



Suica has changed our lifestyle

AKIKO ITO

Director, East Japan Railway Company

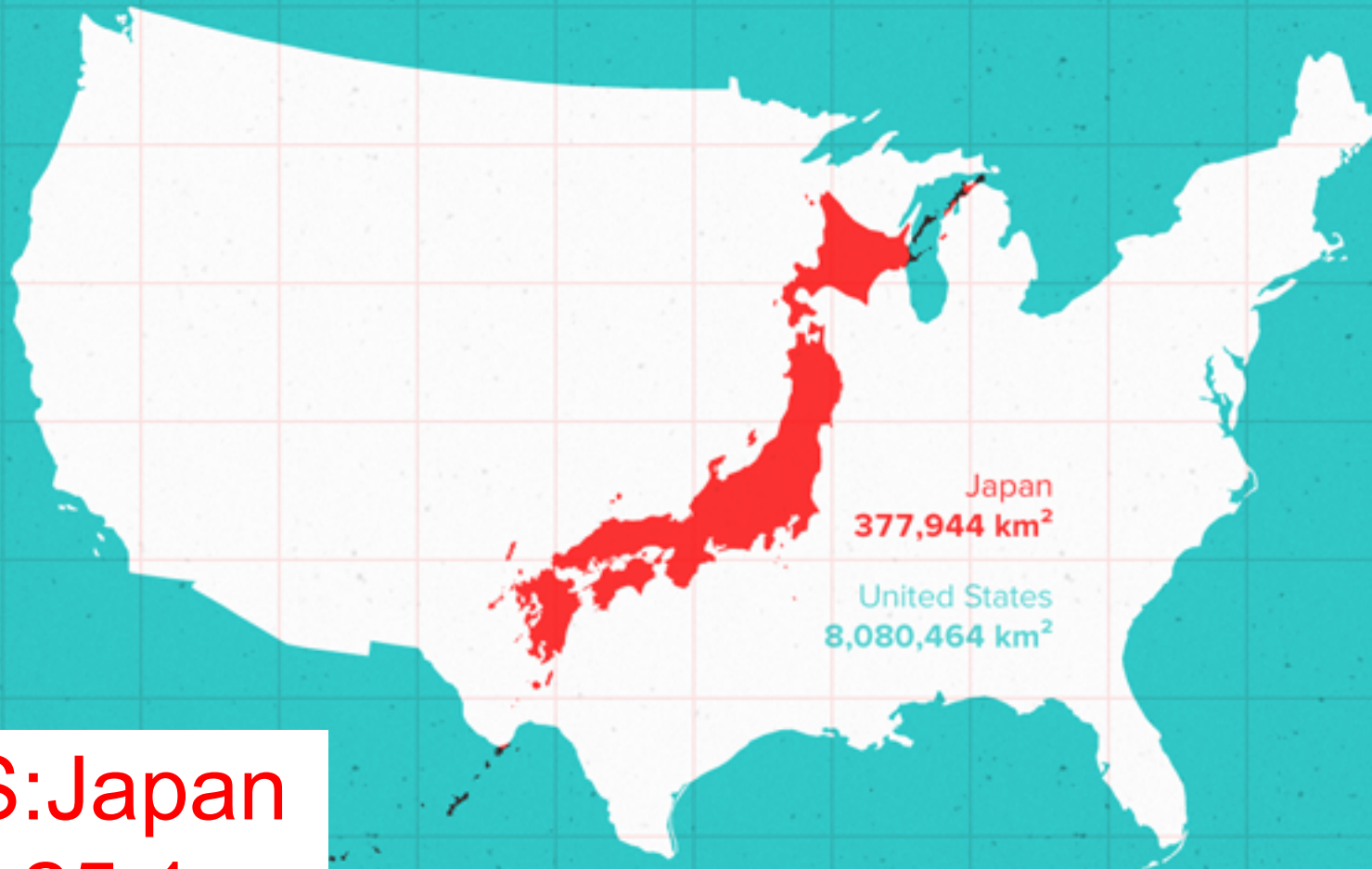
