



## i-Airport Promotion

The i-Airport project was launched at Narita Airport in 2010 to make use of cutting-edge information and communications technology in providing advanced airport services and improving the customer experience. We use three underlying concepts for the i-Airport concept: Easy, Fast and Friendly. These form the foundation for the creation of an airport that will remain at the forefront of the world by harnessing



advanced information and communications technology to optimize all of the airport procedures and improve our user-friendliness for our customers and our airlines.

### "Hospitality" service for overseas visitors to Japan

In July 2014, NAA released a hospitality application for overseas visitors to Japan: "TABIMORI - Travel Amulet -" (TABIMORI for short). This application offers a wide range of information that foreign visitors will find useful when they stay in Japan such as transportation, weather, culture, tourism and the Japanese custom, as well as a free Wi-Fi guide, currency conversion function and instructions on what to do in an emergency.

TABIMORI was created by substantially improving and expanding the contents of a portal site of the same

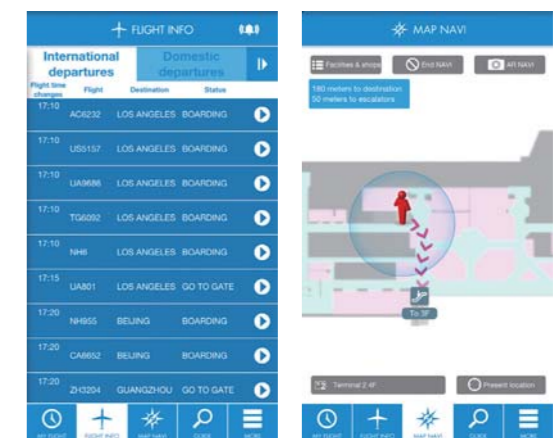
name which was launched in February 2013. It features a clipping function which can be used even when offline and caters to the various needs of visitors from abroad when they find themselves in trouble or want to find out or look something up while in Japan. This enables users to obtain required information anytime, anywhere without having to connect to the Internet. Users can also get hold of the latest tourism information because the application is linked to japan-guide.com, a world-renowned portal site for information on Japan.

### Navigating the terminals with augmented reality technology

In July 2012, NAA released iPhone and Android versions of its terminal navigation app, "NRT\_Airport Navi". Once passenger's flight is registered in the app, it automatically notifies them of any gate or schedule changes on the day. The app is also equipped with a navigation function to guide users to boarding gates, shops or other desired locations in the terminals. The passenger is able to arrive effortlessly to his/her destination with route instructions which are viewed through the phone camera. Location finding uses technology to identify a location using the signals emitted from Wi-Fi access points. This provides a high level of accuracy, even inside the terminals where GPS signals do not reach.

### Development of multilingual audio translation system

"NariTra", a multilingual audio translation app for iPhone and Android, was released at Narita in December 2011 as part of a drive to provide high quality information services to visitors to Japan. "NariTra" facilitates voice translation between Japanese and other languages, and can be used in English, Chinese and Korean. In March 2014, it was upgraded to handle voice translation in Indonesian and text translation in Thai, French and Spanish. With a built-in terminology database of proper nouns that customers might need to know at Narita Airport (which includes the names of shops in the terminals, airline names and the names of key tourism locations in Japan), the app offers accurate translation for use at the airport and travel destinations. The app received a Minister of Internal Affairs and Communications Award at the 11th commendation ceremony of the Merit Award for Industry-Academia-Government Collaboration\* in August 2013.



\*Merit Award for Industry-Academia-Government Collaboration: A system of commending successful works with major results in the industry-academia-government collaboration in universities and the private sector, organized by the Cabinet and ministries to contribute to further promotion of collaboration of this nature.



## Development of voice agent application and incorporation into digital signage

To improve user-friendliness for customers of Narita Airport, NAA released an app for smartphones with voice recognition and audio information, "Narita Concierge NariCo", in November 2013. The app is designed so that the user can verbally ask the smartphone for information when they are using Narita Airport, and the app will give them an audio reply. With the ability to answer the most likely questions to be encountered at an airport such as flights, shops and services, parking and security, the app offers a service that matches individual needs.



From July 2014, NAA started providing this app on the large-screen digital signage displays inside the terminals as part of its proving trial for new services targeting customers who either do not have a smartphone or do not have the app installed. With this new service, customers can now touch these digital

signage screens and verbally ask for information they need.

## Information and multilingual assistance via video phones

NAA installed airport information displays with video phones and launched a video phone system in April 2012 to enable information service operators to handle inquiries in several languages with the objective of easing the language barrier for non-Japanese passengers and offering a more convenient airport service.

The system not only allows customers to talk to operators via a total of 42 video phones installed at information desks and other locations but it displays maps on the screen. It can further be used for written text, providing information like in a face-to-face conversation.

## Passenger information using tablet computers

In June 2012, roving information agents in the terminals began using tablet computers to provide passenger information. By making the guidance system used at information counters available on the tablet computers, roving agents can quickly provide customers with the latest flight, lost property and other information anywhere in the terminal. This helps to achieve greater advances in customer satisfaction since our service agents can answer inquiries concerning airport shops and services on the spot and provide simple information with photographs and maps.

## Expansion of free wireless LAN access areas

With the explosive popularization of tablet computers and smartphones in recent years in addition to the conventional personal computers, there has been a sharp rise in the demand by our customers to access the Internet by wireless LAN at the airport.

Since first offering free Wi-Fi areas in 2011 at Narita Airport, we have been gradually extending those service areas and now provide free Wi-Fi access throughout the passenger terminals. We are committed to continuing to respond aptly to the needs of our customers.