CONFIDENTIAL

Utilization of KDDI Location Big Data with Synthetic Data Technology

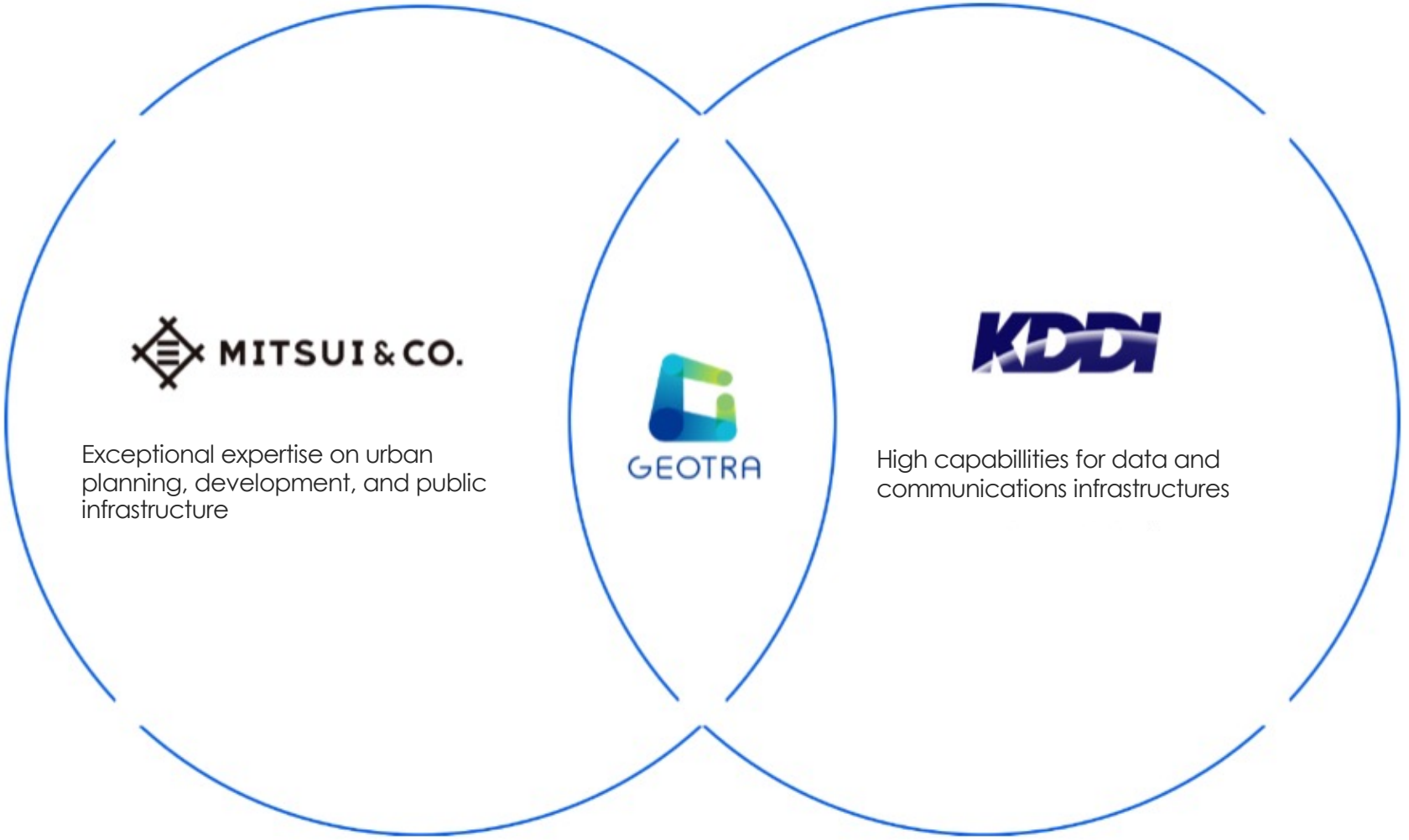
GEOTRA

– About us

Big Data for City

About us

We are proudly a joint-venture between Mitsui&Co. and KDDI.



About us

We, GEOTRA innovates society by utilizing various data. Our service begins by simulating people's travel patterns based on what the GEOspacial information suggests about their TRAjectory – which is exactly where our name was taken from. We then use the simulated data to analyze how people's activity can influence certain criteria. In addition, we combine our data set with external ones, allowing us to provide our clients with diverse, streamlined services.

GEOTRA responds to clients' goals of making society a better place with data-based solutions; whether their goal is to relieve traffic, create environmentally-friendly cities, or vitalize transportation - we're here to support you.

Our Clients/Partners (including KDDI's location data service clients)

Government/Administration

MLIT Ministry of Land, Infrastructure, Transport and Tourism

TOKYO METROPOLITAN GOVERNMENT

渋谷区 Shibuya City

Transportation/Construction

shutoko Metropolitan Expressway Company Limited

JR

KAJIMA

Real Estate

MITSUBISHI ESTATE

Hankyu Hanshin Properties Corp.