Washington D.C. Representative

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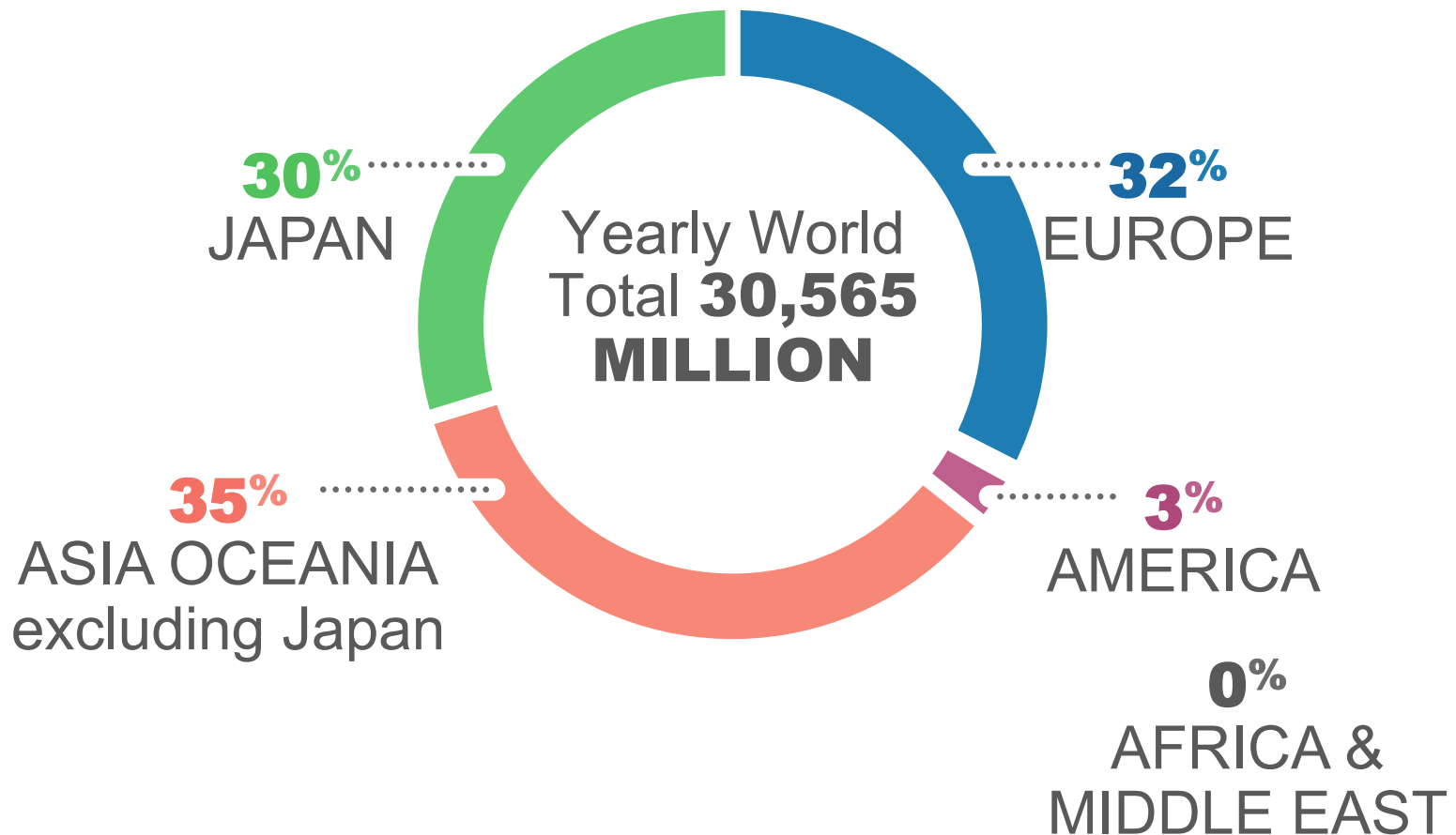
Facts about Japan and EJR

