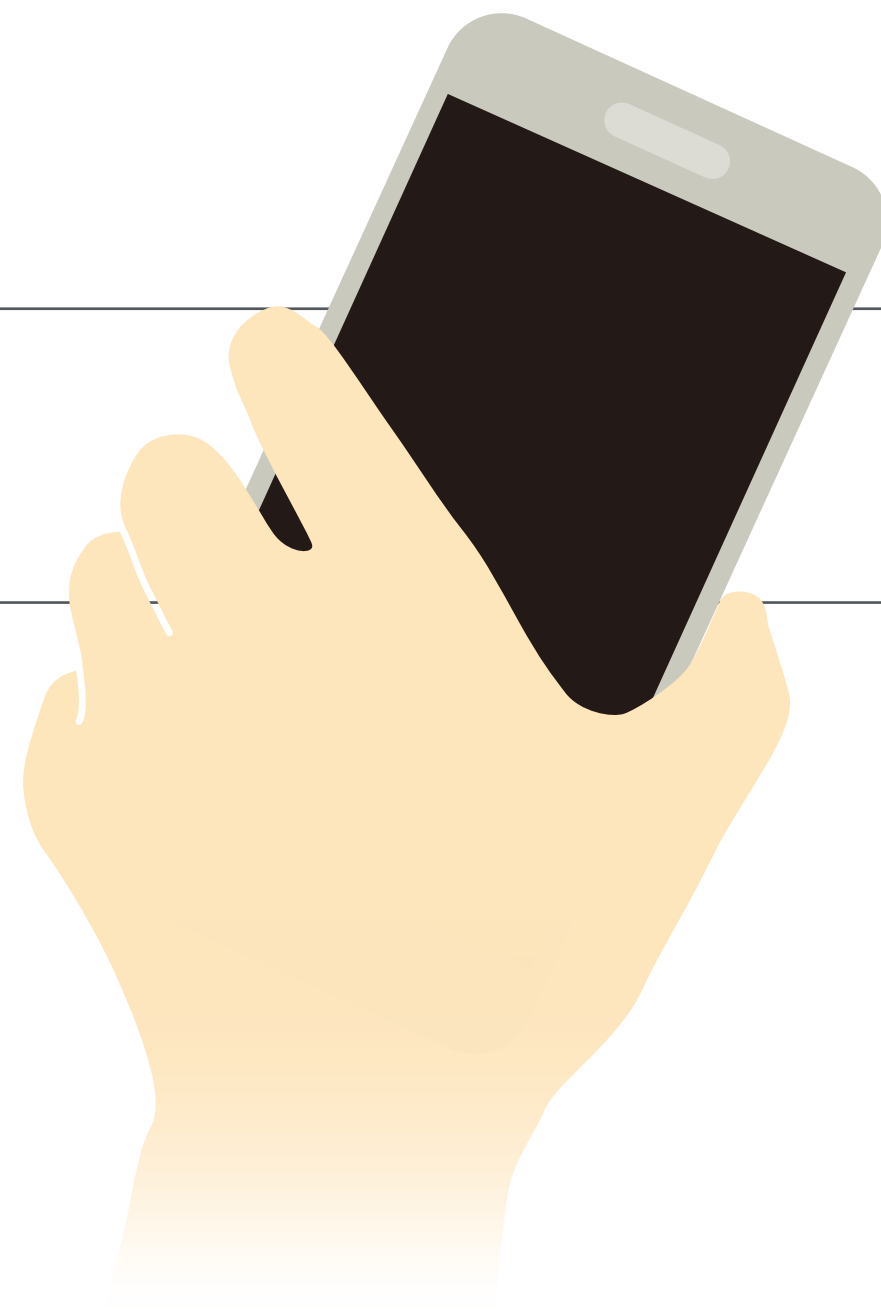
Activate Mobile Service from Things, and Pay to Things Instantly in the Upcoming Smart Cities

Hyperlink of Things[®]
Pay to Things[™]



