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## NTT Press Releases

October 6, 2014

JTB Corp. Group  
Nippon Telegraph and Telephone (NTT) Corporation Group

### Implementation of the Trial Program for Community Revitalization by Tourism Services for Visitors to Japan

In the Beginning of October 14, 2014, the JTB Group and NTT Group will implement a “Trial Program for Community Revitalization” (hereafter referred to as “the Trial Program”), which includes a field test of Wi-Fi-related tourism services in Fukuoka City and surrounding tourist attractions. The goal of this Trial Program is to enhance the tourism experience of visitors to Japan and to revitalize local communities in Japan.

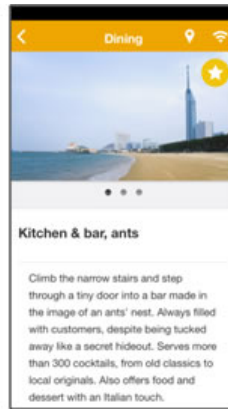
#### 1. Period

October 14, 2014 (Tuesday) — ~~March 31, 2015 (Tuesday)~~  
[April 30, 2015 (Thursday)]

#### 2. Overview

With the intention of providing a more satisfying tourist experiences than ever before, the Trial Program will launch a public wireless LAN service that goes with the needs of visitors and provide a dedicated smartphone and tablet application (hereafter “the Dedicated App”) that makes discount coupons and multilingual information (tourist attractions, dining, shopping, and other topics) available to visitors by Japanese, English, Chinese [simplified and traditional], and Korean.

Dedicated App images



The Dedicated App will be equipped with the NTT Group’s “Japan Connected-free Wi-Fi” (\*) functionality. When the user enters an area covered by a compatible public wireless LAN service, this functionality will make Wi-Fi access available to the user. The user will also gain access to discount coupons and information for tourist attractions, dining, shopping, and other topics which is provided by the JTB Group. And user will enjoy up-to-date information for hot spots of the region, local events, weather and temperatures, and special seasonal topics, as well as information personalized to match the user’s individual preferences. Multilingual text display and telephone interpretation services will be provided via use of QR codes. (For details, refer to [Attachments 2](#) and [3](#).)

The Trial Program and use of the Dedicated App will be promoted in Japan, Korea and Taiwan via TV and Internet campaigns.

Through these kinds of comprehensive efforts, the Trial Program will provide a more satisfying tourism experiences for visitors, promoting travel related expenditures by the visitors to Fukuoka City and surrounding areas. And it contributes to the economy and the revitalization of local communities. Now we are planning an expansion of service area of the Dedicated App beyond Fukuoka City.

### 3. Trial Program Areas

Fukuoka City and surrounding tourist attractions

#### Why this area has been chosen?

Fukuoka City has been the important gateway between Western Japan and the Asia-Pacific Region, and it has been designated as "National Strategic Special Zone" for "Global Enterprise- and Job-Creation." Fukuoka City also has the largest public wireless LAN service in Japan ("Fukuoka City Wi-Fi") and has been engaged in an effort to make comfortable environment for visitors' regardless of business or tourism. Therefore, Fukuoka City was selected for this Trial Program, and the City itself will strongly support the Trial Program.

(See [Attachment 1](#): A Message from Fukuoka City)

### 4. Recruitment of Facilities, Shops, and Restaurants for the Trial Program

The Trial Program is now recruiting facilities, shops, and restaurants which believes to match with this program.

#### Participation Benefits for this Program

- Advertisements and information for facilities, shops, and restaurants will be posted on the Dedicated App.
- Special coupons are available for participating facilities, shops, and restaurants. The Dedicated App will make those coupons notified well to users when they arrive at station, participating facilities, shops and restaurants. We believe those kind of advertisement will produce beneficial effects.
- Multilingual text display and telephone interpretation services will be available to users via QR codes.

Regarding to terms and conditions to apply for this program, please contact to the Trial Program Head Office (wi-fi@ntt-ad.co.jp). Please note that if large number of facilities, shops, and restaurants apply for this program, the Trial Program Head Office will limit openings and select the most appropriate applicants.