Size comparison of Japan and the contiguous United States



US:Japan
25:1

RAILWAY PASSENGERS CARRIED



OPERATES ALL CATEGORIES OF RAILWAY



**Commuter
train**



Shinkansen



Local train

Network: 7,457 km

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

No. of Trains: 12,400 /day

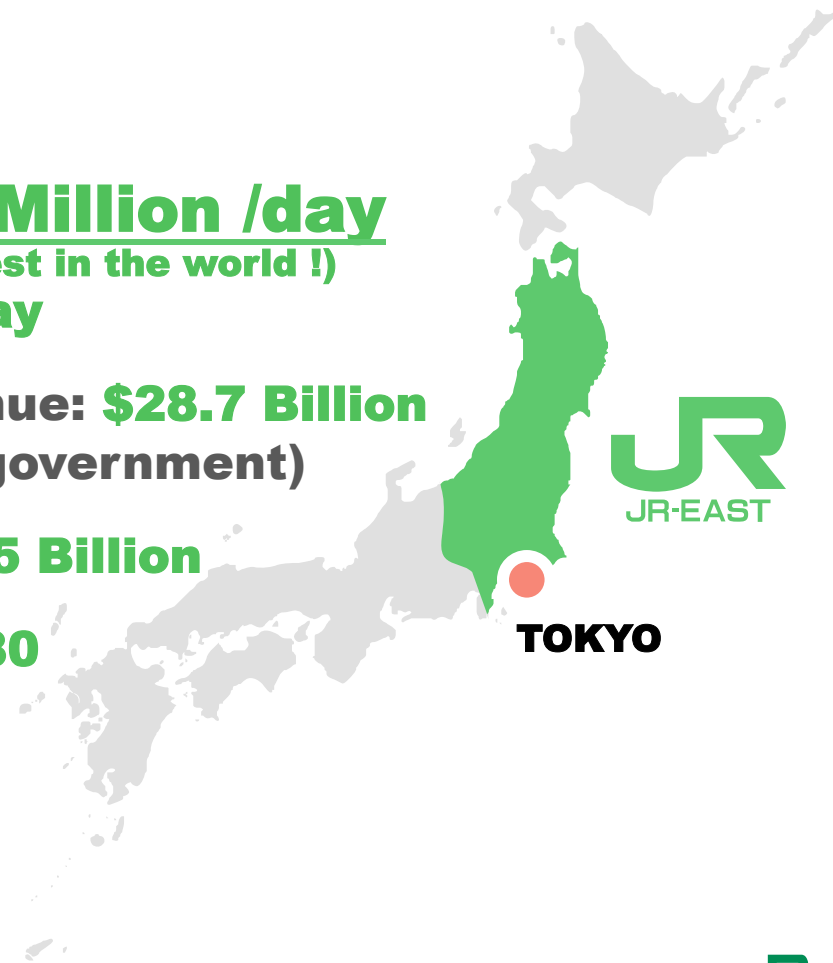
Annual Operating Revenue: \$28.7 Billion
(no subsidies from the government)

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



TOKYO

History of Suica

WHAT IS SUICA?



Super Urban Intelligent CArd

three functions of Suica

IC Ticket



Electronic Money



ID Certification



HOW TO TAKE A TRAIN

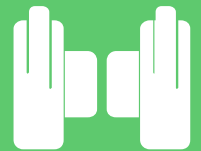
1

The cost for the trip
depends on the distance



2

You should use the
ticketing gate



HOW TO TAKE A TRAIN

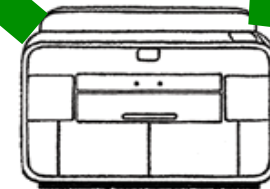
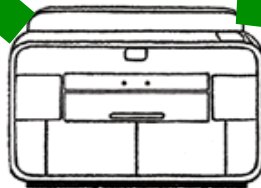
Before Suica