Free from Googling

Use Cases

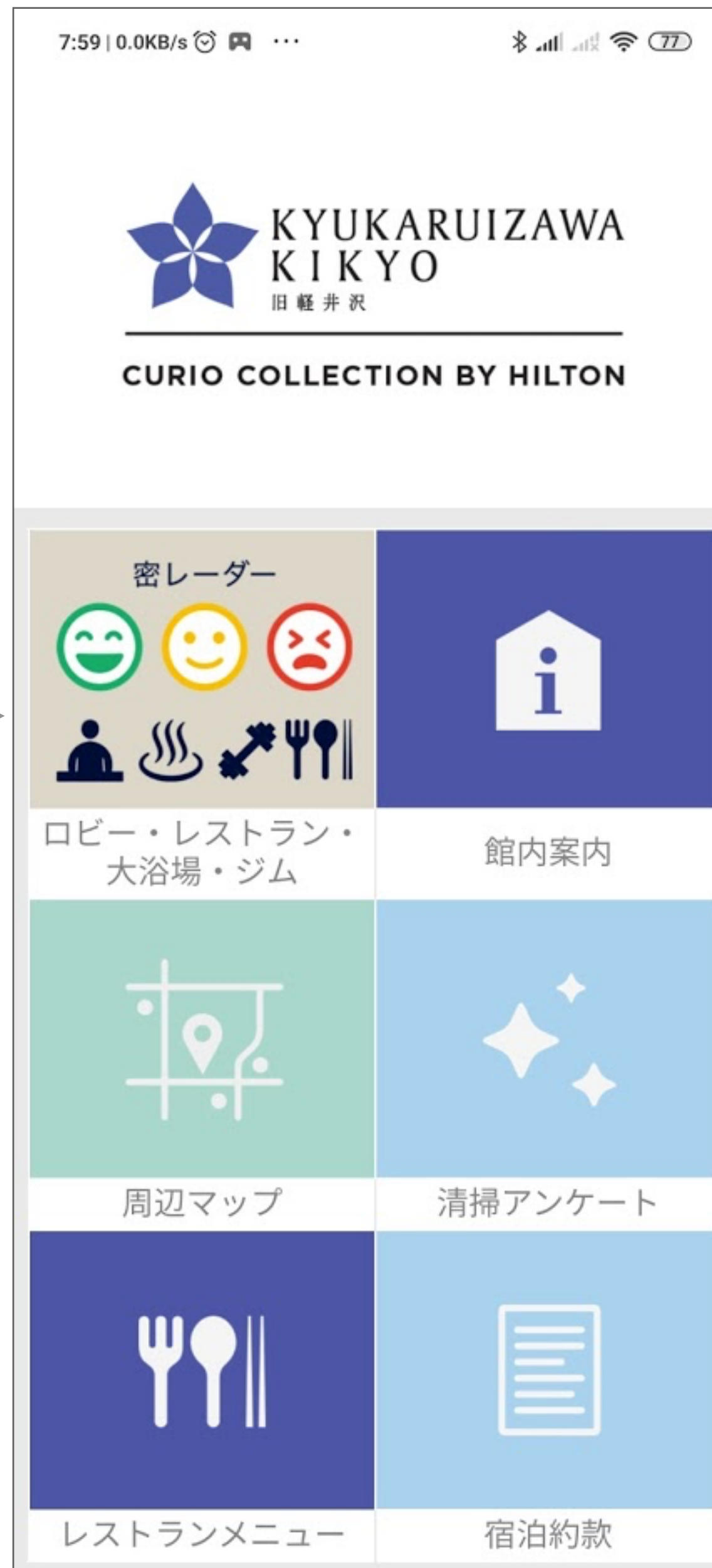


AQUABIT SPIRALS

Contactless Service Delivery in a Hotel Room to Avoid Congestion



SmartPlate to skip touching with physical things like a phone or menus for ordering room services and visualize congestion at each places in a Hilton hotel.



