

Demonstration of the "Effect of improved mobility" for Future Urban Development

■ Demonstration Purpose

In urban development, "improved mobility"—enabling visitors to enjoy more facilities—has always been, and will continue to be, a universally important theme. When applied to the Expo venue, "improved mobility" can be interpreted as enabling visitors to enjoy more pavilions and events. NTT Urban Solutions, which promotes urban development within the NTT Group, has been conducting a demonstration of the "effect of improved mobility at the Expo venue" as part of the "Future Society Showcase". This demonstration treats the Expo venue as a single city and leverages the "EXPO2025 Personal Agent" service.

■ Demonstration Details

By using the "EXPO2025 Personal Agent" service, we verified whether it is effective in improved mobility at the Expo venue—specifically, whether visitors can enjoy more pavilions and events.

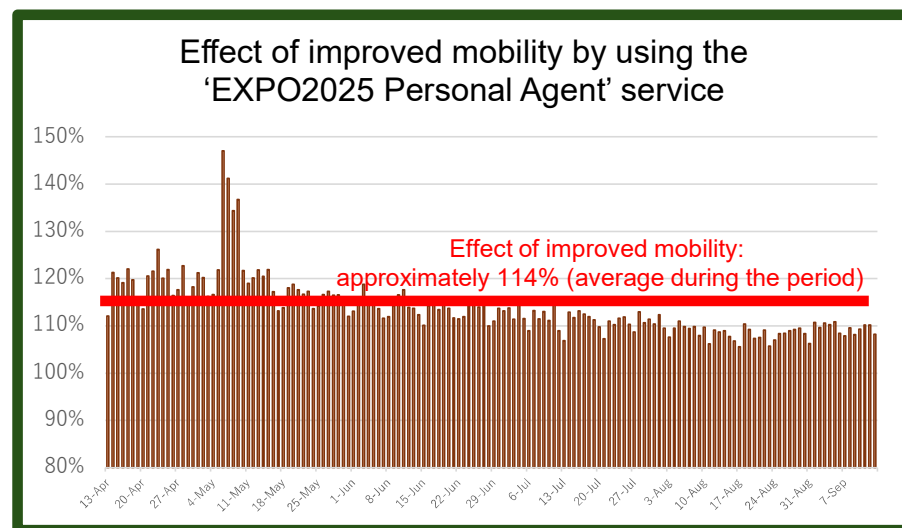
□ Main "improved mobility" Support Functions Provided by This Service:

- Information on various pavilions/events
 - ➡Efficiently obtain information about what is being held and where.
- Route guidance from current location to destination
 - ➡Efficiently move to your destination
- AI-powered "Recommended for You" suggestions
 - ➡Efficiently find pavilions/events that match your interests and preferences

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■ Demonstration Result

The following graph shows, for each day, the ratio of the number of pavilions/events visited by users of this service compared to non-users (with non-users set at 100%). Target period is 5 months (13-Apr to 13-Sep). On average, the service resulted in about 114% improvement in mobility (meaning users visited about 1.14 times more pavilions/events).



■ Toward Future Urban Development

NTT Urban Solutions will continue to utilize and apply the knowledge gained from this initiative to aim for the creation of cities with high mobility, providing safe, comfortable, and enjoyable experiences for the people who live, work, and gather in the city.