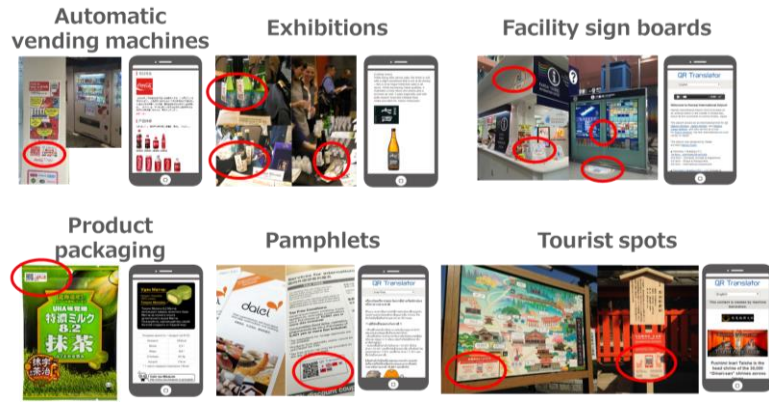# PIJIN Co., Ltd. 「Delivering Universal Design to the World」
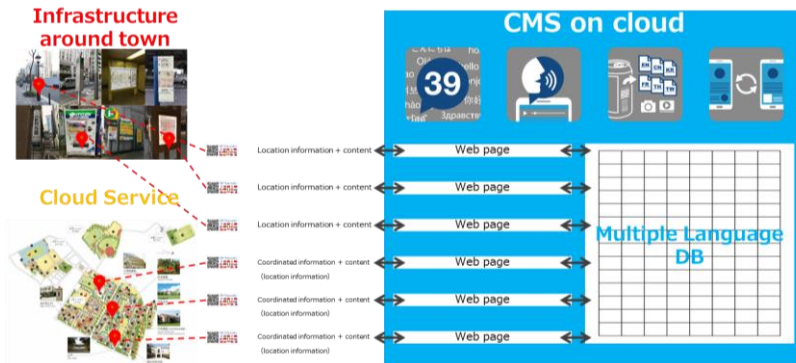

Achieves Universal Response in Multiple Language at Low Cost
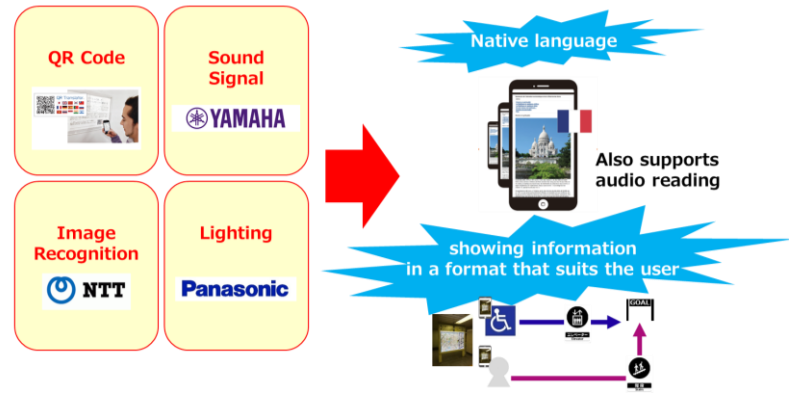
Just Scans QRT Codes

Automatic vending machines · Exhibitions · Facility sign boards
Product packaging · Pamphlets · Tourist spots

Speedy Universal Response

QR Code · Sound Signal (YAMAHA) · Image Recognition (NTT) · Lighting (Panasonic)

Native language · Also supports audio reading · showing information in a format that suits the user

Content Management System

Infrastructure around town · Cloud Service

CMS on cloud · Multiple Language DB

Location information + content · Web page
Coordinated information + content (location information) · Web page