Visualize Customer Satisfaction and NPS Scores in the Physical Spaces

Contactless Rating on the Spot



MULTI
LINGUAL

SUPER
SIMPLE
UI

1→ 清掃は行き届いていましたか？ *

A 素晴らしい B 良い

C やや不快 D 不快

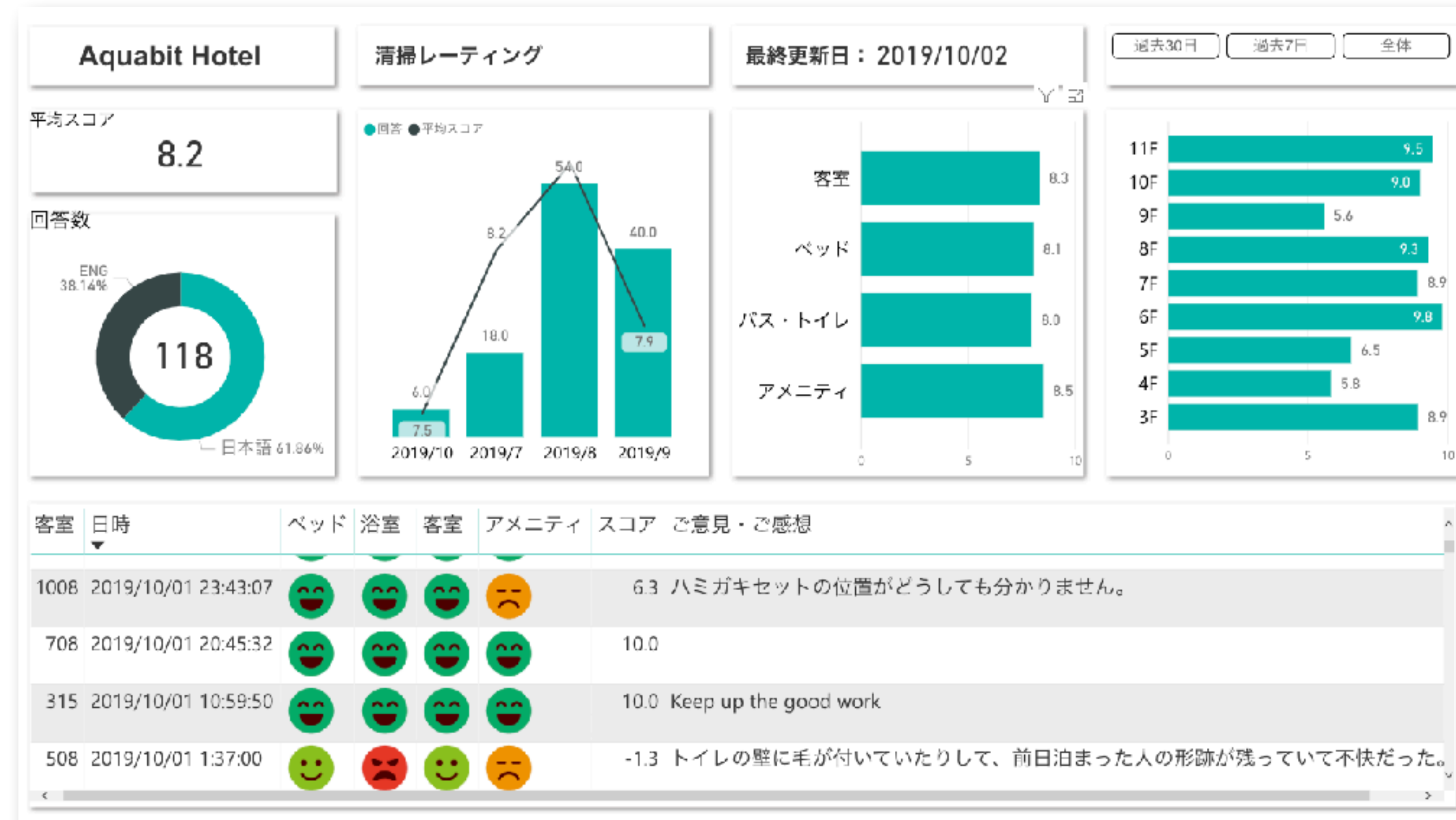
2→ どの箇所が気になりましたか？ *

複数選択可

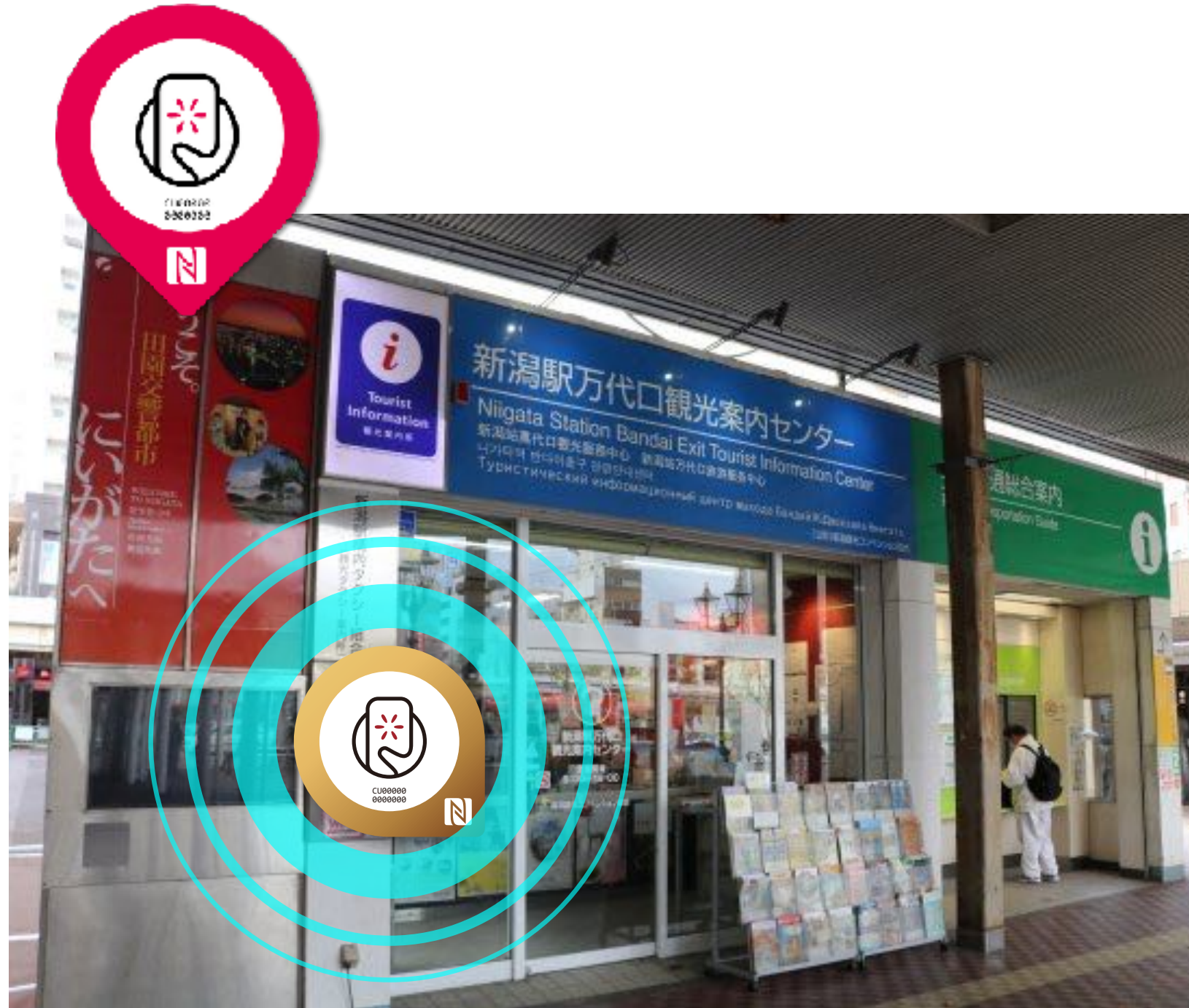
A 部屋 B クローゼット C トイレ D 浴室 E 洗面台 F ベッド G 枕 H ソファー

Collect Customer's Voices and Visualize in Realtime

RESPONSE
1300%
RATE



Enhance Efficiency by Paper-less and Multilingual Information



Paper-less Information Counter

Provide Digital Information
Directly from Concierge's Device
to Customer's Smartphone
(PATENTED)



