Suica has changed our lifestyle

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Facts about Japan and EJR
Size comparison of Japan and the contiguous United States

US:Japan
25:1

Japan
377,944 km²

United States
8,080,464 km²
RAILWAY PASSENGERS CARRIED

Yearly World Total 30,565 MILLION

30% JAPAN
35% ASIA OCEANIA excluding Japan
32% EUROPE
3% AMERICA
0% AFRICA & MIDDLE EAST
 OPERATES ALL CATEGORIES OF RAILWAY

Network: 7,457 km

No. of Passengers: 17 Million /day
   (the largest in the world !)

No. of Trains: 12,400 /day

Annual Operating Revenue: $28.7 Billion
   (no subsidies from the government)

Net Annual Income: $2.5 Billion

No. of Employees: 57,580

*Numbers are as of FY ended March 31, 2016
**Calculated by 1 $ = 113 JPY
History of Suica
WHAT IS SUICA?

Suica
Super Urban Intelligent Card

three functions of Suica

IC Ticket
Electronic Money
ID Certification
HOW TO TAKE A TRAIN

1. The cost for the trip depends on the distance

2. You should use the ticketing gate
HOW TO TAKE A TRAIN

Before Suica

Check the price

Buy the ticket
HOW TO TAKE A TRAIN

After Suica
EXPANSION OF SUICA

Niigata area (since 2006)

Sendai area (since 2003)

Tokyo metropolitan area (since 2001)
In 2013, with just one card, you could travel and do shopping anywhere in Japan.
GROWING SUICA USE

November 2017
nearly 70 million
WHY DID SUICA EXPAND?

High reliability and User friendly

Variety of services

Various Media
RUSH HOUR IN TOKYO
24 HOURS OF SUICA

Home Key  Bus  KIOSK  Ticket Gate  Breakfast  Metro

Office Key  Vending Machine  Lunch  Parking  Cafe  Locker

Check the Balance  Restaurant  1st Class Car  Store  Taxi  E-commerce
VARIOUS MEDIA

Plastic Suica Card

View Suica Card

Mobile Suica

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Mobile Suica
WHAT IS MOBILE SUICA?

Suica + Mobile phone → “Mobile Suica”

Screen Display
Telecommunications

You can add value or check the balance

In service since January 2006
WHAT IS MOBILE SUICA?

Getting on and off the train using the value on the card or Commuter Pass

Reservation and check-in/out for Sinkansen bullet train

Validation for 1st class seating
SYSTEM STRUCTURE FOR PROVIDING MOBILE SUICA

1. Purchase the e-money, commuter pass or first class ticket. Paid by credit card in the User DB

2. Download the value Mobile Suica.app

3. Go through the Automatic Fare Collection Gate
GROWING IPHONE USE

Smartphone shipments

- iPhone
- Android

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THANK YOU

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