Check the price

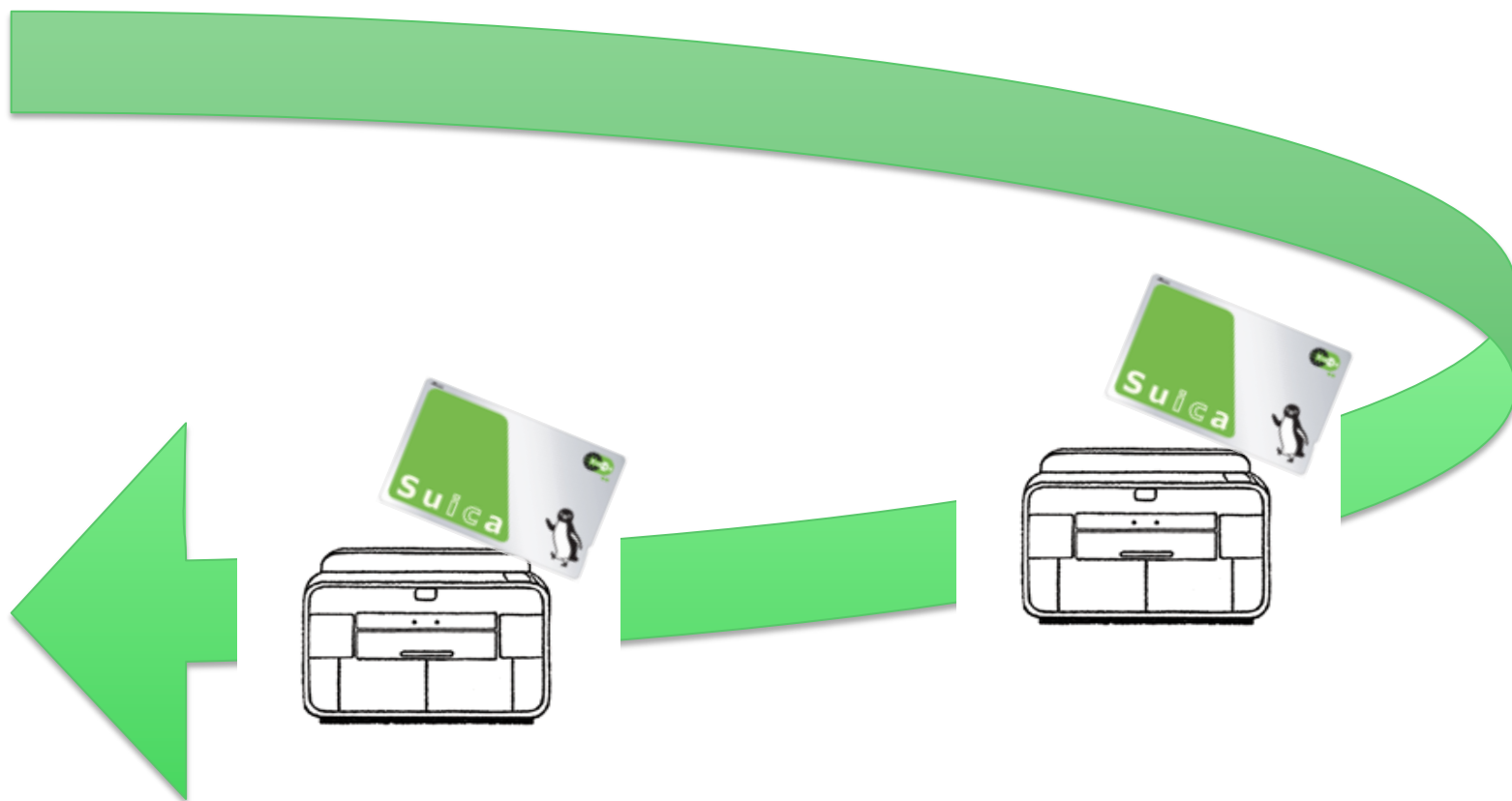


Buy the ticket



HOW TO TAKE A TRAIN

After Suica

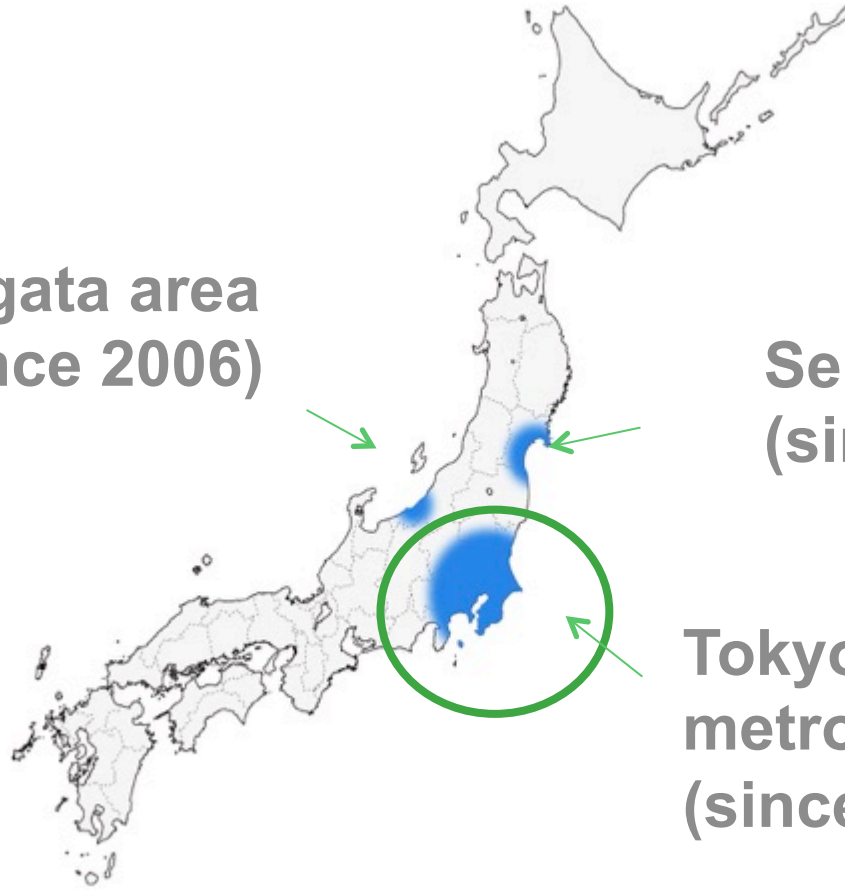


EXPANSION OF SUICA

Niigata area
(since 2006)

Sendai area
(since 2003)

Tokyo
metropolitan area
(since 2001)