Phase Free

Normal times · Emergency

平常時 · 災害時

Tourist Information → Disaster Management

Kyosuke Matsumoto（PIJIN Co., Ltd.）

A Platform for Building Information Infrastructure that Contributes to SDGs(Sustainable Development Goals)

Widely compatible without any Apps

■Achieves universal response in multiple languages and voices (no dedicated app. Required)

-Use of Memsource(a translate tool)and
content management system to
curb excess costs

■Also can be combined with other app services

-Import QR Translator service into the
Hospitality guide APP which is developed
By YAMAHA

> **QR code**
> (no dedicated app. Required)

> **Sound**
> OMOTENASHI GUIDE

Enhance the content of service & Make the guide service intelligent

■Cooperate with different companies to show different technical charm

-with Spacely（on 360° VR service）
-with Stroly（on illustrated map service）
-with SmartPlate（on NFC & Stamp Rally service）
-with Botbird（on chatbot service）

AQUABIT SPIRALS

Act as a connection point to integrate information in a city

■Cut costs on existing channels

・Save paper
・Save hardware

■Develop new device

- e.g. cooperate with some factories and businesses
to develop a new production-solar street light
(posted on the Japan Business Federation website)

Freely transform the mode of normal times and disasters

■Update information on the
cloud at any time and **switch
contents between normal times
and the time of disaster**

■Use of information push function

-**Push different information in different scenarios**
-Timely update the pushed information
- e.g. cooperate with railway company to develop the function
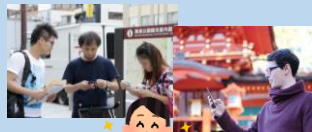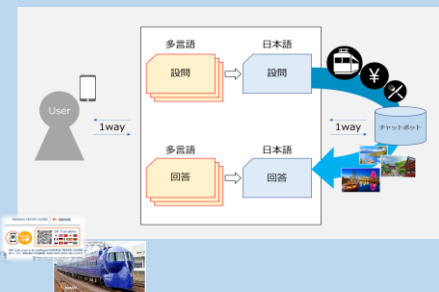that can strengthen railway
company service

Kyosuke Matsumoto（PIJIN Co., Ltd.）

Propose for the establishment of information platform in smart city

To establish a guide platform for a universal response

Automatic Guidance
⇒Reducing the cost of sales promotion materials

Promote local tourism ＆ economic development

Promote tourists to visit again
⇒Cooperating with tourism rally & health point project