Multilingual Information Delivery in the Accommodation



Merge Physical Things with Online Services



No App, No Registration, Simple Action



Ping Request to Beer Girl's Smart Watch from Smart Stadium Seats



Digital Signage Now Deliver Content to Your Smartphone Directly

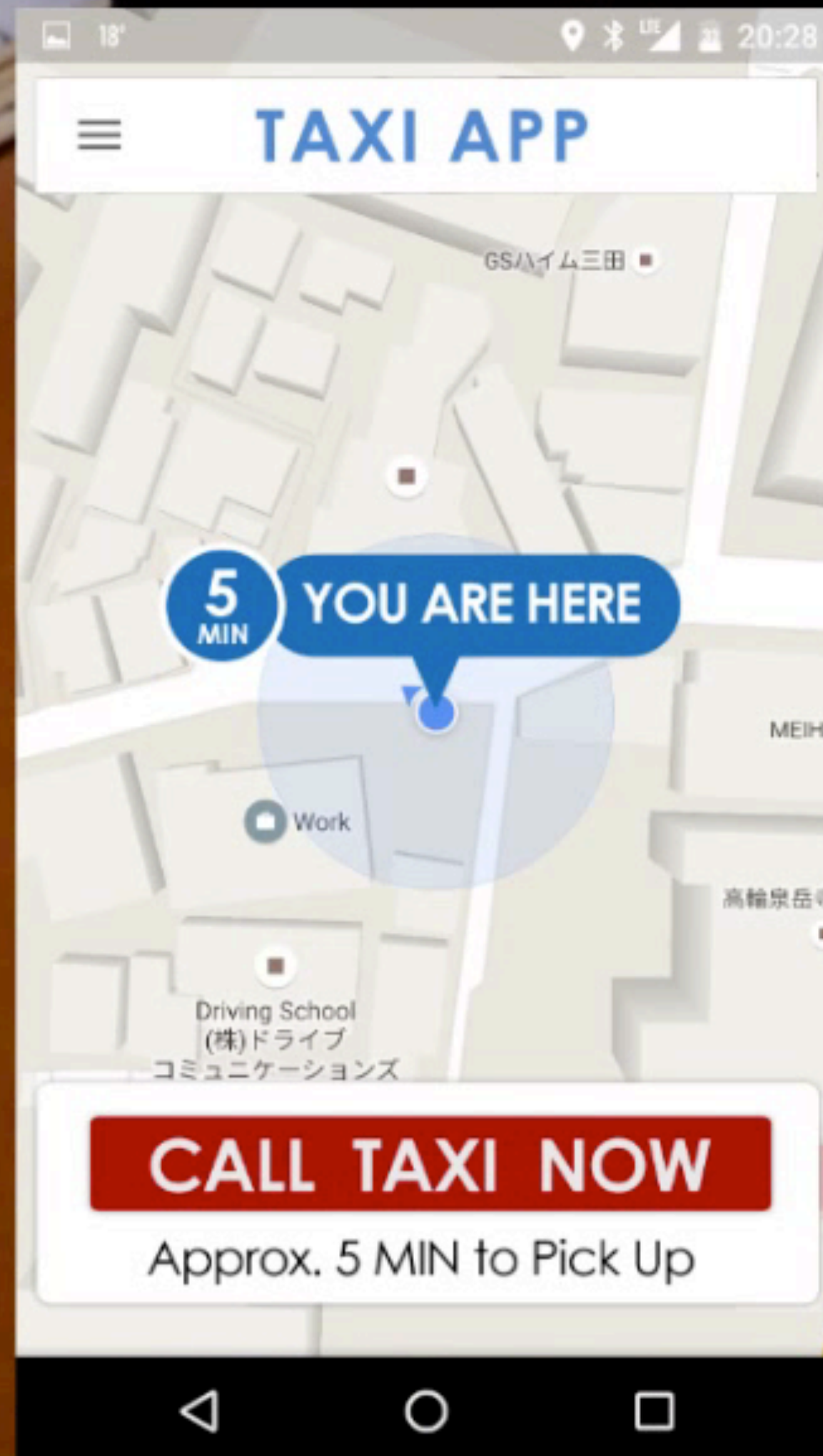


PATENTED



A Physical Gateway to App Economy from Things and Places

**Launch Taxi App
without Input Location Information**



‘StampRally’ : Digital Token Collection from Physical Places

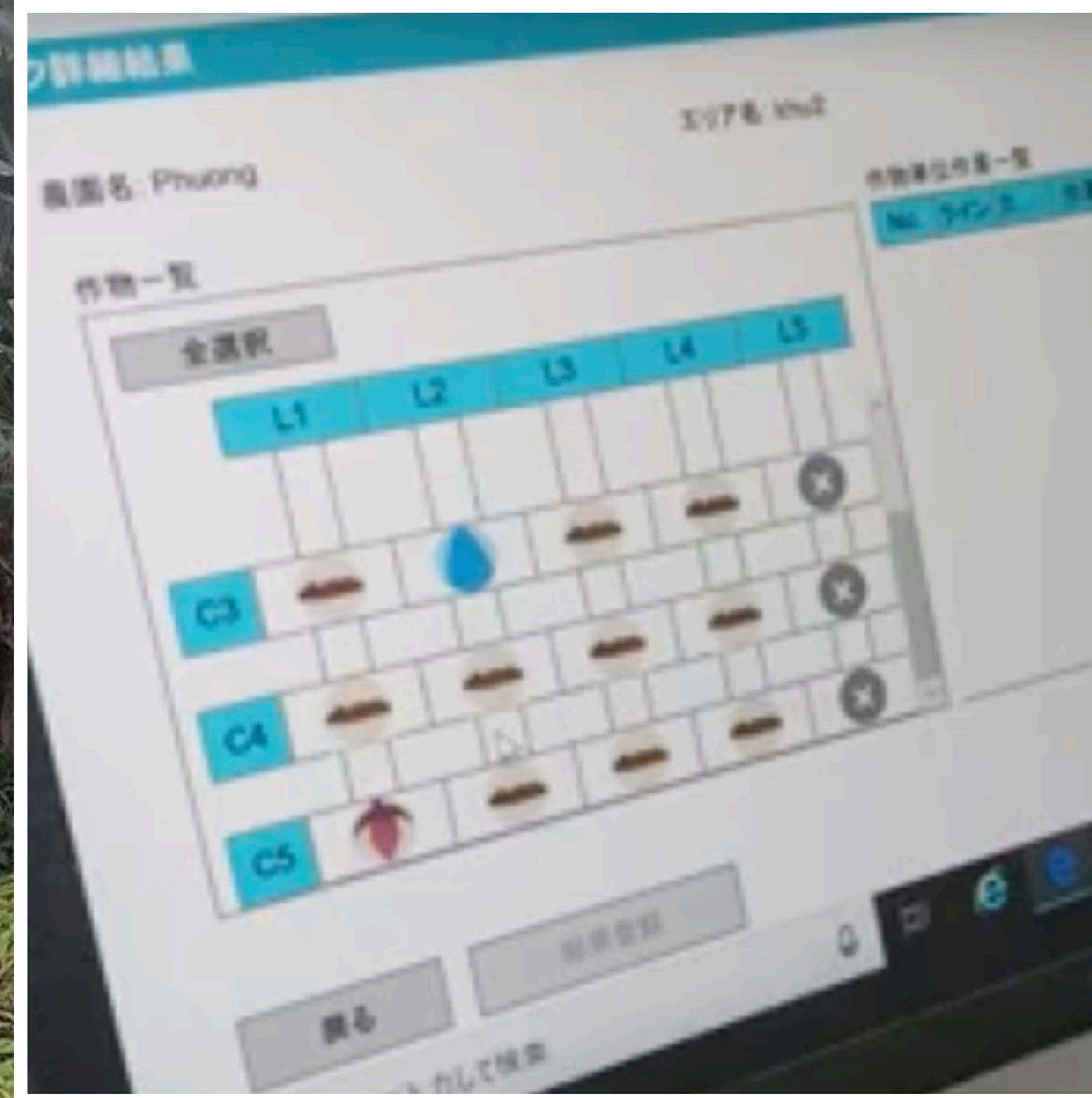
Stimulate ‘Excursion Economy’ in the area by rewarding for collecting digital tokens at each spots.



Industrial IoT to Record and Visualize Farm Works at Plantation in Vietnam



Tap to Record Status



Trace and Visualize



IoT for Consumer Products : Wine Bottle to Interact with Consumer

**Secures Proof of Authenticity
Grants Proof of Consumption**



IoT for Consumer Products : Vegetable Package to Provide Traceable Trusts



Enables to access Blockchain-managed information about farmer and cultures.

2017.03.22
宮崎県綾町より出荷
出荷先・・・ヒルズマルシェ
出荷量・・・1
2017.1.20
作業内容・・・播種/定植
天候・・・薄曇
作業時間・・・1 h
2017.1.10
作業内容・・・施肥
天候・・・晴
作業時間・・・5 h