Suica

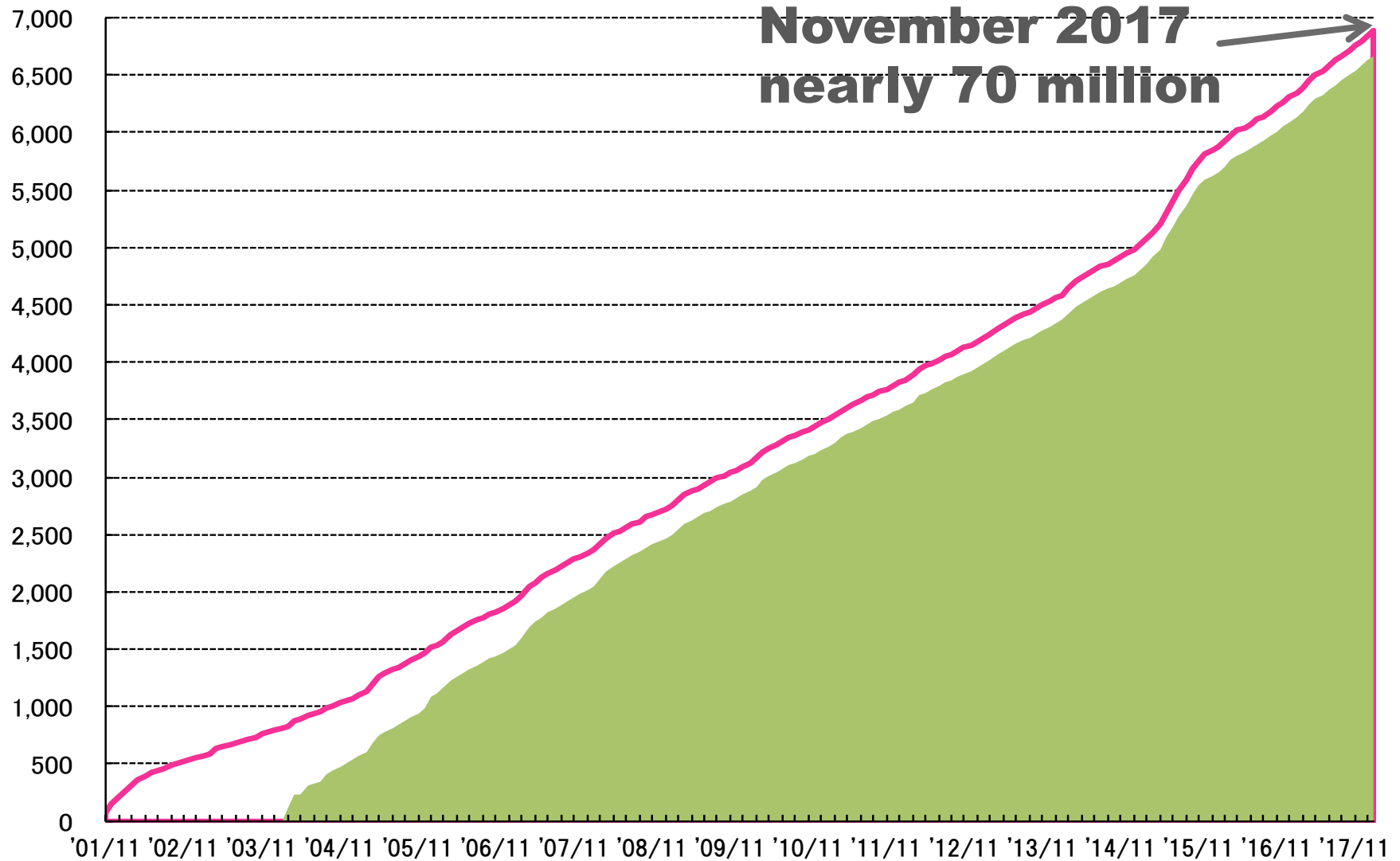
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EXPANSION OF SUICA

In 2013, with just one card, you could travel and do shopping anywhere in Japan



GROWING SUICA USE



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

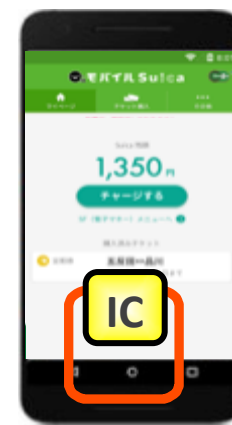
VARIOUS MEDIA



**Plastic Suica
Card**



**View Suica
Card**



**Mobile
Suica**

Mobile Suica

WHAT IS MOBILE SUICA?

