TNP Newsletter

206th Business Plan Presentations Held on April 9, 2019
at Iwasaki Gakuen, Shin-Yokohama, Japan

1、Social Area Networks Co.,Ltd.　President Mr. Takaaki Morita　　https://socan.co.jp/(Japanese)

Established in December 2016　Capital stock：USD＄ 400,000

A next-generation location information solution for a seamless grasp of location information indoors or outdoors
* Live Location Service, the short-distance location information solution

The Japanese market for location information is reportedly going to reach 62 trillion yen in 2020. In recent years, attention has begun to focus on not only positioning over a wide scope using GPS devices but also short-distance positioning, for example indoors.

Social Area Networks sells an original location information solution called "Live Location Service" (LLS). It is taking aim at an Internet of Human (IoH) solution in the form of a system supplying location information on people in real time. LLS collects mobile device location information from base stations, and provides data centralized in control servers through an application programming interface (API). The system enables real-time confirmation of the whereabouts of people and things by managers and family. It is projected to find extensive use in a variety of applications, such as watching over children and elderly, and managing the locations of personnel in plants and airports, and of common-use facilities.
* Independent development of small, charge-free IoT devices

Social Area Networks has independently developed all of the hardware used in LLS. Besides being easy to carry around, Jcard Device, which takes the form of a thin card, enables seamless location measurement by means of beacons indoors and GPS outdoors. The company is promoting its sales in a system also including the Gway Base Station, which can collect data from Jcard Devices within a radius of 1 - 2 kilometers, and application software. It has received a basic patent for Jcard Device and applied for other patents for a solar charge model, which could take measurements semipermanently, and for the measurement system.

【Re-Cap】The company is currently getting orders for both large-scale applications such as assurance of the safety of workers in power plants and location measurement for airport personnel and shared assets, and small-scale ones such as incorporation of IoT into condominium complexes and factory automation (FA) equipment. As for its future course, President Morita said that he wanted to independently develop new products and promote business for both large- and small-scale applications.

2、Asahi Map Co.,Ltd.　President Mr. Hisashi Endo　　http://www.asahimap.co.jp/(Japanese）

Established in November 2015　Capital stock：USD＄ 30,000

Asahi Map was founded for the purpose of "worldwide use of an OpenStreetMap launched from Yokohama." Its first step was development of the product Walking with OSM - Earth Trekking Navi, which was a finalist in the Yokohama Business Grand Prix 2019. The company was established in late 2015, but commenced actual activities in late 2016. It is promoting commercialization by drawing on its president's 30 years of experience with geographical information systems and its source code assets consisting of 3 million steps.

【Re-Cap】OpenStreetMap is a world map Wiki project with some 4.2 million users. It was started by Steve Coast in the United Kingdom in 2004. It is characterized by the following: 1) worldwide online maps updated on a daily basis, 2) no fee for online use, 3) free processing of maps even for commercial use, and 4) ability to participate in map production and updating. In mountain climbing in particular, there are many spots where communication is impossible, and climbers often lose their way. In response, Asahi Map developed a product that can display maps without any communication and offer voice guidance on routes. With a multilingual function, this product could also be put to use for guidance for in-bound and out-bound tourists.

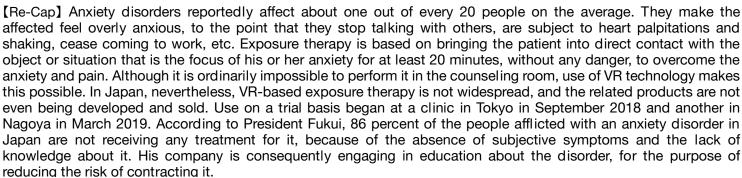### 3、Limited company Magical Applications　President Mr. Kento Fukui

http://magicalapplications.com/(Japanese）

Established in October 2015　Capital stock：USD＄ 30,000

Magical Applications develops virtual reality (VR) software enabling the performance of exposure therapy used to treat anxiety disorders even in counseling rooms or other indoor locations. It provides this software to psychosomatic medical clinics.
< Business outline > Education about anxiety disorders
Provision of a system for full use of psychotherapy in treatment of anxiety disorders

【Re-Cap】Anxiety disorders reportedly affect about one out of every 20 people on the average. They make the affected feel overly anxious, to the point that they stop talking with others, are subject to heart palpitations and shaking, cease coming to work, etc. Exposure therapy is based on bringing the patient into direct contact with the object or situation that is the focus of his or her anxiety for at least 20 minutes, without any danger, to overcome the anxiety and pain. Although it is ordinarily impossible to perform it in the counseling room, use of VR technology makes this possible. In Japan, nevertheless, VR-based exposure therapy is not widespread, and the related products are not even being developed and sold. Use on a trial basis began at a clinic in Tokyo in September 2018 and another in Nagoya in March 2019. According to President Fukui, 86 percent of the people afflicted with an anxiety disorder in Japan are not receiving any treatment for it, because of the absence of subjective symptoms and the lack of knowledge about it. His company is consequently engaging in education about the disorder, for the purpose of reducing the risk of contracting it.

《Impressions》 At this meeting, I was struck by the way the representatives of the companies making presentations searched for areas in which they could collaborate with each other. If your company would like to make a presentation at the meeting, please contact us at an early date, because the schedule is filled up for a few months in advance.

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