Fridge Magnet to Simplify Pizza Delivery Transaction with Fun Features



**World-Awarded
Connected Magnet**

MOBILE™
WORLD CONGRESS
4YFN 4YFN Award
CONNECTING STARTUPS MWC 2017
IoT TOP 8



Showrooming Store to be Operated Minimally without Inventory

Tap & Capture
Your Favorites Items In-store,
Purchase Later Online



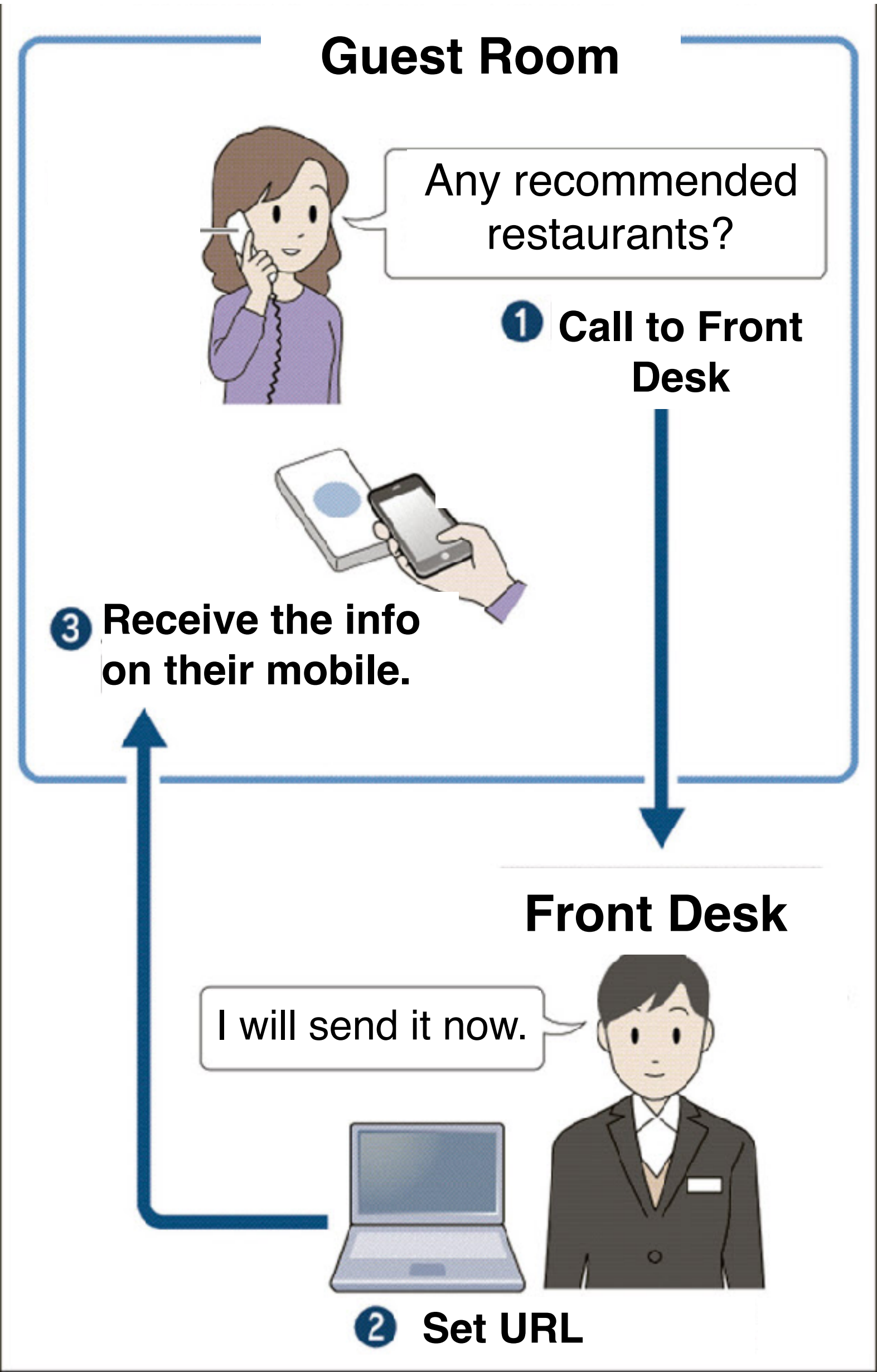
Take a QR-printed card
away to get exclusive
offers and purchase
online whenever you
want after tapping
favorite shirts in-store.