⇒Digitization of local currency
Reduce Cash Usage
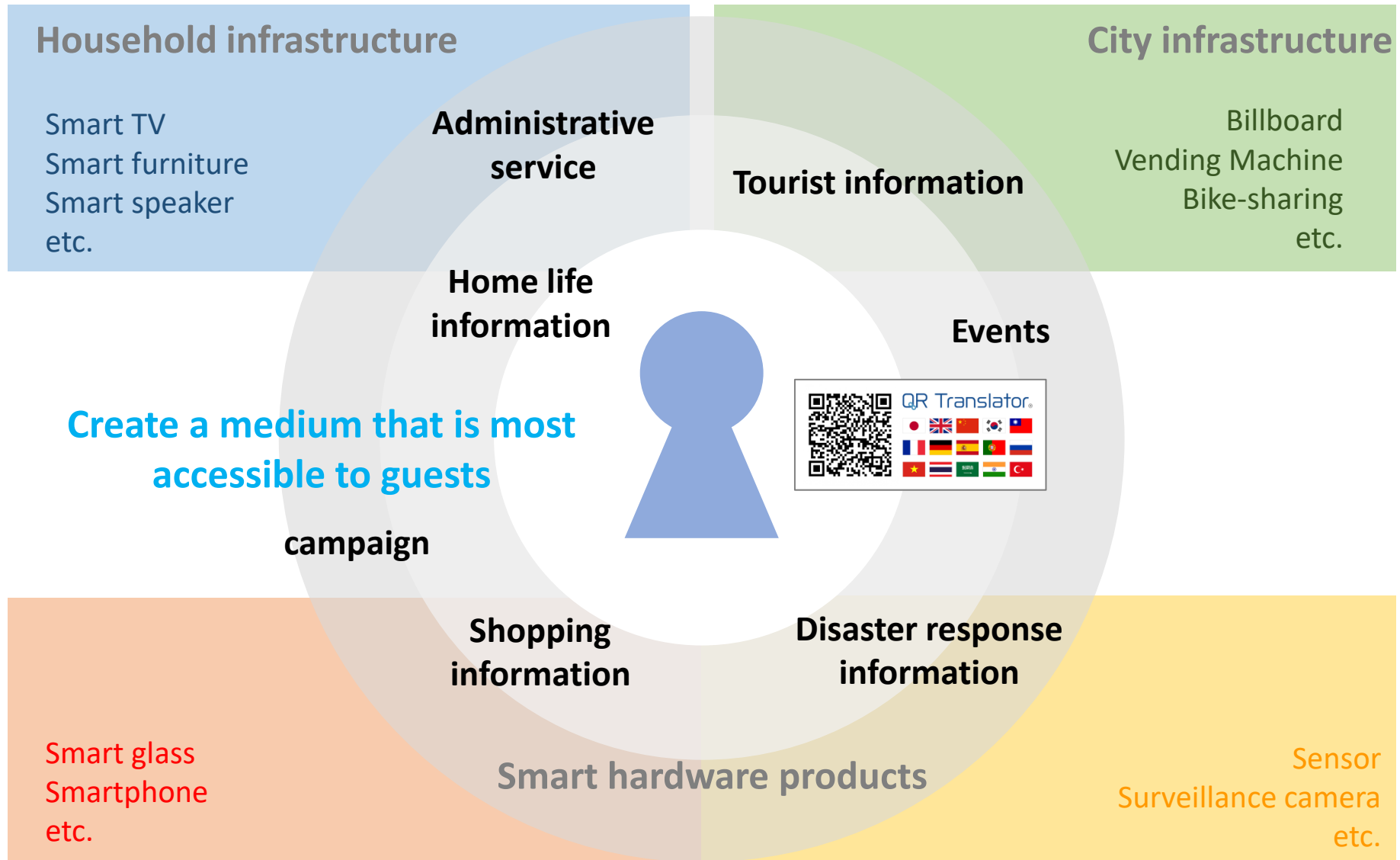**Cooperate with local electronic payment service to integrate local currency system**

⇒Creating a new advertising model
Response Method for Disaster

Disaster response methods for local residents (residents, laborers and students) & tourists

Kyosuke Matsumoto（PIJIN Co., Ltd.）

QR Translation is close to everything with city infrastructure + household infrastructure + smart device

Household infrastructure

Smart TV
Smart furniture
Smart speaker
etc.

City infrastructure

Billboard
Vending Machine
Bike-sharing
etc.

Administrative service

Tourist information

Home life information

Events

Create a medium that is most accessible to guests

campaign

Shopping information

Disaster response information

Smart glass
Smartphone
etc.

Smart hardware products

Sensor
Surveillance camera
etc.

QR Translator

QR Translator.

Kyosuke Matsumoto（PIJIN Co., Ltd.）

Even with fewer hardware devices, different information can be displayed based on location and character attributes

-reducing the cost of using traditional media & increasing the reach of the target-

Traditional Media（Web＋Paper）

A special website

An official website

paper medium

QR Translator

Landing Page

Display different information based on location and character attributes

Different QRT code display different content

Touchpoint + Device

New device＋Household Infrastructure
-Invisible infrastructure (without hardware)
-Smart glass, Smart TV, IoT furniture

City Infrastructure
（Billboard,Transportation facilities,Private installed objects,Paper medium）

QR Translator

Kyosuke Matsumoto（PIJIN Co., Ltd.）