

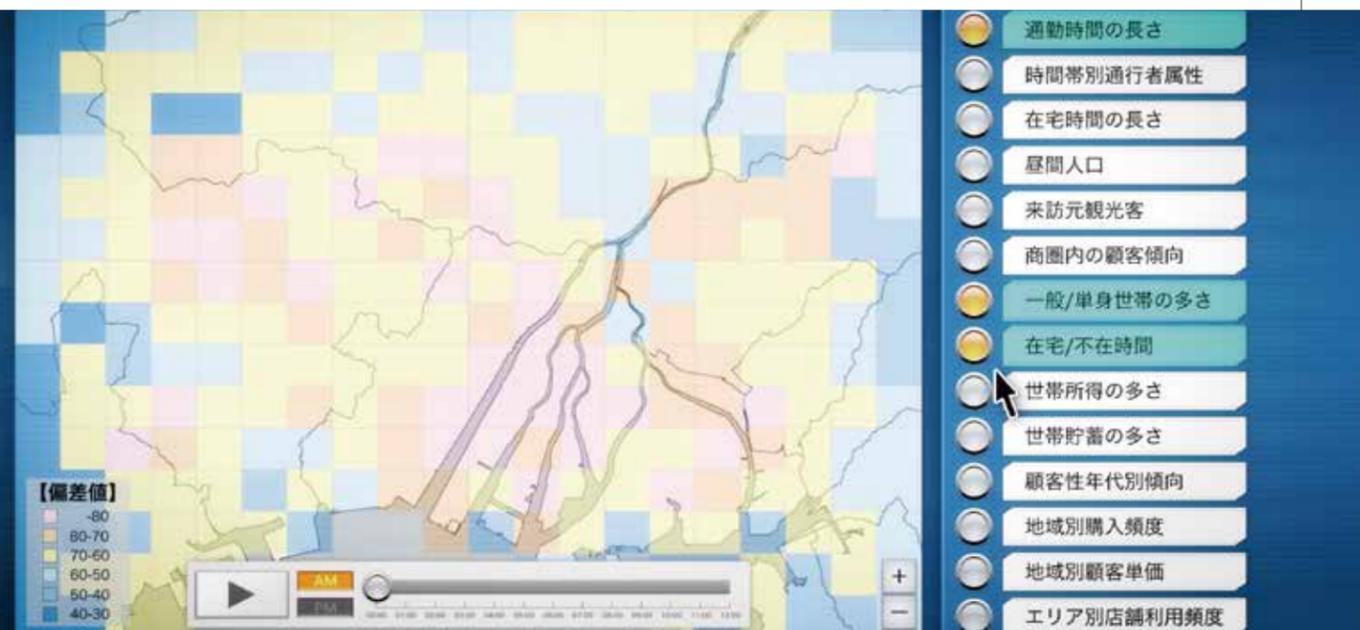


PROJECT TITLE | **Constructing a Cross-Industry Data Exchange Platform Where Organic Data Is Linked and Used to Support the Creation of New Industries**

COMPANY NAME | **SoftBank Corp.**

A Cross-Industry Data Exchange Platform That Links and Analyzes Big Data—Sharing and Co-Creating Between Industries

Hiroshima Sandbox aims to realize another goal: the creation of a seamless data coordination and cross industry data exchange platform by utilizing various IoT platforms. The platform will compile data from multiple industries' IoT systems. This data will then be analyzed from many perspectives. This process will give the data new value by revealing the undiscovered relationships between them. The resulting information can then be used to drive new innovations and services."



Visualizing the Value of Surrounding Areas—Area Scoring

The vision of the future that Hiroshima Sandbox aims to realize begins with solving regional problems. This will include providing information and insights to local companies and increasing the productivity of Hiroshima as a whole by linking the collected data with the latest technology. This is the first major step towards the plan of a "Super City" that the government has projected in their fourth industrial revolution.

The data exchange platform, supported by a team comprised of Hiroshima Bank, Chugoku Electric Power Company and IZUMI..., will act as the foundational backbone of this program. During the final stages, data from all participating companies will be collected and shared, acting as the possible spark for new innovations.

The first field test will be based on an IoT platform created by Softbank. This system will start by collecting and linking data from participating companies which will each provide their own unique type of information. For example, Softbank can provide data on the amount and flow of human traffic at specific times, while Chugoku Electric Power Company provides intel on the amount of electricity consumption at various times throughout the day. Lastly, the supermarket Izumi can provide purchase the data of customers, and Hiroshima Bank can share specs in regard to the flow of money. The information collected from each company, which doesn't reveal their customer's private information, is stored in the data platform along with statistical data provided by the government via an application programming interface (API). After all of this data is collected and analyzed as a whole, increasing its overall value.

An example usage of the scoring data would be to combine Softbank's human traffic data and Chugoku Electric's household electricity use to analyze when people aren't home and when they're commuting. This data can further be used to

spot areas with long commuting hours and single person household density. Other factors that will be taken into account will be things like gender, age, purchase history, etc. The project has not yet decided how it will go ahead with monetizing such information, but it is currently up for discussion.

Creating a "Super City"—Co-Creation by the Leading Companies in Hiroshima

Softbank, the leader of this project, had recently announced that it will be moving its head office to a "smart building" where cameras and IoT sensors will start collecting real time data. This project, which has ties with the "Super City" project by the government, is quoted by Jiro Higashitani, general manager of the Smart City Development Division, as "a test run of sorts to test how we can contribute to a future society." He adds that Hiroshima Sandbox is a common point of interest for Softbank and the prefecture's respective visions of the future. Higashitani goes on to say, "Just how smart should a smart city be? Being given the opportunity to answer this question together with Hiroshima prefecture is very important to us. It is also meaningful to be part of this data analyzation team and to be able to access usually inaccessible data with the aid of other well known companies throughout Hiroshima."

Making up for Lack of Mutual Data, and Providing Real-Time Information

This data exchange program not only shares data collected by participating companies, but also census and statistical data provided by the government. However, census records are only conducted every five years, and don't provide relevant, up to date information. On the other hand, power companies can provide more recent statistics regarding housing information and population sizes because of their contracts with clients. This type of efficient data sharing is exactly what the project is looking for.

Putting Compassion First

What kind of real world problems can be solved using this kind of system? A field test that was run in 2018, right after heavy rain and landslides hit Kure and Higashihiroshima, can provide some insight. At that time a lot of the roads were damaged due to flooding, and surrounding supermarkets and other stores quickly ran out of goods as people rushed to stock up. However, the store Izumi was able to keep its stores stocked because they had an internal network relaying information to each other. When this information was shared at a later project meeting, Chugoku Electric Company was able to use this information to aid in relief efforts to restore power. Higashitani remarks that, "Information sharing between various types of companies can benefit the local community as a whole. Our mission is to make that information sharing process easier and more efficient.

To make this project a success they're going to need other companies to join them after the field tests have finished. Higashitani went on to add, "It's not just information that we need for this project. The most important thing is compassion for others and a will to want to help others in need. I really hope others will adopt this point of view."



●SoftBank Corp./③Mututoshi Itagaki ⑥Jiro Higashitani
●The Chugoku Electric Power Company, Incorporated/
①Shinichi Marumoto②Yuichi Shiraishi ⑤Nobuhiro Ishii
●IZUMI Co.,Ltd./④Shunichi Sakamoto



●Hiroshima Bank, Ltd.
①Kazuyuki Ishihar
②Takuma Ooe
③Ryuji Sakoda