A blue banner with a white map of Japan on the left side. The text "Introduction to ZDC Location-based Services" is written in white on the right side of the banner.

Introduction to ZDC Location-based Services

October 18th, 2010



→ Corporate Name: Zenrin DataCom CO., LTD.

- Established: April 13, 2000
- Capital: ¥1,783,060,000
- 150+ Employees (as of April 1, 2009)
- HQ: Minato-ku, Tokyo Japan
- Office: Fukuoka
- Certification: Privacy Mark

ZENRIN DataCom



→ Board Members :

- Chairman: Hidemi Hayashi
- President: Tatsuhiko Shimizu
- Vice President : Hideyuki Fujisawa

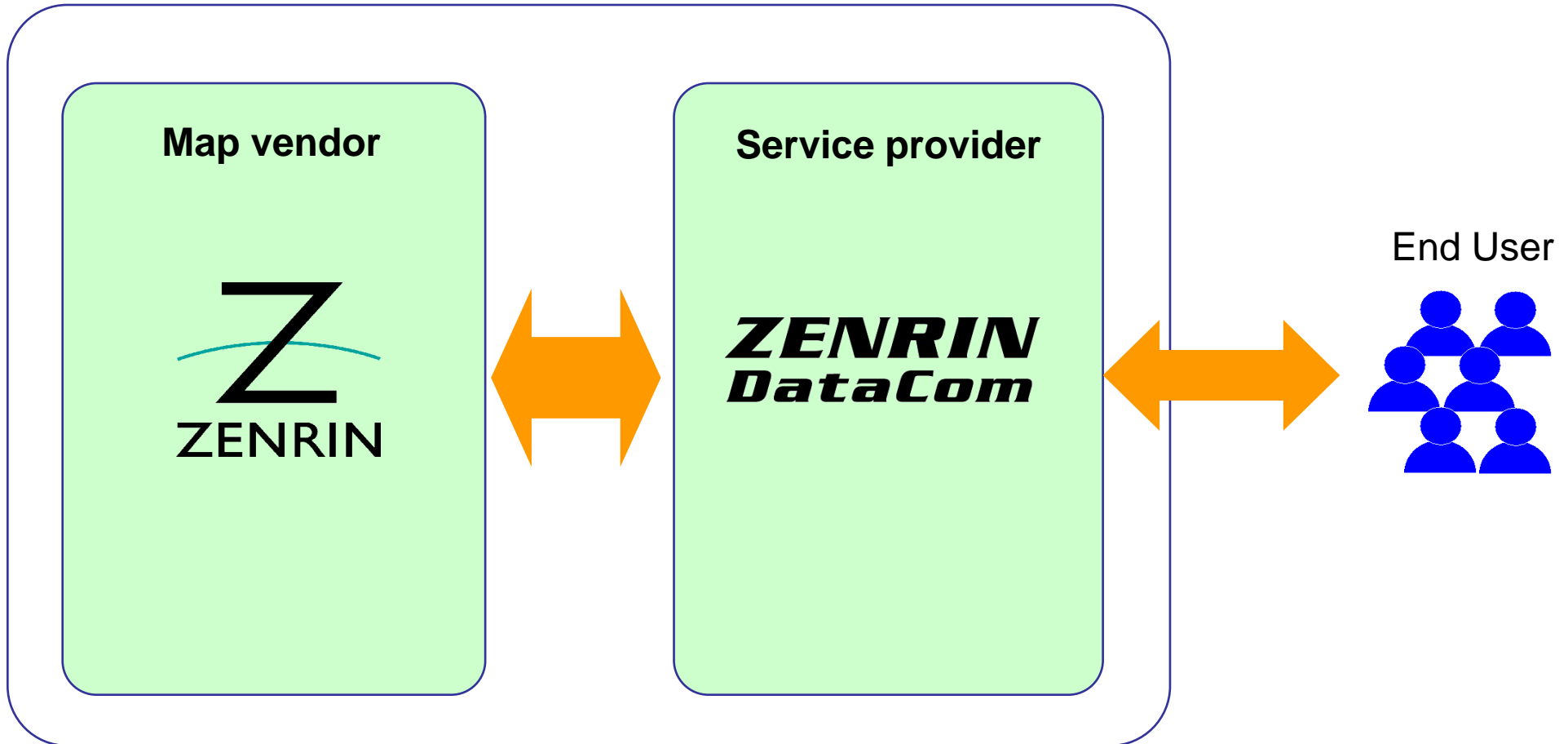


→ Private Company

→ Business Description

- Providing digital map and location identification services via the Internet

Zenrin DataCom is the leading provider for Internet, mobile, navigation and enterprise LBS applications in Japan.