TOKYO TATEMONO

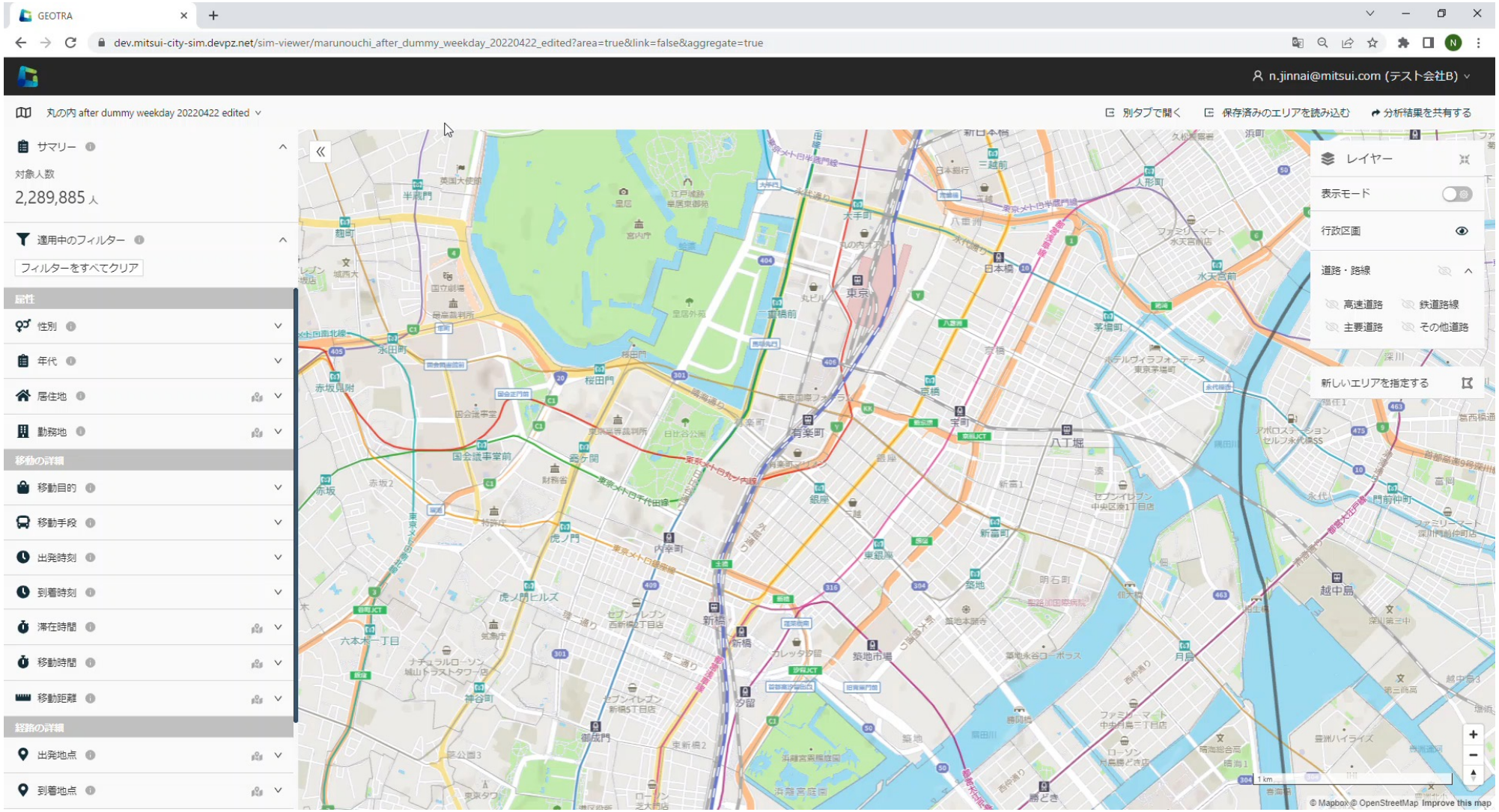
Marketing/Finance

FamilyMart

JACCS

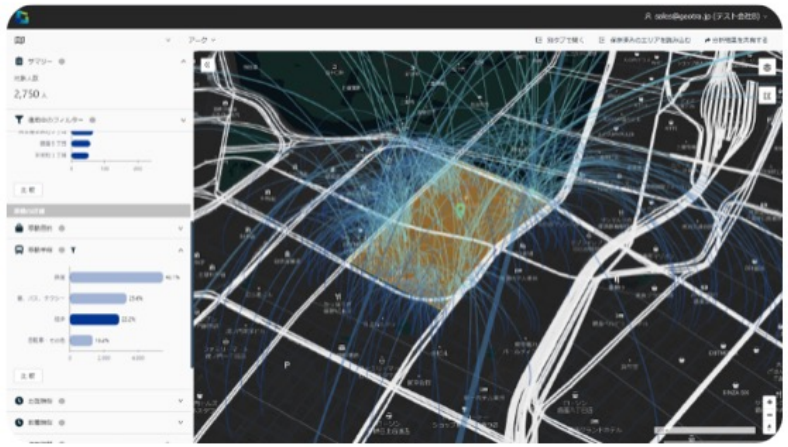
Panasonic

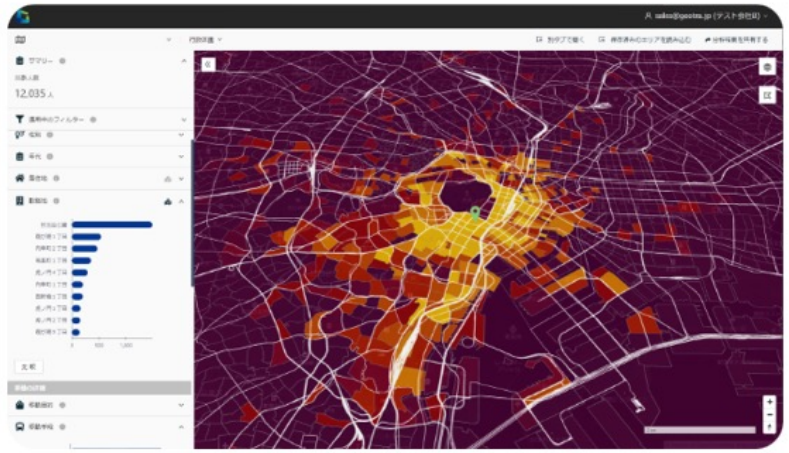
Demo

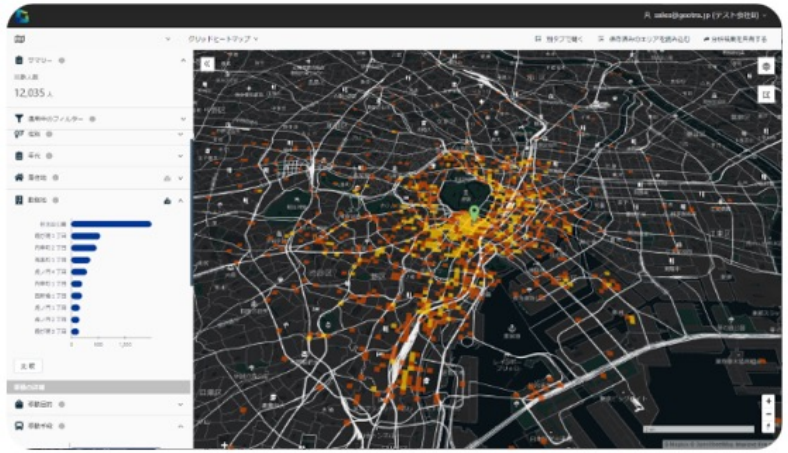


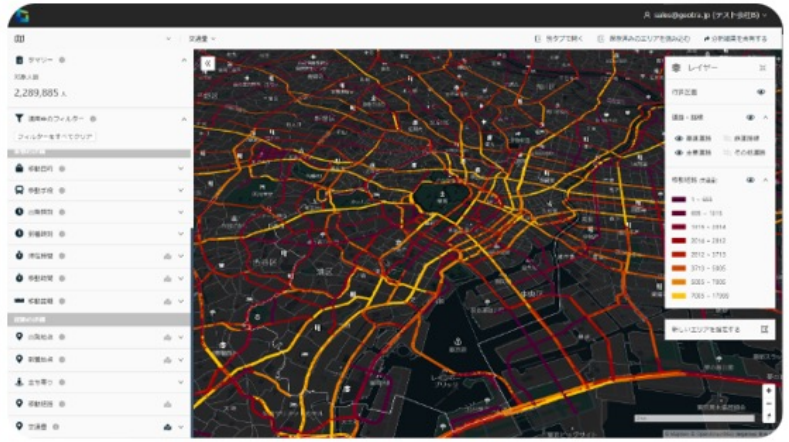
Our services: a. GEOTRA Activity Data Solution

GETORA Activity Data comes with easy-to-use web-based data dashboards









Cases

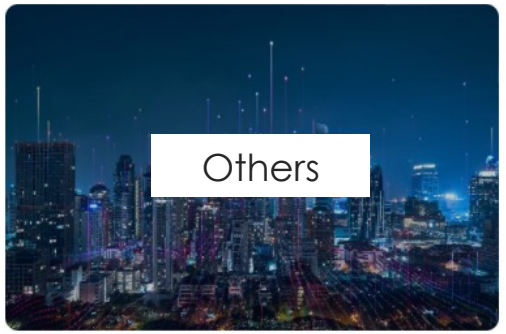
Analyzing the excursion of cities and the individual traits of their visitors can provide evidence to promote urban redevelopments.

Visualizing the usage of public transportation and utilizing the data to relieve traffic.

Understanding the specific usage of urban infrastructure such as time-worn bridges and roads to conduct effective maintenance.

