

Delivering Free Wi-Fi Services for Foreign Tourists in Shibuya

Highly-stable wireless network environment as the infrastructure to deliver & obtain information was realized by Cisco wireless LAN solutions



According to a survey, what bothers foreign tourists visiting Japan the most turned out to be undeveloped free Wi-Fi environments. Based on that result, Tokyu Corporation and its communications Inc. decided to offer free Wi-Fi services in the vicinity of Shibuya Station, the major operation hub of Tokyu Group.

iTCOM selected Cisco's wireless LAN solutions, aiming to establish highly-reliable wireless communication environments based on the structure of the train station and commercial facilities as well as the density of people who visit the city. Large-scale service infrastructure is effectively managed by automating the detection/correction process of interference sources along with centralized management.

History

Eliminating frustration of foreign tourists by providing free Wi-Fi Making Shibuya an attractive city by supporting the delivering/obtaining of information

Free Wi-Fi service called "Visit SHIBUYA Wi-Fi" offered collaboratively by Tokyu Corporation and its communications inc. (iTSCOM, hereinafter) is functioning as an information delivery platform and as wireless communication environments that foreign tourists can use for free in the premises of Tokyu/Tokyo Metro Shibuya Station (located in Shibuya-ku, Tokyo) as well as its surrounding commercial districts featuring Shibuya Hikarie and Tokyu Department Store. This service has been available since March 25, 2014. Tourists from overseas can take advantage of this service by visiting the information counter of the applicable facility and presenting identification of their nationality (such as a passport) to receive a leaflet containing a user ID and password. Even without active promotion of this service, over 2,000 overseas visitors have used this service in some months.

EXECUTIVE SUMMARY

Installation solution

- Over 2,000 users took advantage of this service in some months, and they felt anew the necessity for the service.
- Centralized management of multiple access points and automation of detecting/resolving interference sources allow for delivery of high-quality wireless communication environments at all times.
- This service is linked with local disaster-prevention measures such as by delivering information to ensure safety in case of an earthquake.

Issues and cases for review prior to installation

- They were planning to make Shibuya attractive to tourists by preparing free-of-charge Wi-Fi environments in the city so as to eliminate frustration of foreign tourists.
- It was necessary to provide stable wireless network services in a complex station area and commercial districts around the station.

Benefits of Installation

- Over 2,000 users took advantage of this service in some months, and they felt anew the necessity for the service.
- Centralized management of multiple access points and automation of detecting/resolving interference sources allow for delivery of high-quality wireless communication environments at all times.
- This service is linked with local disaster-prevention measures such as by delivering information to ensure safety in case of an earthquake.

Mr. Masanori Nagasaki, a member of the VISIT Shibuya Committee, Corporate Planning Office of Tokyu Corporation, talks about the background to the launch of this service and says,

"The survey by Japan Tourism Agency in the year 2011 concluded that the top complaints by foreign tourists visiting Japan are undeveloped free Wi-Fi environments, which is already well known to people involved. This is why we decided to improve the free Wi-Fi environments of Shibuya ahead of other cities and resolve such frustration of foreign tourists.

In recent years, tourists obtain information on the Internet, get to know and enjoy the cities, and share their experiences through SNS. Based on these recent trends, we thought that improving the infrastructure to support such a cycle could not only enhance their satisfaction but also invite more people to visit the city after all. This service is provided in coordination with the Shibuya Ward Office and the Shibuya City Tourism Association. As overall city information of Shibuya is displayed on the top screen of the service in English, this service is functioning as an infrastructure to deliver information for tourists beyond the scope of Tokyu Group.

Mr. Nagasaki says this is one of the projects that Tokyu Corporation has been planning to launch for quite a while.

"We were aware that we needed to establish Wi-Fi environments in some kind of form so that we can achieve our company's goal to make 'Shibuya the No.1 city people want to visit in Japan.' Launching the service this time was a positive step for us to achieve this goal. Such efforts will be accelerated toward the Tokyo Olympics to be held in the year 2020. However, even without the Olympics, we

believed this was a project that our company needed to pursue.

Actually, we only had about two months to start the service after we decided on the project. But thanks to the efforts of iTCOM and Cisco, we were able to launch this service without trouble.

Processes

Automating the process of detecting/resolving interference sources by CleanAir High scalability allowed for launching the service in the early phase

Visit SHIBUYA Wi-Fi service uses Cisco Aironet Series for wireless LAN access points, Cisco Wireless LAN Controller for the centralized management system, and Cisco Prime Infrastructure for the management solutions. iTSCOM has been in the Wi-Fi business for quite some time using Cisco solutions as its infrastructure. They adopted Cisco products for its high scalability which can minimize the cost and man-hours of adding new SSIDs or developing new services as well as for the satisfactory maintenance services. They already deployed some equipment such as access points in the facilities (areas) where the service is available.

Mr. Tomoaki Tamura, the foreperson of Life Solutions Department, its communications Inc., says they were able to launch this service in a short period thanks to the high scalability of Cisco solutions and utilization of CleanAir, a unique technology of Cisco.

"A lot of people gather in Shibuya, and the network signal becomes unstable quite often. As part of this project we have installed many wireless LAN access points in the service delivery facilities; however, we cannot avoid the problems of interference for maintaining the Wi-Fi environments stable. So, we actively utilize the CleanAir

CUSTOMER PROFILE

Tokyu Corporation

Location of headquarters

5-6 Nanpeidai-cho, Shibuya-ku, Tokyo

Established

September 2, 1922

Capital

121,724,000,000 yen (as of March 31, 2012)

Number of employees

4,276 (as of June 30, 2013)

URL

<http://www.tokyu.co.jp>

Tokyu Corporation offers a wide range of services including railway business, urban development business, life service business, and more. Tokyu has improved the convenience of passengers through direct train services with other railway companies and has been involved in large-scale developments, environment-friendly urban planning, and enhancement of communities along the railroads. Linking all these businesses and creating a synergy effect, Tokyu is striving to enhance values along their rail lines.

its communications Inc.

