



# The Future of Cycling with IOT

**BroadBand Tower, Inc.**

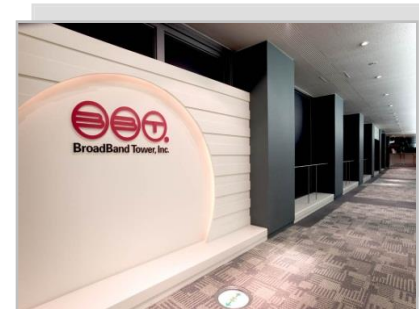
**Vice Chairman**

**Hiroki Ohwada**

# Corporate Profile

## Company Name

BroadBand Tower, Inc.



## Established

February 09, 2000

## Head Office

Uchisaiwaicho Tokyu Bldg. 7F,  
1-3-2 Uchisaiwaicho, Chiyoda-ku  
Tokyo 100-0011, Japan

## Capital

JPY 2,327 million(as of December 31, 2014)



## Business Description

Data Center Service, Cloud Computing  
Storage Solutions  
E-Commerce Platform for Fashion Industry

## Chairman, President & CEO

Hiroshi FUJIWARA, Ph.D

## Number of Employees

**243** (consolidated basis)  
(as of December 31, 2014)

## Stock Exchange Listing

JASDAQ(STANDARD)Division  
Code: 3776

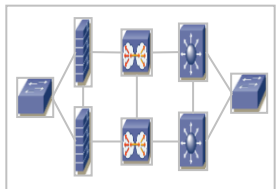


## ICT Infrastructure & Solution



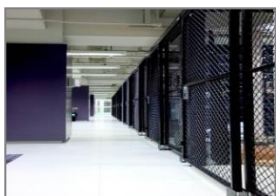
### Colocation

Inside our data centers, you get access to vital ecosystems where major Japanese carriers, IXP and enterprises interconnect each other.



### Network

We provide a reliable internet connection environment with a high-level backbone.



### Cloud Computing

We offer IaaS public cloud services which enable you to configure and manage IT resources.



### Storage (EMC Business Partner)

As a business partner of EMC Corporation, we offer a variety of storage products and solutions which accelerate your business growth.



### Electric Power Supply

From Consumption to Supply — Through generating renewable energy, we contribute to the advancement of a smart energy society.

## eCommerce Platform

### BBF(Subsidiary)



### eCommerce Building

From planning eCommerce Website to payments and distribution, we provide a one stop solution for running a successful online clothing store.



### Fashion Business Consulting

We offer start-up planning, product development and production, and help build a dominant brand that is consistent with your company's long-term goals.

## Payment Transaction Solution

### Lyudia(Subsidiary)



### Global Leader in Seamless Payment

As the exclusive agent of Ingenico Group in Japan, we provide a variety of services and solutions to eliminate purchase complexity and make the consumer purchasing experience seamless and secure.



# What is IOT ?

- **IOT (The Internet of Things) is about connecting devices with the Internet to retrieve data**
- **IOT devices can have many sensors. (Ex. Heat flux sensor, Temperature-humidity sensor, GPS.....)**
- **A popular example is the smart fridge. This fridge gives you some information about what is inside or the product use-by date**

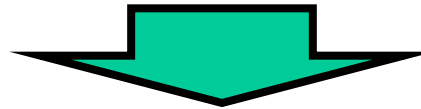
# BBT's IOT Business

● BBT invested in two IOT companies.

- 1) Every Sense, who provides data exchange services mediating between sensor data providers and sensor data requesters. Sensor data providers can set the terms and conditions about who can use the data, how to use the data, and the price of the data. Sensor data will be anonymized, cleared from any personal identifiable information before delivering to the companies who want to use the data for their own purposes.
- 2) Secure, who provides the development of security devices and monitoring devices

● BBT accelerates IOT business using 2 companies.