Utilizing the trails of tourists to introduce future strategies. Cross-analysis with inbound data can also be effective.

Simulating people's activities in cases of emergency. We can utilize the data when determining the priority of roads to operate.

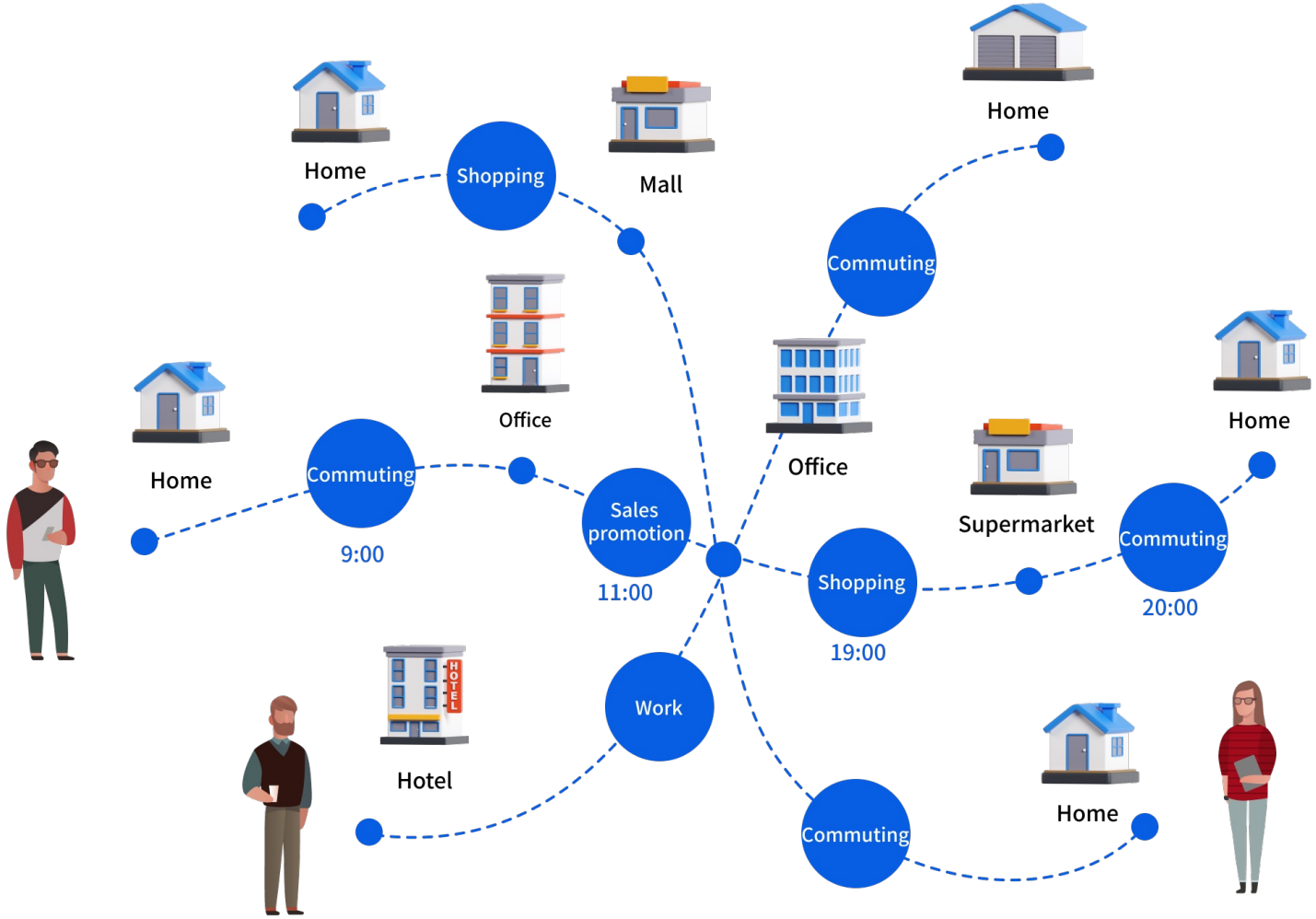


Measuring the impact of certain events to promote marketing.


Technologies

Our services : a. GEOTRA Activity Data Solution

Our high-resolution data can display traces of individuals within the area.



Privacy-Tech is the key to SUCCESS

Synthetic data

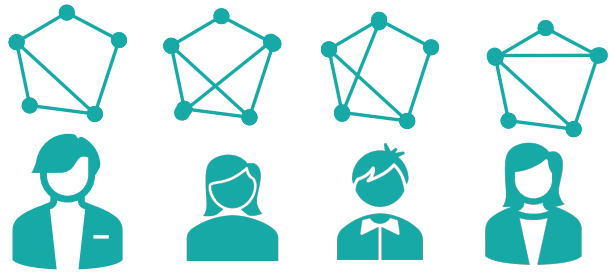
Synthetic data is artificial data created based on real-world data and is attracting attention as a new method of utilizing personal data.