Location of headquarters

Futako Tamagawa Rise Office 2-21-1,
Tamagawa, Setagaya-ku, Tokyo

Established

March 2, 1983

Capital

5,294,000,000 yen

Number of employees

487 (as of April 1, 2014)

URL

<http://www.itscom.net/>

its communications Inc., a cable service provider covering areas along the Tokyu railroad lines, offers broadcasting services and network services. iTCOM provides services suitable for each user's lifestyle and continues to respond to new demands by taking advantage of the "optical hybrid system" network, which allows for the unified management of entire communication systems. With experience as a local-contents supplier transmitting information on the local communities along the railroad line, iTSCOM delivers information useful in their daily lives.

technology to automate most of the processes of detecting and resolving interference sources and minimize the workload of operation management.

We also found the centralized management system very easy to use. With this system, we can manage access multiple points efficiently and perform additional deployment or expansion easily. All the access points are connected and charged via PoE. While considering the distance and installation locations, we try to arrange them as close as possible so as to secure the coverage and stable performance.

We believe that we were able to launch this service in a short period because of the high scalability and manageability that only Cisco solutions can provide. Cisco and the system construction partner also responded to us in a very timely manner.

By the way, Tokyu decided to launch this service in March because they wanted to make it to the peak times for tourists visiting Japan, according to Mr. Nagasaki.

"We wanted to make it to the cherry blossom season in Japan. The beginning of April is known as the tourist season, which is also the period of traditional New Year (Songkran) days in Thailand. This is one of the peak seasons of the year. We thought it was important for us to be able to provide the service during that season.

Result & Future

More than a dozen people use this service daily - Felt that this is the service tourists wanted
To be utilized as an infrastructure to deliver disaster information as well

About half a year has passed since the launch of this service, and there is steady progress in the number of foreign tourists using this service. They have never experienced major system problems, and Mr. Nagasaki feels confident about what they did as they were able to establish the infrastructure of delivering services in demand.

"Before starting this service, we were not sure how many customers would be using this. But as we started, it turned out that a considerable number of tourists took advantage of this service, which reassured us that they were anxious to have this kind of service. We are trying to attract visitors' attention by putting up posters or stickers

in the facilities where this service is available. People who saw these posters or stickers have come to the information counter and obtained the leaflet... a series of cycles are being established. We succeeded in launching this convenient service partly because we leveraged the strength of Tokyu Group, which manages several facilities in Shibuya.

When we are in our own country, there are many ways to obtain information we are looking for; however, I believe many people have experienced difficulty in doing so overseas. It is the same for people who visit Japan from abroad. They have a hard time because they cannot understand what the Japanese TV or radio says. Putting

myself in that situation, I realized that having Wi-Fi connection to obtain information in English or their own language is the environment that tourists need to have at least when traveling in a foreign country.

Tokyu Corporation wishes to grow this service not just for the Tokyu Group but as an infrastructure of the entire Shibuya city. Mr. Tamura says they also want to learn from abundant case examples in which Cisco has been involved.

"Due in part to the Tokyo Olympics, these days we receive more offers than before from companies outside the Tokyu Group. It would be great if we could extend this service by working together with various people of the city.

We have a lot to learn from Cisco, as they have abundant experience on a global scale and knowledge about the city-wide projects as well. We hope that Cisco will continue to inspire us by providing information on products, technologies, case examples, and more.

One of their future approaches includes disaster-prevention measures using this Wi-Fi environment. In cooperation with the Shibuya Ward Office, they are posting on the top screen of the service advisories/warnings in case of an earthquake and accommodation information for people who are unable to return home. This information is displayed in Japanese and foreign languages. Mr. Nagasaki says they would like to expand this service beyond the infrastructure designed for foreign tourists.

"It is such common sense for Japanese that we are supposed to hide under a desk or something secure to protect ourselves in case of an earthquake, but people from abroad have no idea what to do. We hope that we will be able to eliminate the concern of foreign tourists by providing basic information to protect themselves and secure their safety.

As we learned that Wi-Fi environments were helpful in delivering and obtaining information during the Great East Japan Earthquake, the government is also expecting a lot from the development of Wi-Fi infrastructure. It will be important to improve the Wi-Fi infrastructure to be useful in case of disasters.

We would like to make the Shibuya city more attractive by utilizing this service and Wi-Fi infrastructure. We hope that more people from overseas will visit Shibuya when they come to Japan.



"Visit SHIBUYA Wi-Fi" Service Usage Flow



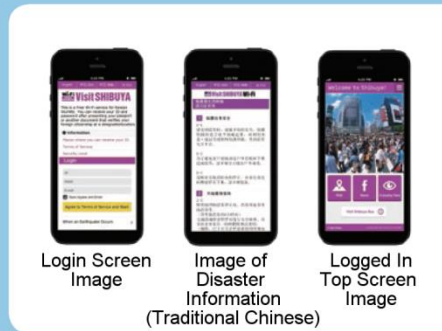
1 Visit the information counter of the facility where the service is available



2 Present identification of foreign nationality (such as a passport)



3 Receive a service leaflet containing ID and password



Login Screen Image

Image of Disaster Information (Traditional Chinese)

Logged In Top Screen Image



4 Access by smart devices!



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)