# Trial (IoT Bicycle)

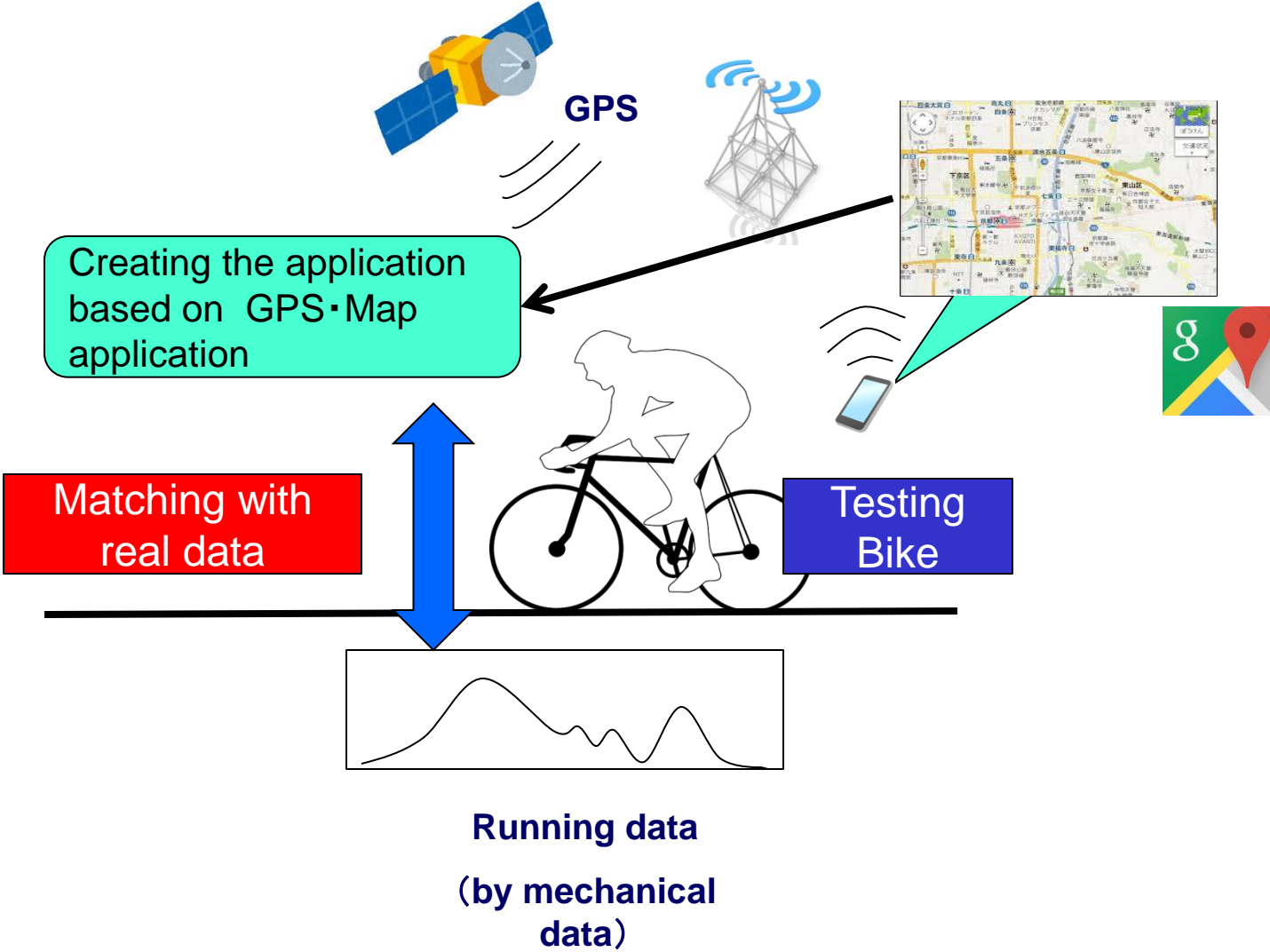


## Bike with measurement function

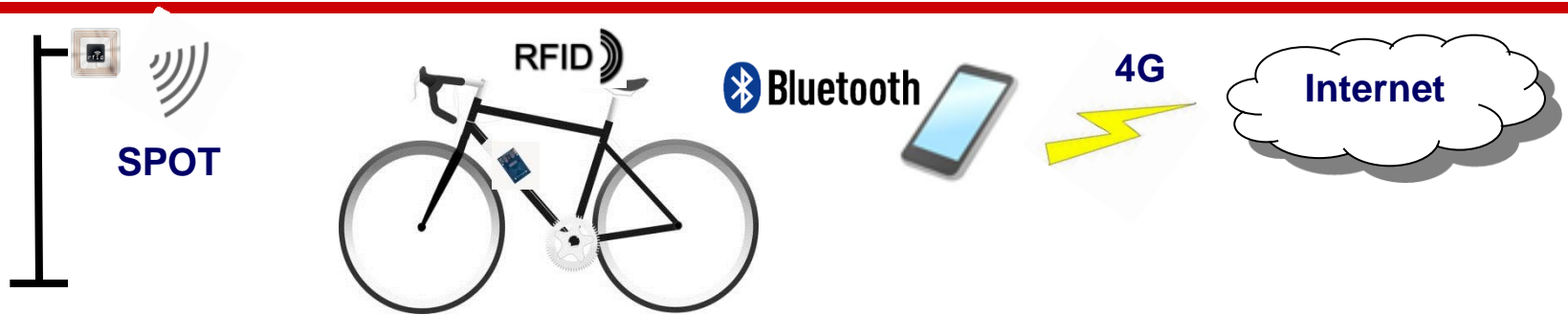
- ◆ Automatic measurement for Azimuth, Speed, Location
- ◆ Adjusting with Map Application Software