Personal data (measured data)

- Measured values are highly useful, but privacy protection is an issue
- Provided **after statistical processing and confidentiality**

Synthetic data generation model

Synthetic data



- No privacy issues because it is artificial data with the same statistical characteristics as measured data
- Provided in **a format similar to raw data**

Synthetic data

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https://blogs.gartner.com/andrew_white/2021/07/24/by-2024-60-of-the-data-used-for-the-development-of-ai-and-analytics-projects-will-be-synthetically-generated/

https://www.infoq.com/articles/ai-ml-data-engineering-trends-2022/

Gartner predicts that 60% of data used for data analysis and other purposes will be synthetic data

Info Q's Technology Trends for software development (machine learning, data engineering, etc.) now includes synthetic data in its Innovators section, a group of notable technologies.


Global Expansion

Outlook for our business with Mobicom

We are deveoping a location-data service aiming to accelarate a **data-driven society in Mongolia**.

mobicom

Location Big Data in Mongolia

GEOTRA

Analytics Platform, Privacy Tech

Outlook for our business with Mobicom

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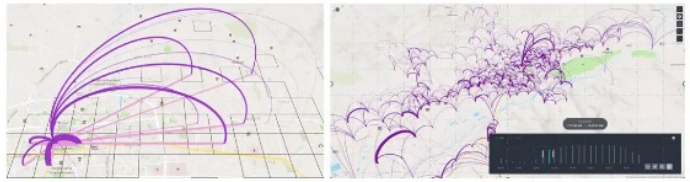
GEOTRA Initiates Technological Collaboration for Mongolia's First Human Mobility Simulation and Analysis Service



2024/1/30 プレスリリース

GEOTRA Co., Ltd.

GEOTRA Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; CEO: Nobuhiro Jinnai) has initiated a technological collaboration with MobiCom Corporation LLC (Headquarters: Ulaanbaatar, Mongolia; CEO: Koji Kurushima), aiming to realize Mongolia's first human mobility simulation and analysis service.

GEOTRA currently offers "GEOTRA Activity Data", a human mobility simulation and analysis service in Japan, utilizing location information of smartphones. Leveraging expertise in data generation technology, service development, and operation gained through service provision, GEOTRA is committed to expanding its initiatives overseas.

As the inaugural step in this effort, GEOTRA has partnered with Mobicom, Mongolia's leading telecommunications company and a subsidiary of KDDI (Headquarters: Chiyoda-ku, Tokyo; President: Makoto Takahashi), to collaborate with KDDI and and Mitsui & Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President: Kenichi Hori) in supporting the demonstration of Mongolia's human mobility simulation and analysis service. The initiative, scheduled for the first half of the upcoming fiscal year, aims to tackle societal challenges in Mongolia, such as congestion management, while also working towards the commercialization of the service.


GEOTRA


Cases

Case

Urban planning

Analyzing the excursion of cities and the individual traits of their visitors can provide evidence to promote urban redevelopments.

Transportation

Visualizing the usage of public transportation and utilizing the data to relieve traffic.

Construction

Understanding the specific usage of urban infrastructure such as time-worn bridges and roads to conduct effective maintenance.

Tourism

Utilizing the trails of tourists to introduce future strategies. Cross-analysis with inbound data can also be effective.

Disaster Prevention

Simulating people's activities in cases of emergency. We can utilize the data when determining the priority of roads to operate.