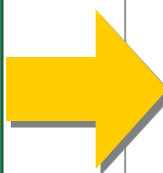
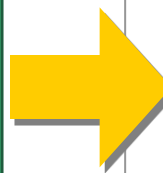
Map related data



- ▶ Map data
 - Standard map data
 - Residential map data
- ▶ Database for search
 - Business listing data
 - Address data
 - POI data
 - Postal code data
- ▶ Network data
 - Road network data
 - Pedestrian network data
- ▶ 3D modeling data

Additional information

- Gourmet information
- Weather information
- Traffic information
- Event information
- Accommodation information
- Sightseeing information
- Parking information
-

**ZENRIN
DataCom**

Routing

Public Transit

Pedestrian routing

Vector/Raster Map

Geo-coding

Traffic analysis

Local Search

Turn by Turn

Advertising

APIs

For Consumer

いつもNAVI

Smart Phone



ANDROID

iPhone

Japanese
Mobile

SoftBank

For Enterprise

いつもNAVI

PC Site



In-Car Navigation



Mobile Application

Universal API abstraction layer

Raster/Vector
map

Driving
turn-by-turn

Pedestrian
turn-by-turn

Transit direction

Search

Real-time information

Detailed Map

Road network data

Pedestrian
network data

Premier POIs

Weather

Road Map

Business listing

Live Traffic

Billing

Address

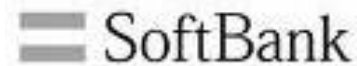
Parking

POI

Platform

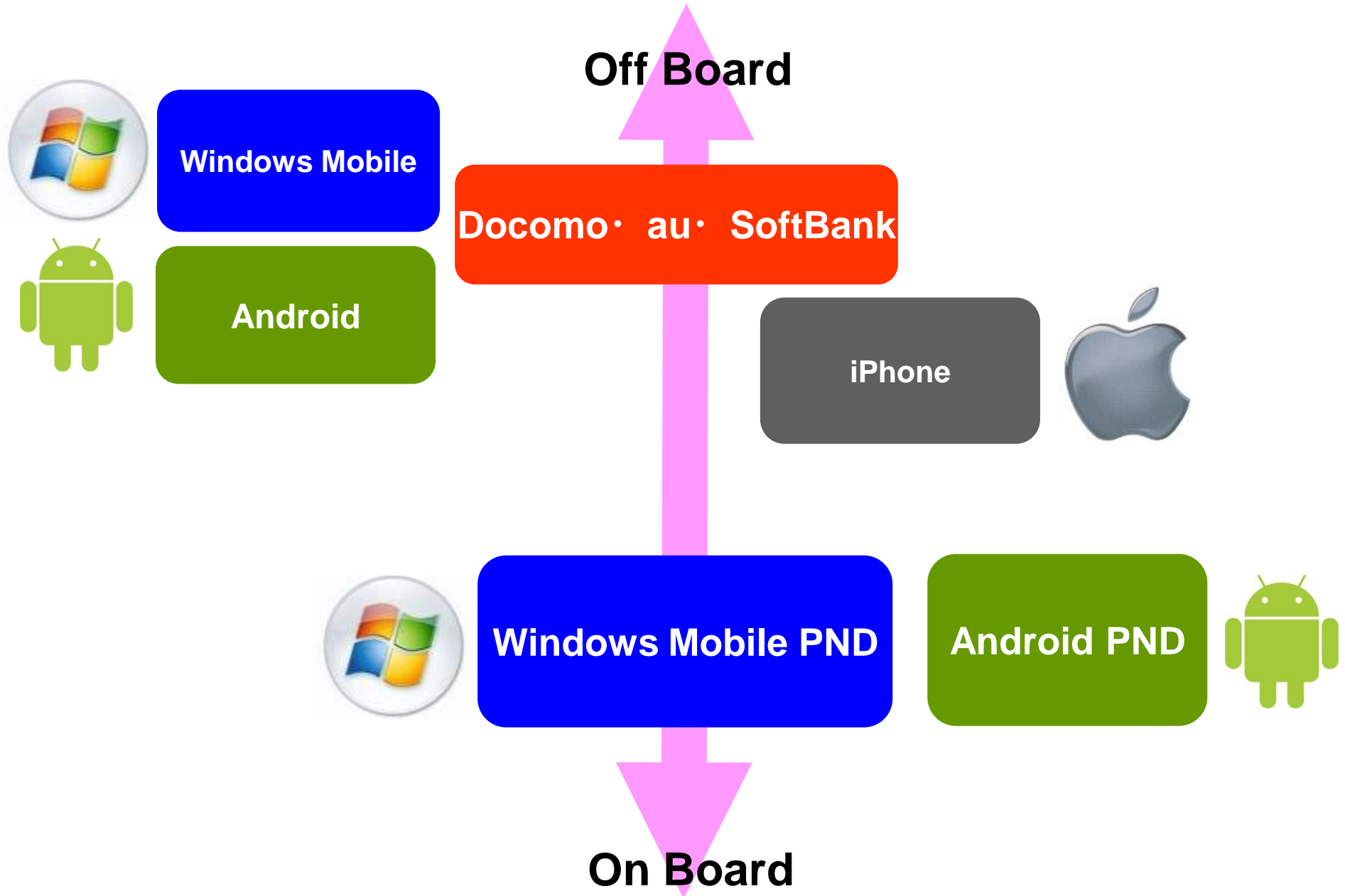


Mobile carrier



Device Maker



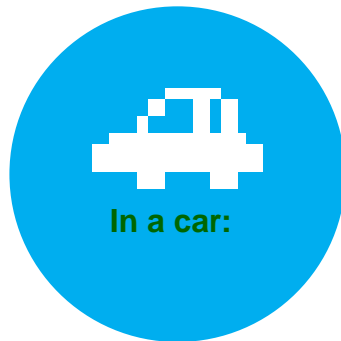


Itsmo Navi on DoCoMo

- ➔ Our application service is pre-installed on all of Docomo's mobile phones and closely connected location-based functions.

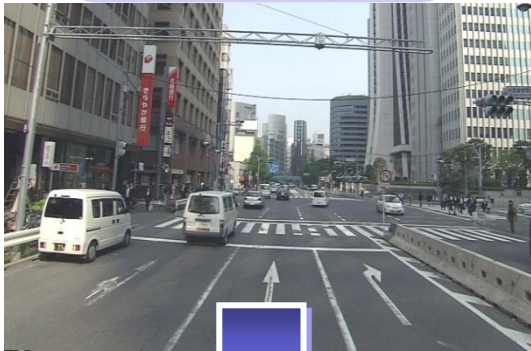


Train transfer info, underground mall info, and route info; all packaged into one service.

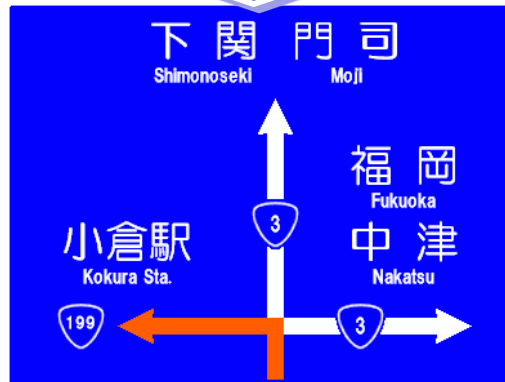




City Real



Directional Sign

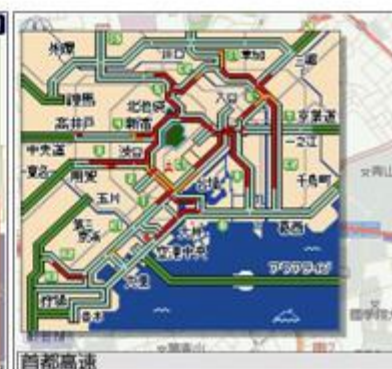


JCT bitmap





Vehicle navigation almost equal with car-mounted navigation systems





Subway station, Underground mall, Concourse, Arcade



Escalator, Elevator, Pedestrian Deck



Park, Pedestrian Bridge, Crosswalk, Under the elevated





On foot:

