



12th November 2015

Kansai 5 private railways (Hanshin, Hankyu, Keihan, Kintetsu, Nankai)
 ×YAMAHA Sound UD project

A demonstration experiment using 'OMETENASHI GUIDE' to convert announcement inside station and train into universal design -linked with announcement appears on phone in different languages. Without net connection-

Yamaha Corporation Keihan Electric Railway Co.,Ltd.
 HANSHIN ELECTRIC RAILWAY CO.,LTD. Kintetsu Corporation
 Hankyu Corporation Nankai Electric Railway Co.,Ltd.

A demonstration experiment named 'Kansai 5 private railways (Hanshin, Hankyu, Keihan, Kintetsu, Nankai) ×Yamaha Sound UD project' will be started from mid-November 2015 to 31st March 2016 (Thu) by Kansai 5 private railways and Yamaha. The experiment aims to utilize an app named 'OMOTENASHI GUIDE' in station facilities and railway trains, which can convert sound announcement into multi languages in written format on smart phone, invented by Yamaha. Each company and its train will start the experiment in turn by the method that common passengers can also experience parts of the experiment during the period.



[Image] upper left: Nankai Limited Express Rapi:t upper middle: Hanshin 5700series right: Kyo-train
 lower left: Kintetsu Ise-Shima Liner lower middle: Keihan 10000series

As the first activities in the railway field, the experiment aims to achieve a friendly guide for foreigners those who don't understand Japanese, the seniors those who hard to hear sound, by installing 'OMOTENASHI GUIDE' into station facilities and announcement inside trains.

Passengers can use the app 'OMOTENASHI GUIDE' when target announcement flows, the app will convert announcement inside station facilities and trains into both Japanese and foreign languages in written format on your smart phone. The app doesn't require an internet environment.

In some target areas, station staff and the conductor's real sound announcement will be collected and be analyzed. Based on the analysis, a new installation will be prepared to convert real sound into written format in real time or flow foreign language announcement automatically after Japanese. Based on the result of the experiment and analysis of users' behaviour pattern, we will try to meet user's needs and improve function of the app.

◆Summary of Kansai 5 private railways (Hanshin,Hankyu,Keihan,Kintetsu,Nankai) × Yamaha Sound UD project

- Experiment period : mid-November2015～31stMarch2016(Thu)
- Target language : Japanese, English etc.(depends on each company)

<About the app>

- Name : OMOTENASHI GUIDE
- Content : an app which can convert Japanese announcements into multi foreign languages in written format.
- System requirements : available on iOS 7.0 or later
 - ※ Free download is available from App Store
 - ※ Android、Windows Phone is now in preparation
- Price : Free
 - ※ The user shall bear cost such as communication fee when download.



【app image】

◆Experiment place of each company (expanding in turn during the period)	
< Hanshin >	collect announcement at ordinary car (1 organization) announcement of wayside information flowing at Kobe-Sannomiya Sta.
< Hankyu >	collect real sound announcement at Kyoto Line car (1 organization) automated announcement flowing at Kyoto-Kawaramachi Sta. platform automated announcement inside car of Kyo-train
< Keihan >	automated announcement inside car of Katano Line, Uji Line (1 organization)
< Kintetsu >	automated announcement at OSAKA-NAMBA Sta. platform automated announcement inside car of Ise-Shima Liner
< Nankai >	automated announcement inside car of limited express rapi:t(1 organization)

※Place and period of experiment are object to change without notice.

To not cause trouble during operating, please refrain from inquiring the station staff or the conductor.

Please refer to following website for details about OMOTENASHI GUIDE'

<http://omotenashiguide.jp>

What is OMOTENASHI GUIDE?

'OMOTENASHI GUIDE' is a sound support system for the universal design, which is currently applying patents. Just have the system installed, when the Japanese announcement flows, it will translate into other foreign automatically or translate the announcement into multi foreign language in written format on your smart phone, and it doesn't require an internet environment. This system is available to install in existing speaker or announcement device. We try our best to provide service in real sound announcement as well as in automated ones.

Using one app 'OMOTENASHI GUIDE', it will play at any facilities and provide sound universal design. The level of user-friendliness for existing announcements won't decrease for those who do not need translation in words, since it comes out as general announcements.

- 'OMOTENASHI GUIDE' website: <http://omotenashiguide.jp/>