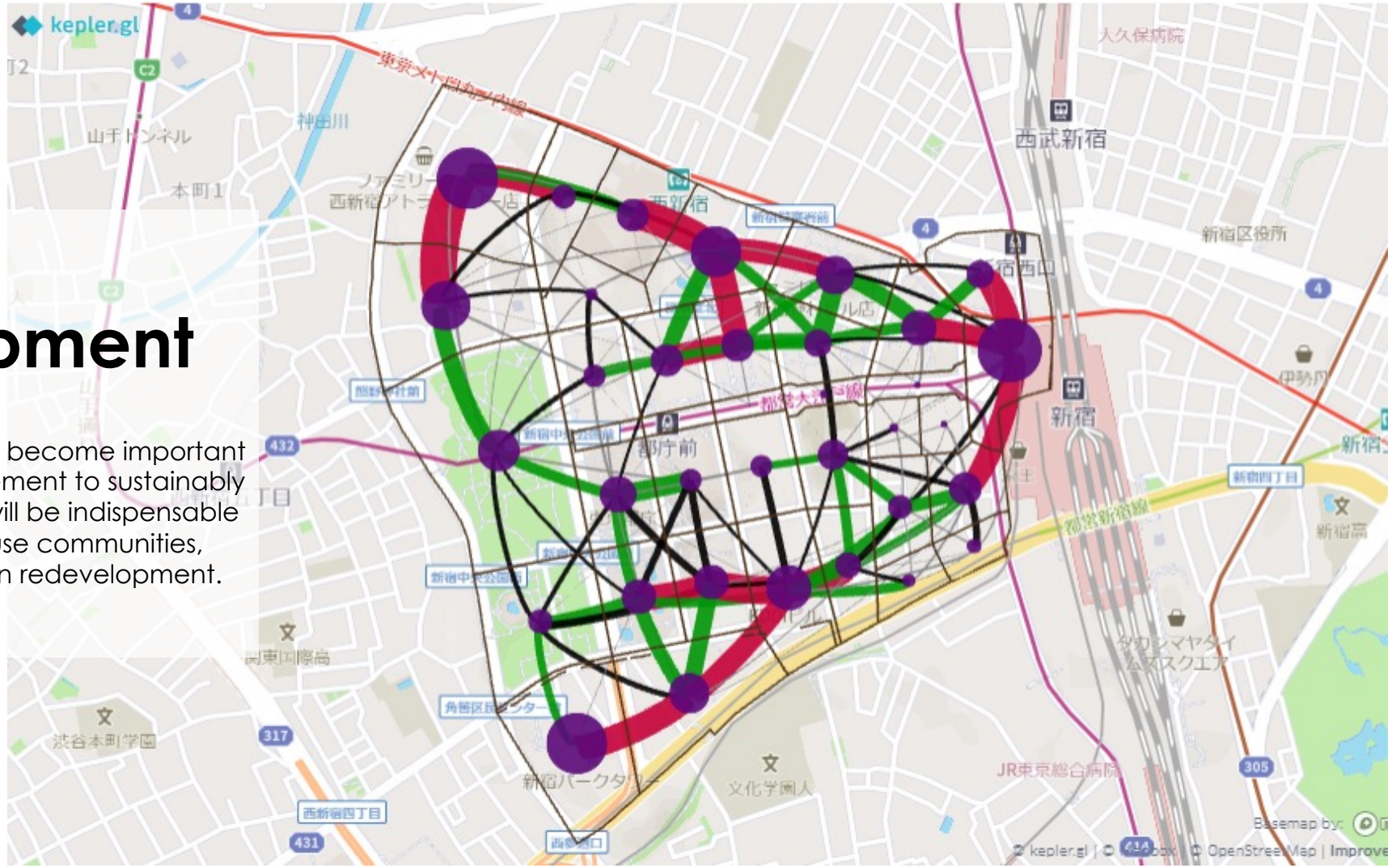
Marketing

Measuring the impact of certain events to promote marketing.

Usecase

Urban Development

Knowing the movement of people will become important for redevelopment and area management to sustainably increase the "value of the city".Data will be indispensable for the future development of mixed-use communities, introduction of new mobility, and open redevelopment.