Suica

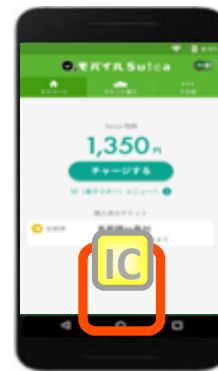


Mobile phone



Screen Display
Telecommunications

“Mobile Suica”



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 Shinkansen 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



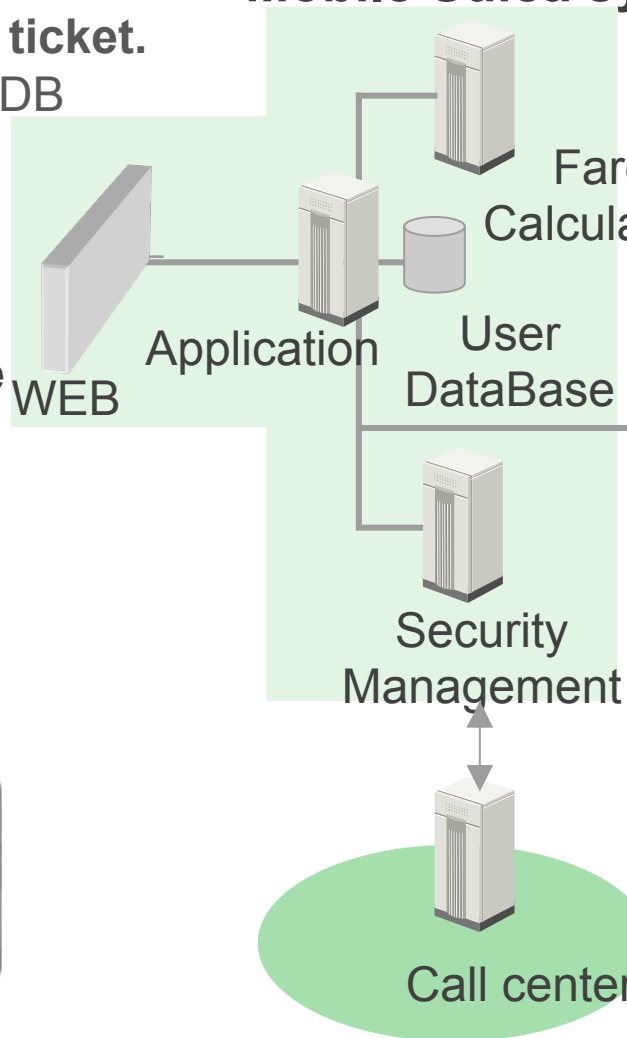
Mobile Suica.app

2. Download the value

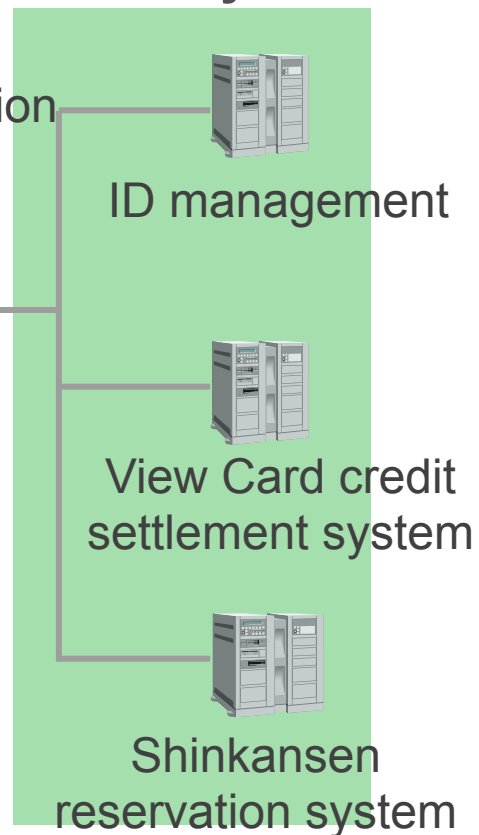
3. Go through the Automatic Fare Collection Gate



