



NAVITIME



February 22nd, 2018

J T B C o r p.

Navitime Japan Co., Ltd.

Microsoft Japan Co., Ltd.

Release of new 「JAPAN Trip Navigator」 application for Japan Visitors

~Providing a new 24-hour support service for tourists with a built-in AI~

JTB Corp. (hereinafter called JTB) and Navitime Japan Co., Ltd (hereinafter called Navitime Japan) and Microsoft Japan Co., Ltd (hereinafter called Microsoft Japan) have announced that they have developed an iOS version of “JAPAN Trip Navigator” (trademark registration pending), a smartphone app for visitors of Japan and it will be released February 22nd, 2018.

With the concept of “Digital vs. Human touch” for foreign visitors whose numbers have been increasing per year, the three companies have co-developed a travel support service for them. For development, Microsoft Japan’s cloud platform “Microsoft Azure” was utilized as the foundation, the wealth of travel information that JTB owns and the application development technology of Navitime Japan were also utilized and equipped. The functions are equipped with the mobile course information. The application has an English-speaking Assistant (Chatbot)guide feature, provides approximately 100 sightseeing model plans, allows you to create your own personal tour, freedom to use it before and during your travel, and can answer small problems and troubles for visitors travelling within Japan.

“JAPAN Trip Navigator” will continue to provide various features that will be useful for visitors to Japan. Just by downloading, we aim to be a platform that can respond to the various needs of travelers to Japan as an application that can be used anywhere from before travel to during your travel in Japan.

JTB will collect and analyse the travelling data of foreign travels, preferences etc. obtained through the app and plans to utilize this data through supporting businesses who have issues attracting visitors and companies who have problems with inbound business.

Navitime Japan will provide application development and navigation technology, and enhance the value offered by improving the application through creating more convenient functions for foreign travelers visiting Japan, and will continue to contribute to the improvement of the inbound reception environment.

Microsoft Japan will provide the latest AI technology such as Chatbot and image recognition to create opportunities for new customer engagement in addition to improving the user

experience in conventional travel. Microsoft Japan will continue to provide technical support such as optimal recommended function expansion using the large amount of future accumulated data.

The aforementioned three companies will work in co-operation to contribute to travel support by further enhancing information that foreign visitors to Japan can utilize in line with the national policy objective of reaching 40 million tourists to Japan by 2020.

【「JAPAN Trip Navigator」 Profile】

※Introductory Website (English) : <http://www.jtb.co.jp/inbound/appli/index.asp>

●Concept

A service that can support and accompany tourists while they are travelling in Japan.

～An experience like you are with your own personal assistant, guide and friend～

●App features

1.Sightseeing Model Plan Feature

Provision of over 100 model plans in approximately 5 areas: Hokkaido area centered around Sapporo, Kanto area centered around Tokyo, Kyoto and Osaka areas, Kyushu area centered around Fukuoka and Okinawa area. (To be updated) By understanding the suitable times and number of spots within the plan, this app can solve the problems that foreign visitors face such as how to go to certain tourist sites, the suitable time needed and the ideal number of places to fit into an itinerary.

2.Sightseeing spot information Feature

Within the model plans, there is information for over 3,600 Rurubu tourist spots' that are recommendations specially chosen for tourists by JTB, and is being upgraded with detailed information such as opening times and on-site photos. Additionally, in co-operation with the navigation app for visitors to Japan, "NAVITIME for Japan Travel" (managed by NAVITIME Japan) , you can not only search for detailed routes to tourist spots, but you can also find spots that you can book in advance such as hotels and be directed straight to their booking website (Planned to update at a later time).

3.Plan Creation Feature (My Plan)

It is possible to create your own "My Plan" by adding, changing or removing tourist spots from the set model plans. The total required time is recalculated and displayed according to the changed spot, ensuring that your limited travel time is not wasted. Additionally, "My Plan" can save and accumulate multiple plans.

4. Assistant Feature (Call)

The Assistant, an equipped AI, makes various calls according to the user's usage situation. This will encourage the creation of more travel opportunities and enhancement of travel.

5. Assistant Function (Chat)

The Assistant will answer in a chat box style format for your troubles and travel spots' inquiries. Owned by Cognitive Services' image recognition function that is Microsoft 's AI platform, if users upload an image, the program will be able to search for information related to that image.

- Operating Language : English ※Other languages are to be added at a later date.
- Operating System (OS) : iOS ※Android version will be released March 3rd, 2018.

Principal Features:

- Browse over 100 model plans
- Over 3,600 different tourist spots
- Edit plans and save them under “My Plan”
- Assistant feature through call
- App Download URL: <https://itunes.apple.com/app/id1340750911?mt=8>
※Downloading and use of this service is free.