Routes for cars
can be completely
different than
routes for
pedestrians!

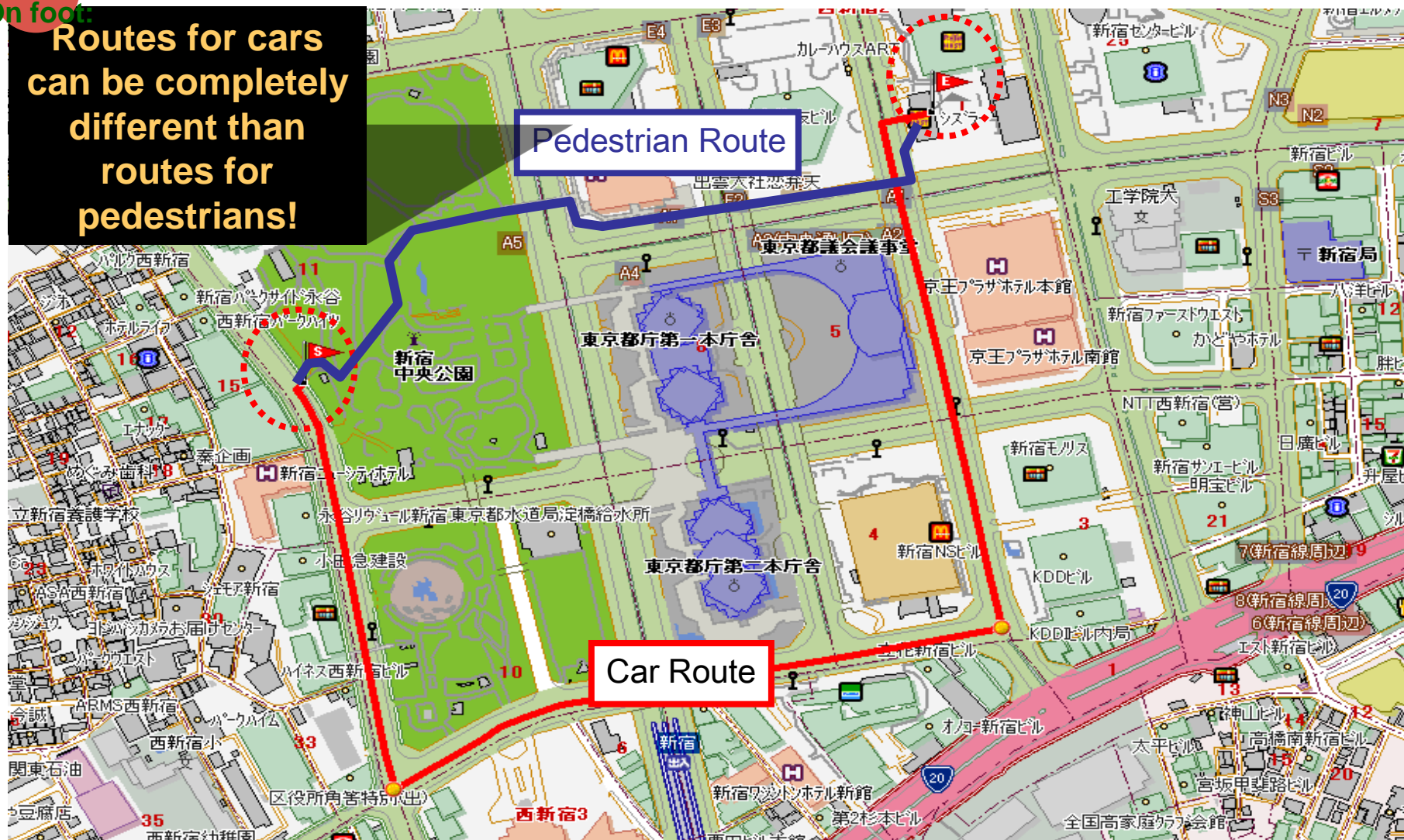
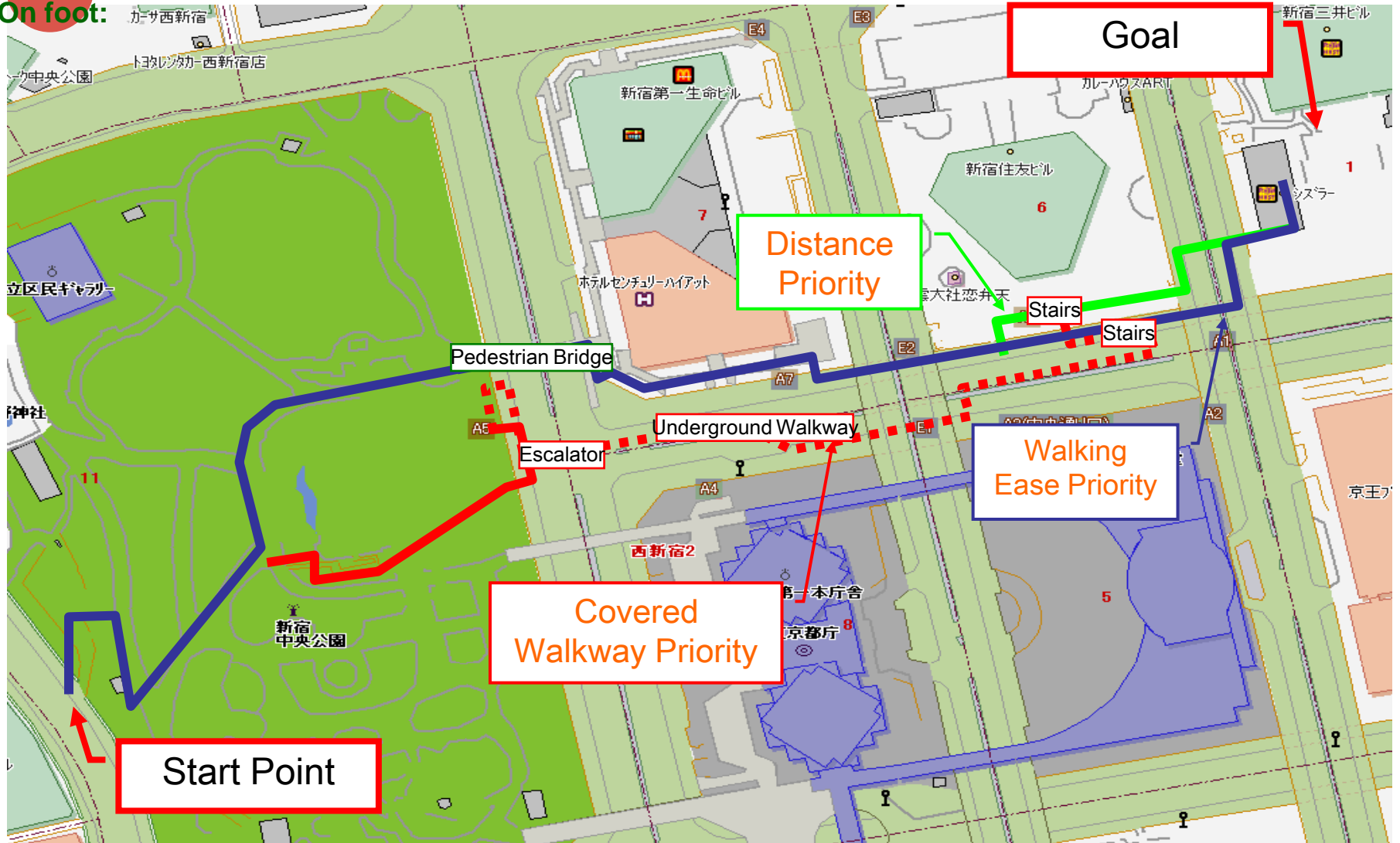