### 5. Participating Businesses and their Primary Roles

Participating businesses and their primary roles are as follows:

Business name	Primary role
<b>JTB Group</b>	
JTB Corporation	<ul style="list-style-type: none"> <li>● Promotional activities in Japan and abroad</li> </ul>
JTB Publishing	<ul style="list-style-type: none"> <li>● Tourism resources in multiple languages</li> <li>● Discount coupons in multiple languages</li> </ul>
i.JTB Corporation	<ul style="list-style-type: none"> <li>● Content for the sale of recreational deals such as tickets for reduced or free admission to tourist attractions</li> </ul>
Japan Tourism Marketing Co.	<ul style="list-style-type: none"> <li>● Analysis and analytical findings in the tourism sector; Big Data analysis</li> <li>● Dedicated App for tourists' smartphones and tablets</li> </ul>
<b>NTT Group</b>	
Nippon Telegraph and Telephone Co.	<ul style="list-style-type: none"> <li>● Big Data analysis technology.</li> </ul>
Nippon Telegraph and Telephone West Corporation, NTT Media Supply co.,Ltd., NTT MARKETING ACT CORPORATION	<ul style="list-style-type: none"> <li>● Multilingual text display and telephone interpretation services using QR codes</li> <li>● "DoSPOT" Wi-Fi service</li> <li>● Technology that provides destination recommendations to users based on location info</li> </ul>
NTT Broadband Platform, Inc.	<ul style="list-style-type: none"> <li>● Wi-Fi access functionality through "Japan Connected-free Wi-Fi"</li> </ul>
NTT ADVERTISING, INC.	<ul style="list-style-type: none"> <li>● Dedicated App for tourists' smartphones and tablets</li> </ul>
NTT Resonant, Inc.	<ul style="list-style-type: none"> <li>● An "Area-Match" system that provides destination recommendations to users based on location info</li> </ul>
NTT DATA Corporation	<ul style="list-style-type: none"> <li>● Big Data analysis technology</li> </ul>

- (\*) "Japan Connected-free Wi-Fi" is an application provided by NTT Broadband Platform, Inc. that can connect to public wireless LAN services with the cooperation of area owners. Whereas it was previously necessary for users to newly register in each LAN area, this application enables access to all areas through a single registration, and all of its features are completely free of charge. Search for any one of 82,000 Wi-Fi access points (as of September 2014) across Japan, and easily just once entering one of the areas. Please refer to the website (<http://www.ntt-bp.net/jcfw/en.html>) for details.

[Attachment 1: A Message from Fukuoka City](#)

[Attachment 2: Characteristics of the Dedicated App](#)

[Attachment 3: Services for Stores and Restaurants](#)

## Attachment 1: A Message from Fukuoka City

Fukuoka City: Global City for Creations

Soichiro Takashima  
Mayor of Fukuoka City

In the beginning of April 2012, Fukuoka City has launched free public wireless LAN services; "Fukuoka City Wi-Fi," at 72 "hotspot" locations across the city, including all subway stations, Fukuoka Airport, Hakata Port International Terminal, other major transportations and tourism hubs as "Urban infrastructure for the new age" .