Creating the New Social Service by research the Bike moving behavior

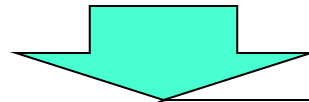
# Trial Image



# IoT Tool

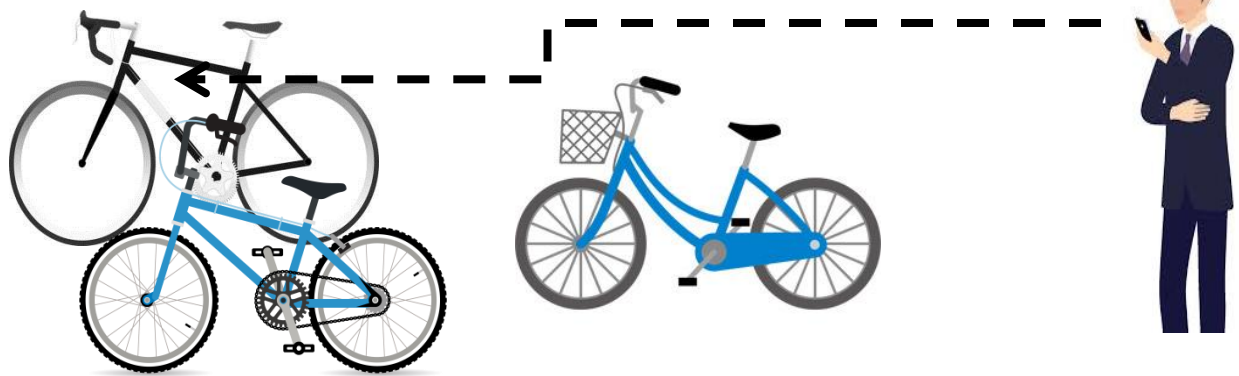


Smart Phone (4G) ⇒ RFID Tag (at Bike) :  
Trigger for identification and starting for measurement