Image of Guidance Route



On foot:



Door to door navigation including all trains & domestic flights



Itsmo NAVI On iPhone



its-mo Navi

Hybrid connected
navigation application

Price: ¥2,800 (annual subscription fee)

→ Roughly equivalent to US\$28.00

Features:

- Vector Map
- Turn by Turn
- Heads-up
- Driving Direction
- Local Search
- Junction Bitmap
- Re-route
- Voice Guidance
- Map/Route Cache
- Auto Re-route
- Voice Guidance

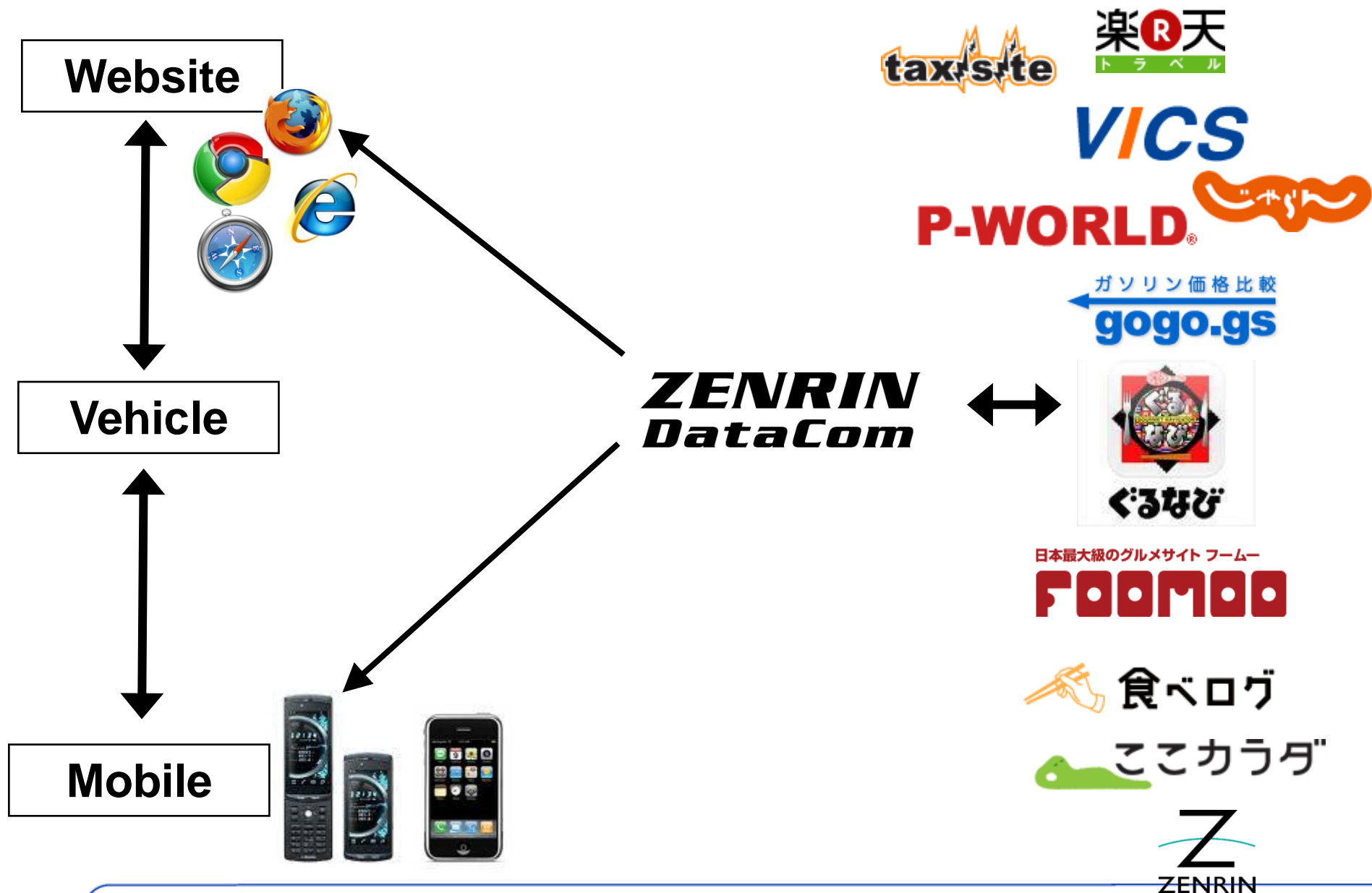


- ➔ The best selling App in Japan.
- ➔ Its-mo Navi was the top download in the navigation category for 4 consecutive months.
- ➔ Apple selected Its-mo Navi for the iTunes Rewind 2009

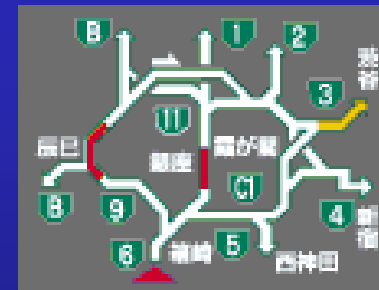
Best selling Apps in 2009

	Name of application	Provider
1	いつもNAVI Lite	ZenrinDataCom
2	全力案内！ナビ	ユビークリンク
3	新TOEIC テスト 英単語・熟語 マスタリー2000	物書堂
4	Money Journal	Aesthology
5	いつもNAVI	ZenrinDataCom
6	myVideos	Daniel Lüthi
7	DocScanner	Norfello Oy
8	iMandalArt	Hiro Art Directions
9	i手帳 (Googleカレンダー対応)	Aesthology
10	南山堂医学大辞典第19版	ロゴヴィスタ

Connected Content



→ Traffic information ItsmoNavi Probe and VICS