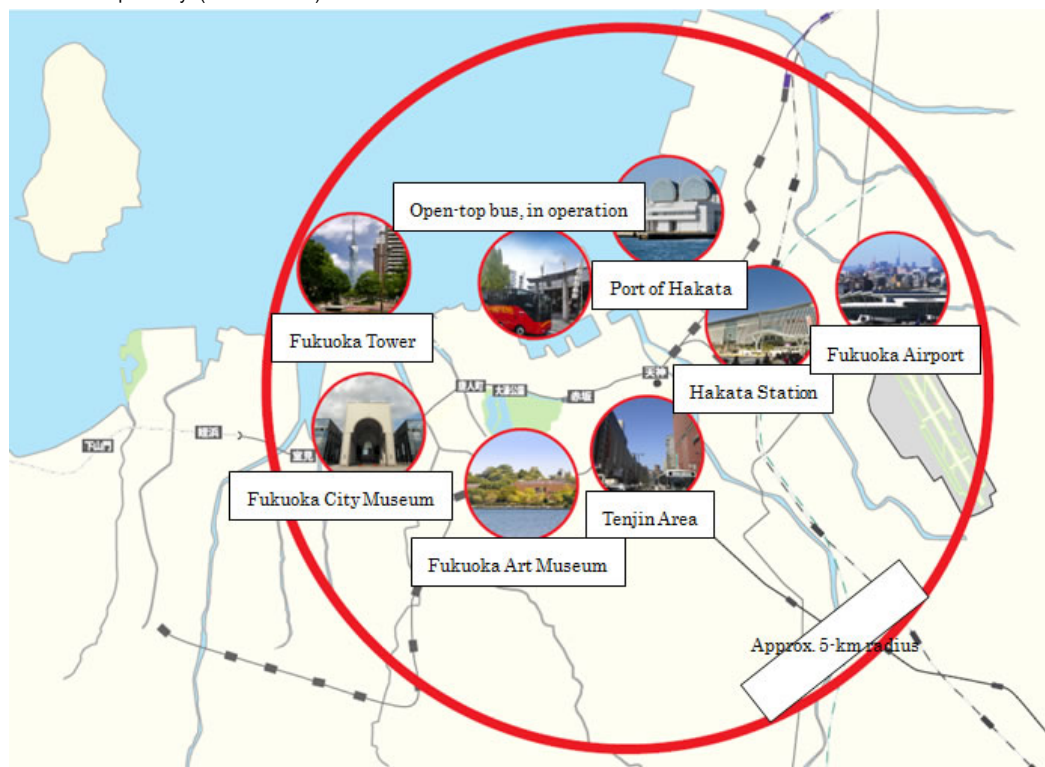
Moreover, on May of this year, Fukuoka City has been designated "National Strategic Special Zone" for "Global Enterprise- and Job-Creation." Challenge-minded individuals from Japan and abroad are now gathering in Fukuoka City, pursuing a variety of projects to raise the rate of new business establishment and generate new business so that Fukuoka City will continue to be a value-creating city.

I am extremely happy that the JTB Group and the NTT Group have recognized the value of the activity taking place here and have selected Fukuoka City as the area for its Trial Program for Community Revitalization through new tourism services for visitors to Japan.

I believe that The Apps will enhance the convenience and satisfaction of visitors. And I hope this program will contribute to expand the business of JTB and NTT.

Fukuoka City will continue to increase the number of hotspots for free public wireless LAN services. And through these kinds of programs, Fukuoka City will support the company's challenges and I believe that new technologies and businesses born in Fukuoka will expand to all over the world.

Fukuoka's "Compact City" (a 5-km radius)



## Attachment 2: Characteristics of the Dedicated App

- (1) With the JTB Group's rich travel and tourism information, users can viewed those contents via the application in multiple languages

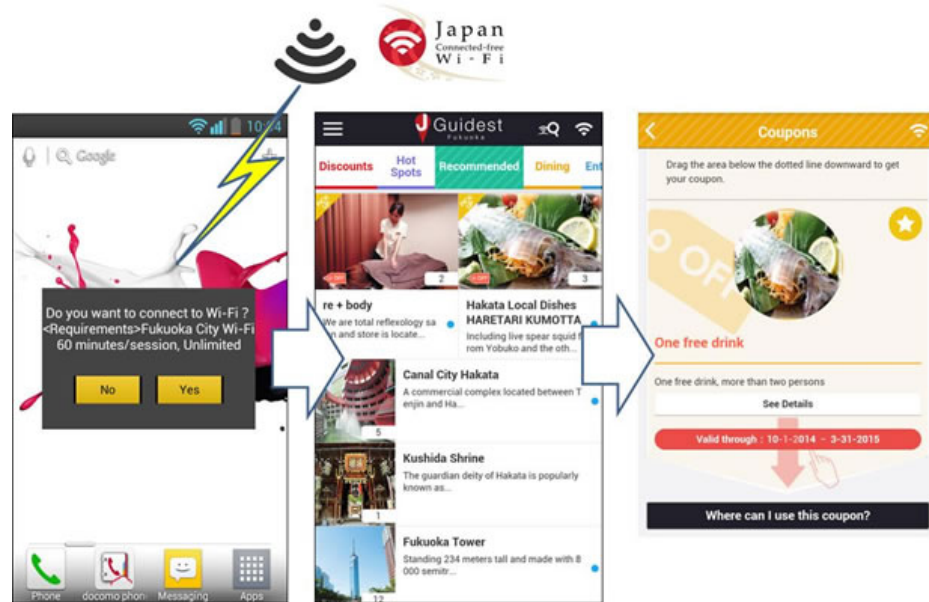
The app will provide tourist information in multiple languages (including maps, popular tourist spots, dining and shopping information, etc.) based on the "Rurubu" travel site and other JTB's guidebooks to users, as well as provide information for tickets to tourist attractions (\*\*), discount coupons, and more. The app will also provide information of the region's hot spot and dining, local events, and special seasonal topics.

