

The OMY Smart City Project

Various measures for "Sustainable Urban Development"

We would like to introduce the "OMY Smart City Project," a collaborative initiative by NTT DATA aimed at promoting sustainable urban development in the Otemachi, Marunouchi, and Yurakucho areas.

This district is located between Tokyo Station and the Imperial Palace, covering an area of 120 hectares and hosting approximately 280,000 residents and around 4,300 companies.

In this district, while responding to changing circumstances, the OMY Urban Development Council and others have been considering the "next vision for urban development" for many years.

We are advancing a new approach to urban development for the "next vision of urban development," promoting a symbiotic relationship between the "digital" and "real" aspects of OMY. At the core of this initiative, we are constructing a city operating system (OS) and progressing with various approaches.

We have organized the areas to be addressed in the four quadrants as developmental challenges for the area and are examining and verifying use cases that utilize digital technology.

Through various verification tests, we are beginning to see the necessity of building a sustainable model for urban development and the direction of its solution.

Over the course of a three-year demonstration and verification, we are constructing a system architecture that connects "five types of services," the "OMY version of the city operating system," and "integration of area-specific and external data."

From the perspective of urban redesign, we are also conducting various verifications through demonstration experiments.

We are conducting various demonstrations from the perspective of urban redesign, focusing on Marunouchi Naka-dori Avenue, which has been approved as a special road occupation zone under the National Strategic Special Zone.

We are promoting various responses while receiving adoption of various support programs. Next, we would like to introduce two examples.

Hosting a Data Analysis Workshop

In May 2022, we hosted a Data Analysis Workshop.

This workshop was positioned as an “observational workshop,” where participants conducted an analysis of the behavioral trends of pedestrians using foot traffic data from the OMY area.

At the end of the workshop, each group presented their findings and analysis on the data. Team A focused on creating a "persona" for individuals interested in "entertainment" in the Yurakucho area, observing and analyzing the behaviors of this persona.

Team B also created a "persona" for individuals interested in "art"-related initiatives implemented in the Yurakucho area. They observed the circulation patterns of this persona within the area.

In Team C, they conducted persona setting for each area- Yaesu, Yurakucho, and Marunouchi- and observed the behaviors of those personas within their respective areas.

Field Workshop (In pursuit of smooth wheelchair mobility)

Aiming for the realization of an inclusive OMY Smart City in collaboration with wheelchair basketball players.

We utilized the ‘Oh MY Map!’ app, a navigation application for the OMY area, to explore the underground passages with wheelchair users. Through this workshop, we were able to rediscover the strengths and challenges of the OMY area.

We actively share various activities with the general public, rather than accumulating know-how within the OMY Smart City Project.

We currently position our project as "Phase 2" and are advancing various initiatives.

By promoting the digital transformation of area management, we will continue to explore the "ideal state" for more sustainable urban development in the future.

Through public-private partnerships, we will work with a large number of stakeholders to reach consensus and promote ongoing efforts to enhance the value of the city.

For detailed information, please feel free to visit the information dissemination website of the OMY Smart City Project.

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