ItsmoNavi's Mobile Probe data combined with VICS' real-time road traffic information for congestion and regulation.

→ Parking Lot Vacancy Information



Real-time parking information allows users to find the closest available parking area to their destination!

→ Gas Station Information (via Gogo GS)



Real-time gas pricing and comparison of nearby gasoline stand prices in the palm of your hand!

順位	価格 (¥/L)	系列	店名/住所/コメント	価格区分
1	130	Dr. Drive	セルフ西芝浦SS / (株)サントーコー 〒108-0023 東京都港区芝浦3-14-10	現金 看板
			[表記なし] 変化なし	
2	134	Dr. Drive	高輪店 / (株)ENEOSフロンティア 〒108-0074 東京都港区高輪2-18-10	現金 看板
			[備考]AM11時以降 現地で確認	
3	136	Shell	赤坂SS / 中央シェル石油販売(株) 〒107-0051 東京都港区元赤坂1-1-8	現金 看板
			[表記なし] 同店後の店頭看板で確認。レギュラーのみ価格表示。軽油の取扱なし。	
4	139	Mobil	溜池SS / (株)丸機タヤス 〒107-0052 東京都港区赤坂1-3-9	現金 看板
			実体は別の(へへ)	
5	139	Mobil	溜池SS / (株)丸機タヤス 〒107-0052 東京都港区赤坂1-3-9	現金 看板
			実体は別の(へへ)	
6	142	ENEOS	南青山SS / 青木石油商事(株) 〒107-0062 東京都港区南青山1-21-10	現金 看板
			[表記なし] 店頭LED看板で確認。レギュラーのみ価格表示。	

THANK YOU!

ZENRIN
DataCom

大渋滞、
燃料タンクは空っぽに、
俺のタンクは満タンに。

7月の迷える男たちへ。

ゼンリンの最も詳細な地図(※)を使った携帯ナビ **いつもNAVI**

クルマ・徒歩・電車のナビが、オールインワン!
各種施設情報が充実、しかも渋滞情報は無料です。

クルマ
徒歩
電車

まるでカーナビのように、交通渋滞情報も音声案内も交差点案内も使えます。
階段が少ない、屋根が多いなどの条件設定ルートにも対応しています。
乗換案内だけでなく、徒歩と組み合わせた全行程を地図上でナビします。