(\*\*) Sales of tickets to tourist attractions will be provided in December or later, once preparations for this service are complete.

## (2) "Japan Connected-free Wi-Fi" functionality

The "Japan Connected-free Wi-Fi" app will make users available to a free public wireless LAN services only with simple registration. When the users are in a valid "Japan Connected-free Wi-Fi" area (covered by the city government's "Fukuoka City Wi-Fi" or NTT MEDIA SUPPLY's "DoSPOT,"), a pop-up will be displayed on users' devices that will notify the users that free public wireless LAN services are available. Once the users connect to the Wi-Fi services, Information for tourist facilities, restaurants, and other establishments will be displayed on users' devices with selected recommendations which go with the users' preferences.

Recommendations are provided that match the user's tastes



## (3) Timely, up-to-date information which are suitable for the users

The app will provide support for a comfortable users' experiences by providing information pertaining to the user's individual preferences, as well as up-to-date reports on the weather, temperature, and other subjects.

## (4) Terms and Conditions

The Dedicated App will be free to use on smartphones running Android OS or iOS. It can be downloaded by travelers either before or after arriving in Japan.

- Application name : J Guidest Fukuoka
- Compatible OS : Android 4.0 or later  
iOS 5 or later
- Languages : Japanese, English, Chinese (simplified, traditional), and Korean
- How to download the Dedicated App

Sometime after October 14, once preparations are complete, the Dedicated App will be available for download on Google Play and the iTunes App Store. Details will be published on the Trial Program website.

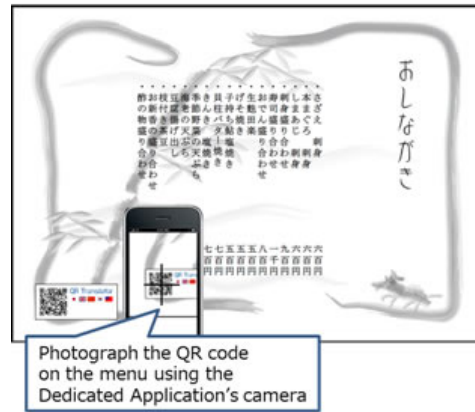
## Attachment 3: Services for Stores and Restaurants

Services and features provided for the benefit of facilities participating in the Trial Program include not only public wireless LAN service, but also multilingual menus displayed using QR codes, and other features that enable visitors to Japan to relax and enjoy their travels.

## QR code-equipped menus and other multilingual features

Translate the establishment's dining or beverage menu in preparation for customers who prefer to use their native language. When such a customer arrives, use the Dedicated App's camera function to photograph the QR code on a menu and thereby display the

menu in multiple languages. Go beyond simply translating the menu: add photographs of the cuisine and include translated descriptions of ingredients to further improve customer satisfaction.



### Multilingual telephone interpretation services

Should a customer prefer to speak his or her native language at a store or tourist attraction, a call-center operator can serve as an interpreter between the customer and staff. To use this service, the store must download the interpretation application to a store-owned smartphone. Interpretation services will be provided in five languages: English, Chinese, Korean, Spanish, and Portuguese.

Download the interpretation application to a store-owned smartphone



The operator will interpret for the customer over the phone



### Trial Program contact information

● For participating facilities, shops, and restaurants:

■ Trial Program Head Office:

wi-fi@ntt-ad.co.jp

● For the media:

■ JTB Corp.

Public Relations Dept. (03-5796-5833)

Contact: Mr. Okabe

■ Nippon Telegraph and Telephone Corporation

New Business Development Department (03-6838-5741)

Contact: Mr. Fukushima, Mr. Yoshida, or Mr. Kagiya

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