Usecase

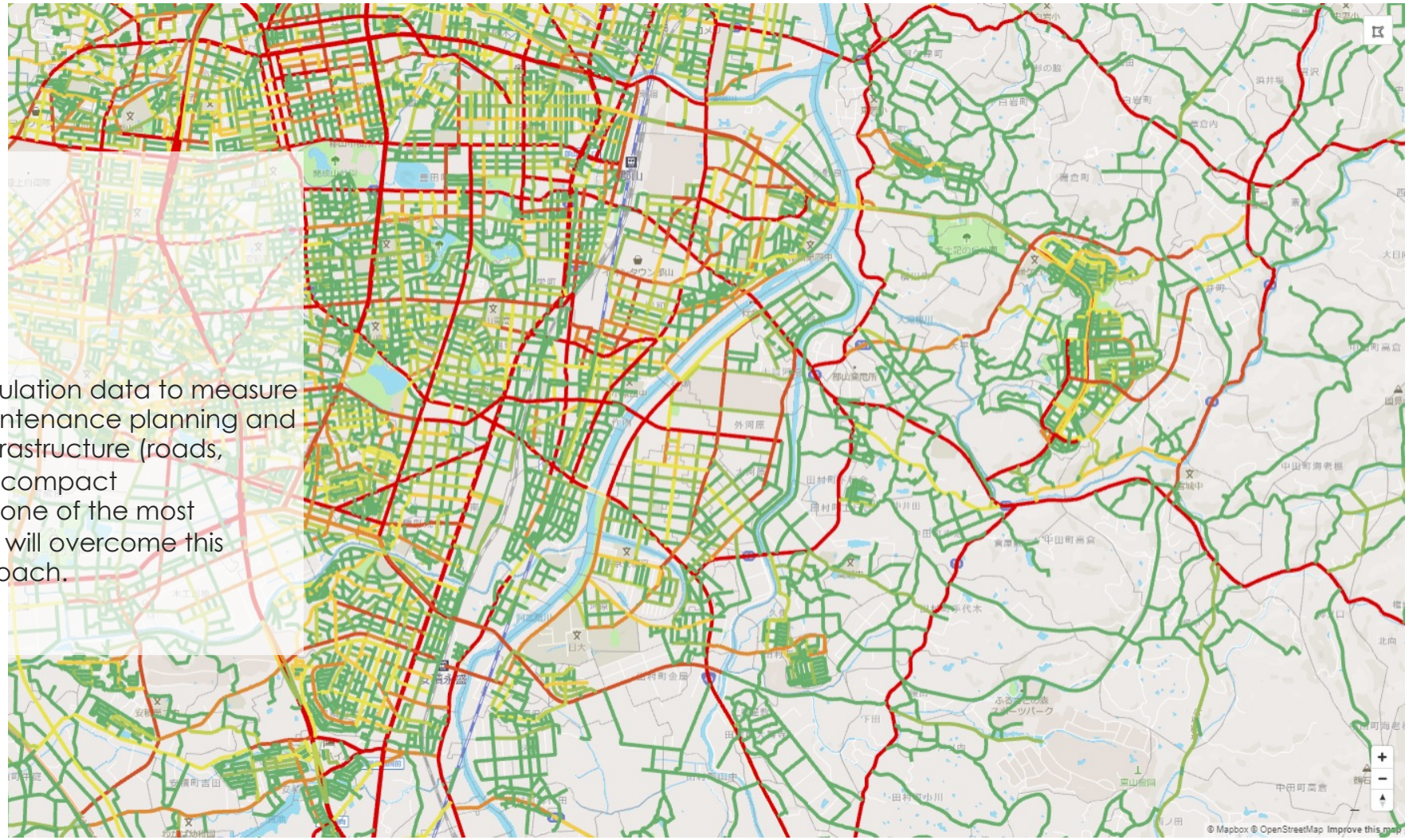
Transportation

Utilized as traffic demand evaluation data and simulation data for solving regional traffic issues, restructuring public transportation, and resolving specific traffic congestion issues during the tourist season, etc.Data-driven transportation planning is becoming increasingly important as the nature of mobility itself is changing.

Usecase

Construction

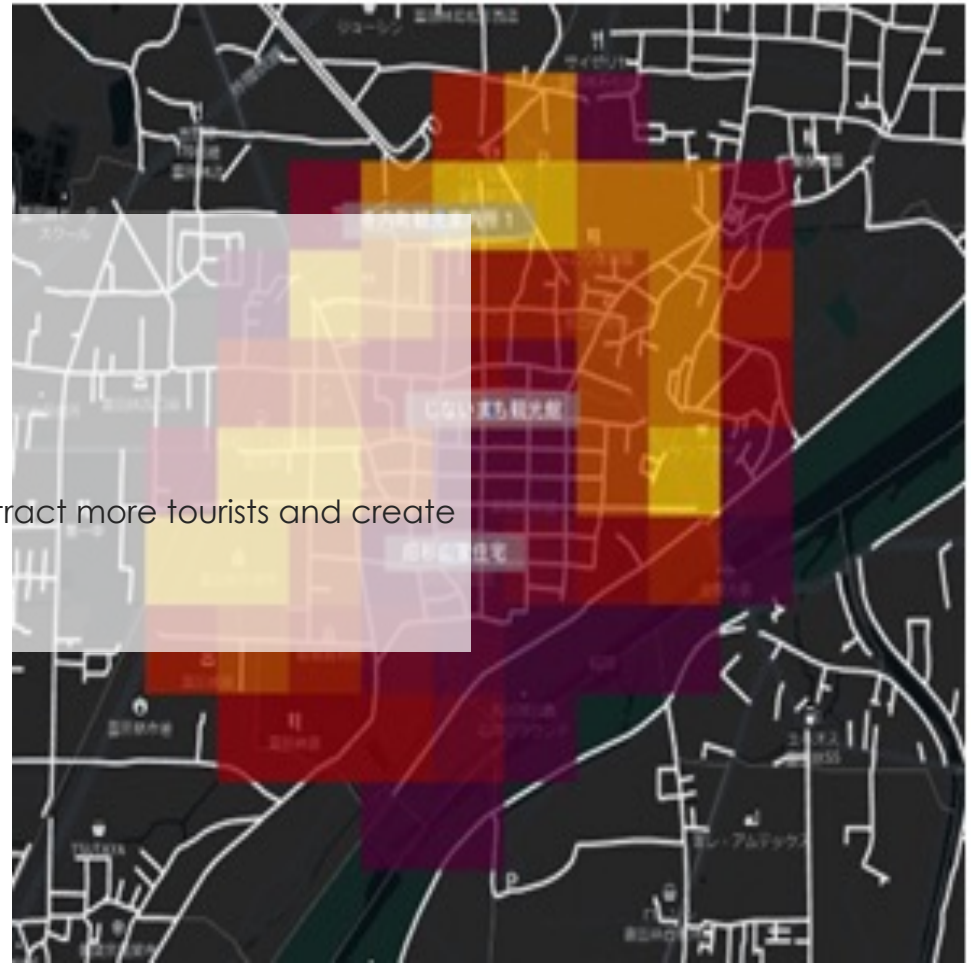
Utilization as quantitative data and simulation data to measure how social infrastructure is used for maintenance planning and criticality assessment of aging social infrastructure (roads, bridges, etc.) and for the realization of compact cities.Addressing aging infrastructure is one of the most important issues facing Japan, and we will overcome this difficult phase with a data-driven approach.