Sticker to Connect with Insurance Customer Service in an Accident

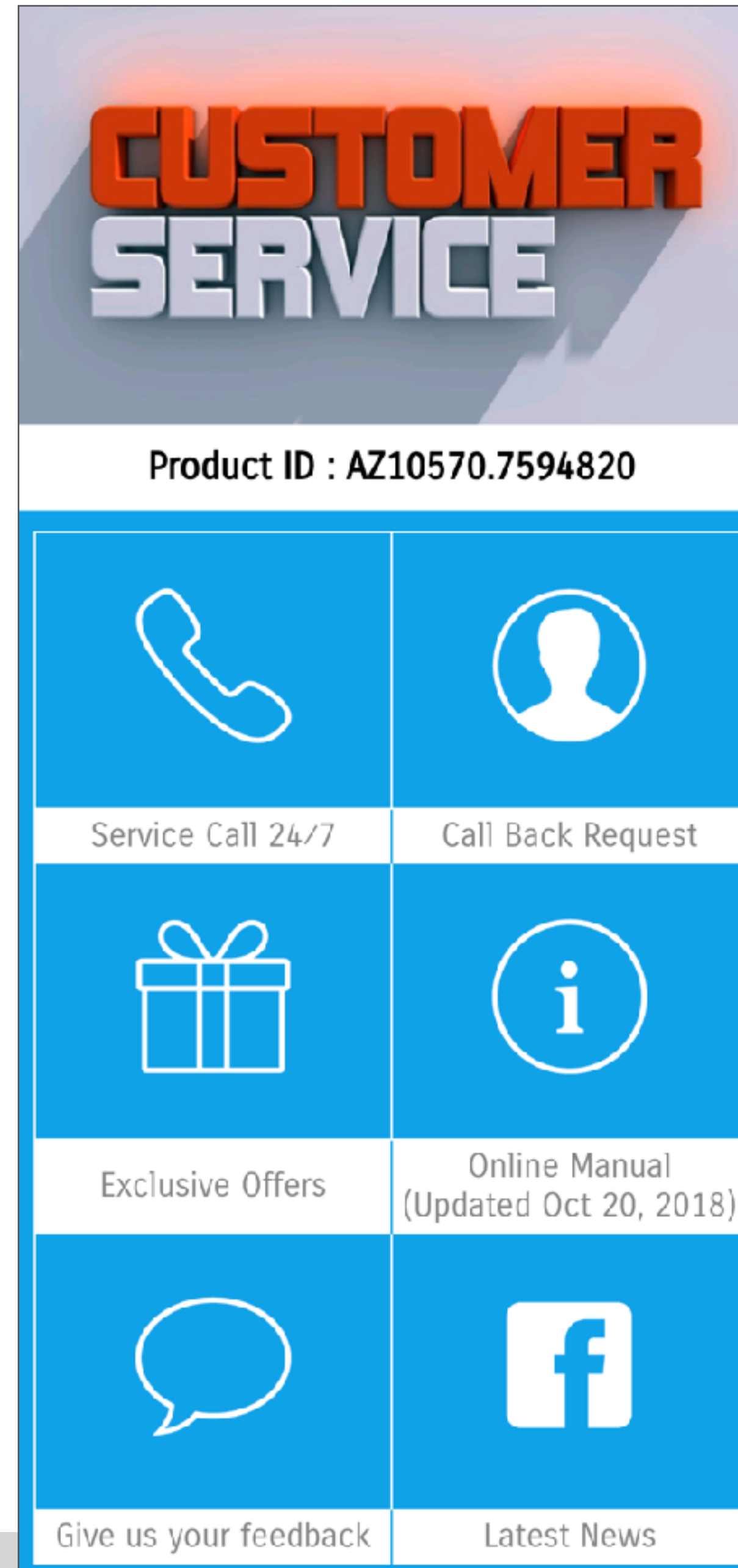


Smart Hotel's Front Desk to Deliver Information to Each Room Instantly



Direct Access from Product to the Customer Support

Embed into Product



Associated with Product ID and Customer ID to Connect with Support Services without Input Info





- Service Call
- Call Back Request
- Exclusive Offers
- Online Manuals
- Feedback Form
- SNS
- etc.

Multilingual Tourist Information Delivery



WELCOME
福岡
FUKUOKA

Fukuoka Spots

	
Ohori Park Japanese Garden	Hakata Sennen-no Mon
	
Hakata Port Tower	Dazaifu Tenmangu

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Hyperlink of Things[®]

The Last One Inch of World-Wide-Web