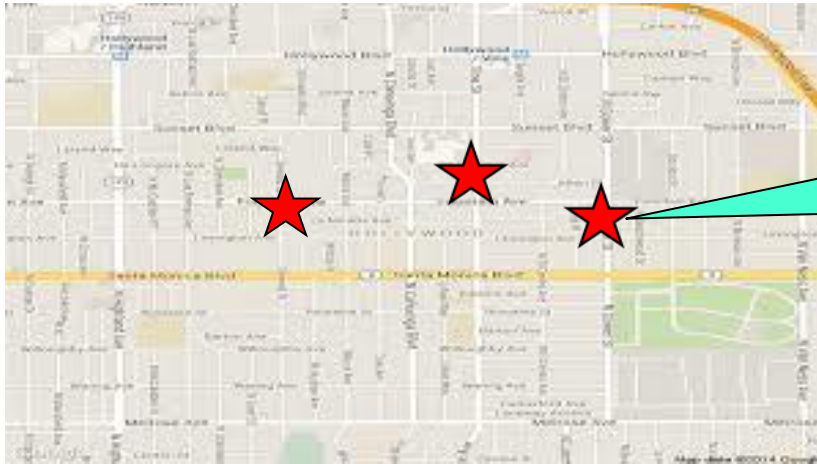
## Example

Identify My Bike at parking space





# Trial Goal



Specify the traffic risks on public road

**Mapping the Risk Points as public data**

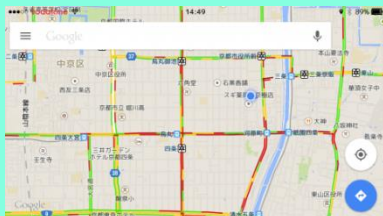
➤ **Analysis as Traffic Engineering**

⇒ **Point of acceleration and deceleration**

⇒ **Correlation between accidents, geomorphology, speed etc.**

➤ **Analysis of stability while loading a child or luggage**

# Why Bicycle IoT ?



Traffic Information



Urban Information System by ICT



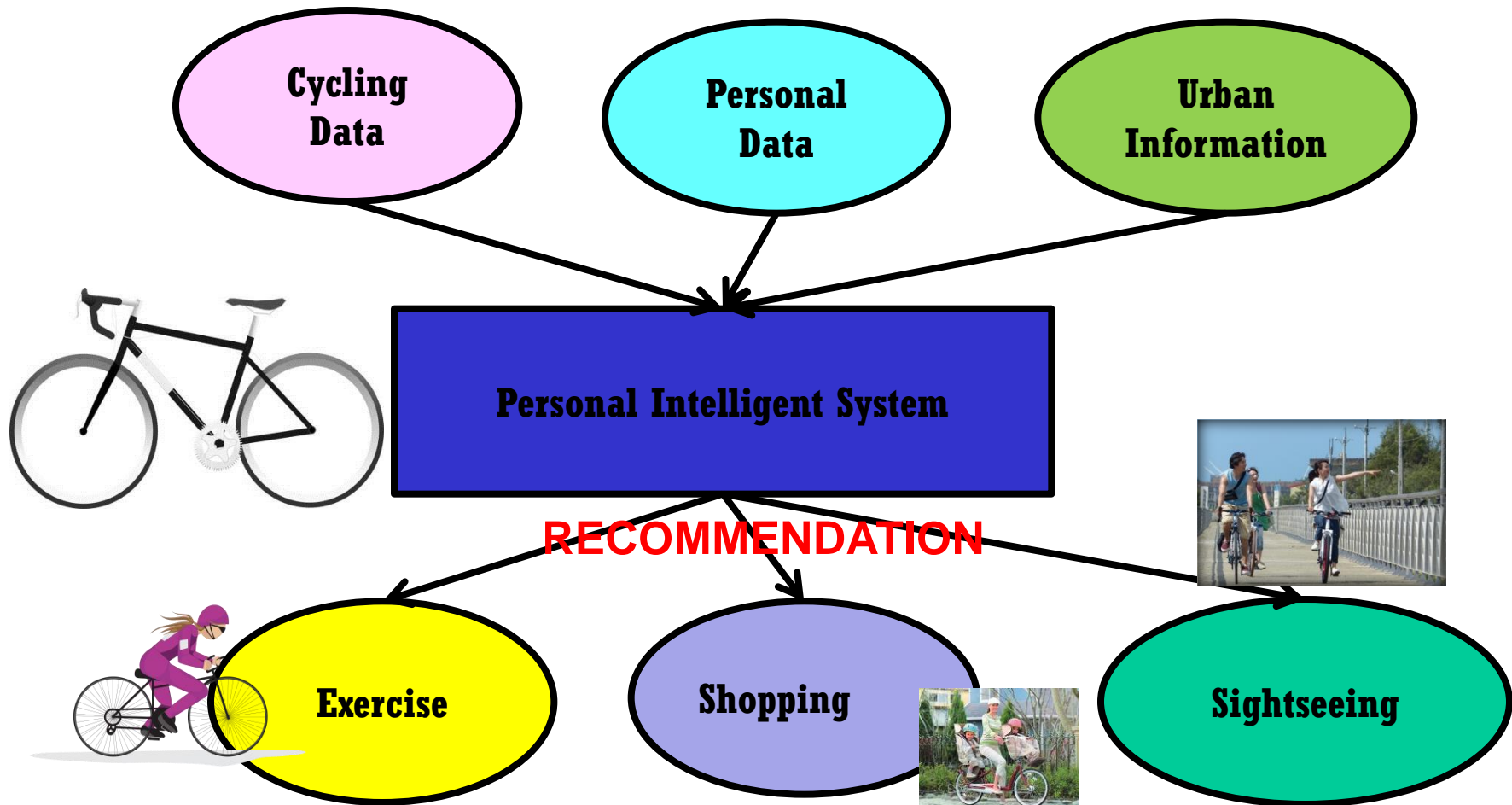
Automatic Cruise System

## Upcoming NEW Automobile Society

Add the VIEW by Civilian Traffic with IoT Technology



# Cycling Life in the future



# Taiwan-Japan Co-production Cycling Road Movie “Riding Breeze”

- Director: Koji Hagiuda
- Executive Producer: Hiroki Ohwada
- Theater release date: 2014.7 (Japan) 2015.9 (Taiwan)
- Location Taiwan-90% Japan-10%
- Genre: Road trip / romance / comedy with beautiful landscapes
- Story: a Japanese fashion editor will be moved with a young Taiwanese girl, while travelling through Taiwan by bicycle. An encounter that will change both of their destiny.
- Collaboration: Giant, JTB and Eva Air, supported by Taiwan Tourism Bureau and Ehime Prefecture



# Thanks!