Usecase

Tourism

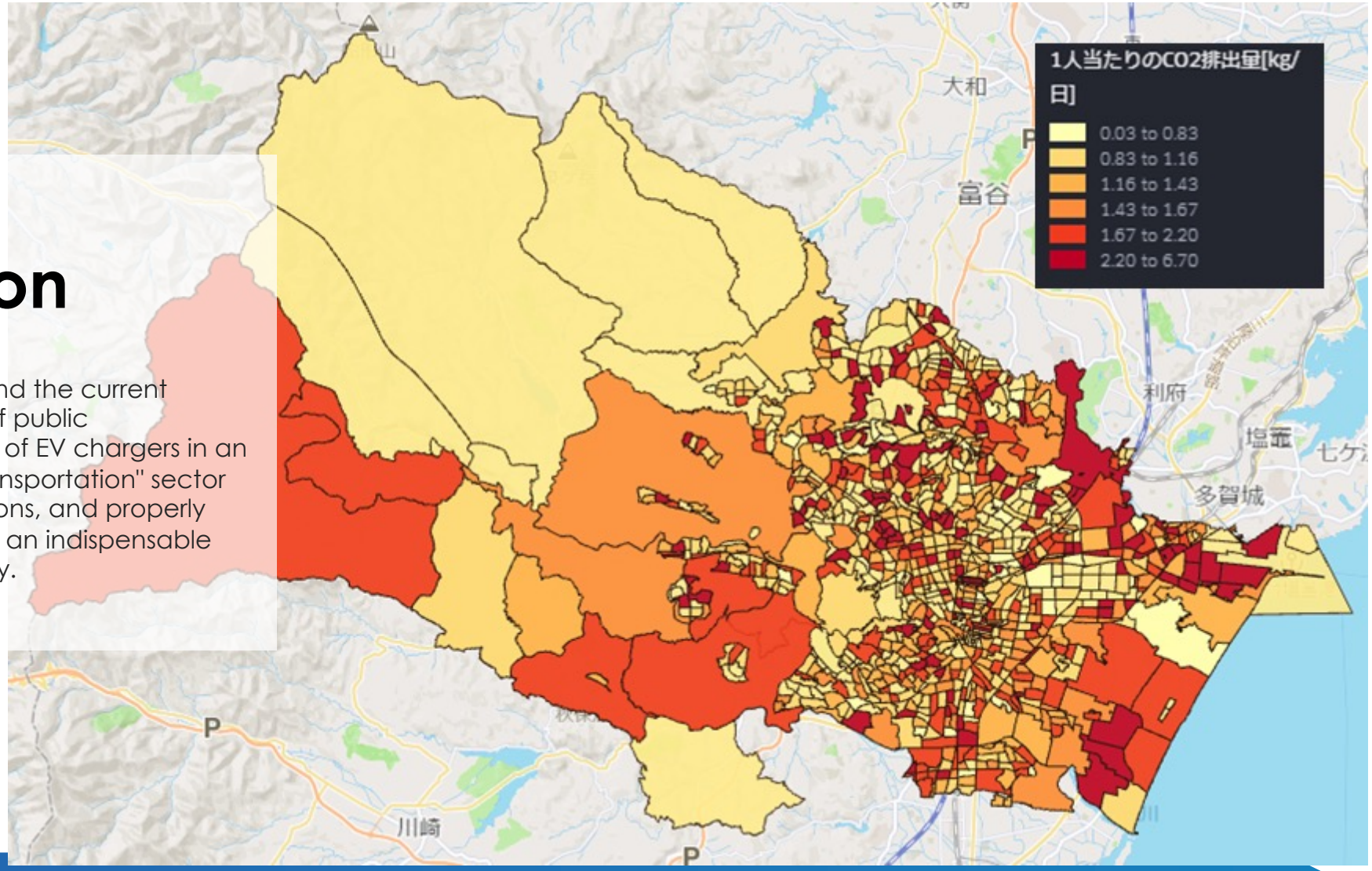
Capturing tourist leads to attract more tourists and create new business opportunities.



Usecase

Decarbonization

Utilized as simulation data to understand the current situation in order to promote the use of public transportation, EV use, and installation of EV chargers in an effective and phased manner.The "transportation" sector accounts for a large amount of emissions, and properly understanding its volume and trends is an indispensable process for achieving carbon neutrality.



Usecase

Simulations

By conducting data-based simulations in a variety of areas, the effects of various measures can be understood in advance to maximize return on investment.

Usecase

Marketing

Capturing people's behavior patterns and changes in them, and using them as important and fundamental data for marketing and decision-making by combining them with your own data.With the diversification of lifestyles and lifestyle changes in the post-COVID era, the importance of "knowing consumers" is increasing.

Digital-Twin Simulation at center of Tokyo area