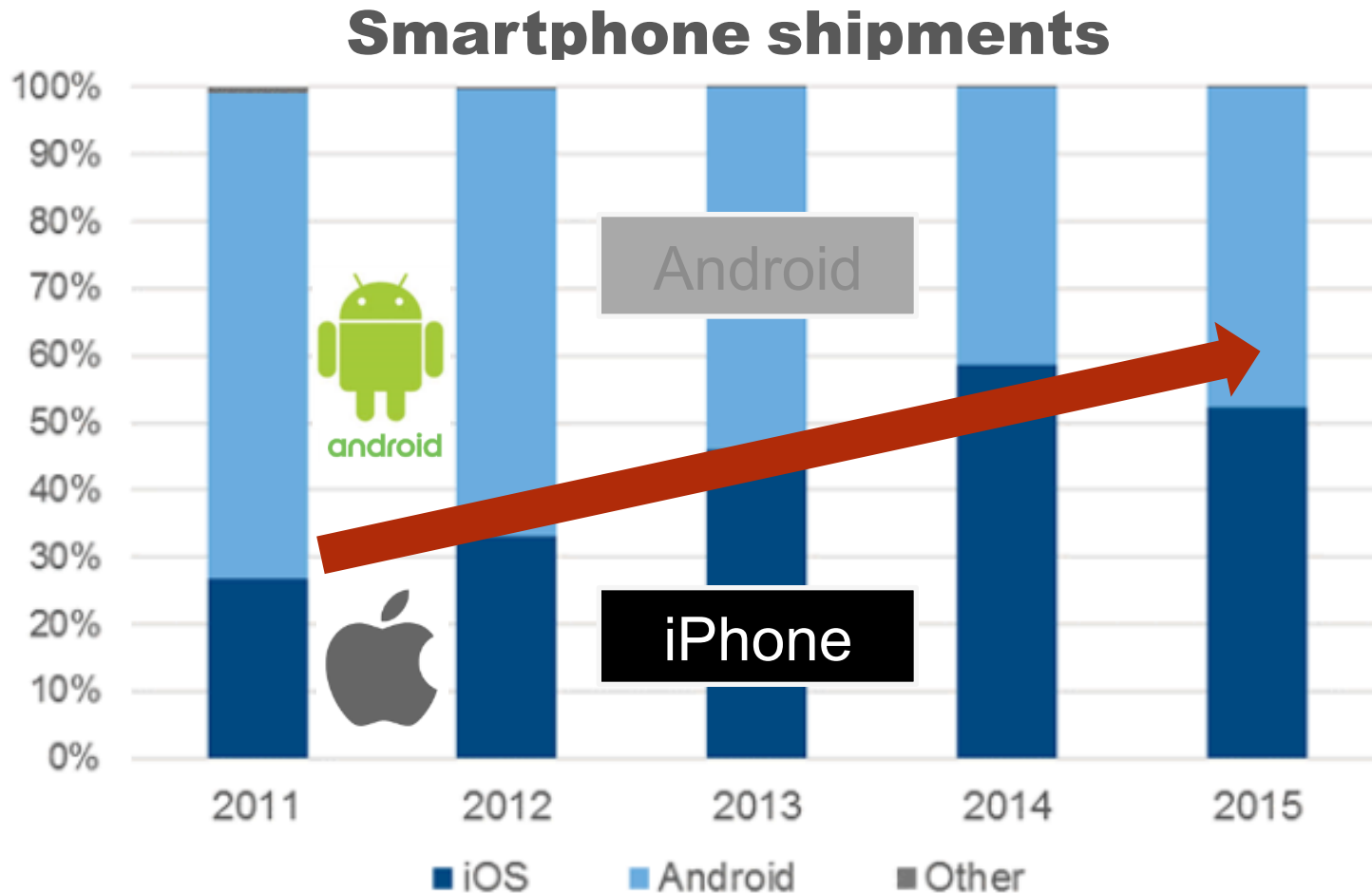
Mobile Suica systems



Related systems



GROWING IPHONE USE





THANK YOU

Akiko Ito

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