

位置情報の活用による モビリティマネジメント

混雑緩和ソリューション

先進技術

お客様のメリット

- 交通事業者(鉄道、バス、タクシー等): 運行遅延やゲリラ豪雨時に発生する駅、車内の混雑を解消
- 大規模施設運営者(スタジアム、テーマパーク等): 大規模イベントから一斉に帰宅する人の混雑を解消
- 商業施設:混雑時に店舗に顧客が誘導されることで集客率・売上が向上
- 広告代理店:混雑時のタイムリーなプロモーションに対して商業施設からの広告収入の獲得
- エンドユーザ: 混雑を避け快適な移動、ムダな待ち時間を解消、お得な買物など有意義な時間の過ごし方

すぐ帰りたいのか、混雑を避けたいのか、といった利用者の好みを SPATIOWL が分析します。混雑がいつ解消するのかという予測に基づき、早く帰るべきか、時間をどこかで潰すべきか、どの交通手段を利用すべきかといった行動提案を利用者に合わせて行うことで混雑を分散します。 特許出願済



※本資料中、特許出願済表示箇所については特許出願済の技術を含みます。

商品・サービスについてのお問い合わせは

富士通コンタクトライン(総合窓口) 0120-933-200 受付時間 9:00~17:30 (土・日・祝日・当社指定の体業日を除く) 富士通公開サイト http://jp.fujitsu.com/



Mobility Management Using Location Information

Crowd management solution

Advanced Technology

Customer Benefits

- Transport operator (railway, bus, taxi, etc.): Mitigate congestion caused by schedule delay, sudden downpour etc.
- Facility owner (stadium, theme park etc.): Mitigate congestion caused by simultaneous egress after big events.
- Advertising agency: Increase sales by timely advertisement aimed at people who want to avoid congestion.
- End user: Enhanced experiences on egress (congestion-free) and activities in facility (e.g. shopping)

SPATIOWL analyzes individual preferences such as "I want to leave now", "I want to avoid congestion". Based on user's preferences and prediction of congestion transition, the system recommend egress options and activities in a facility before leaving in order to mitigate congestion and maximize user satisfaction.

Patent pending I want to avoid congestion... when should I leave? **SPATIOWL** Incentive Which transport mode should I to change take? behavior What should I do before 10% leaving? discount Transport operator Shopping mall Why don't you take a Facility owner uncongested train leaving 1 hour later? Congestion mitigation Increase in sales Activity How about dropping by recommendation your favorite shop before leaving. (smartphone) (you can get coupon!) Location Transport data data Data collection Retail Event data data

*Products marked with Patent Pending in this document include technologies for which patent applications have been filed.

This leaflet has been translated from a Japanese local version. Some content referenced is for Japan only.

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