

December 13, 2005

Press Release

YRP Ubiquitous Networking Laboratory

**“Social Experiments of Information Distribution Systems That Use ucode Tags, etc. Conducted in Shinjuku More 4<sup>th</sup> Street.”  
Opening Ceremony Information**

The Shinjuku Ward Government (Ward Mayor: Hiroko Nakayama), YRP Ubiquitous Networking Laboratory (Shinagawa, Tokyo, Director: Ken Sakamura, Professor at the University of Tokyo ) and qubit co., Inc. (Toshima, Tokyo, Representative: Ko Nanbu), as part of social experiments conducted by the Shinjuku Ward, will start experiments to provide information on ucode tags embedded in information plates attached to streetlights, etc. that use Ubiquitous ID (uID) technology, which is being promoted for standardization by the Ubiquitous ID Center (Members: 500 organizations, Chair: Ken Sakamura, Professor at the University of Tokyo). From these information plates, public information, sightseeing information and disaster relief information for a certain location can be obtained using Ubiquitous Communicators. QR codes are also attached to the information plates so that information can be obtained using mobile phones. It will be possible to obtain necessary information for a certain location even if the user is not familiar with the location as long as the information plates are setup throughout the town.

The opening ceremony and demonstration will be conducted as below.

We would appreciate your attendance.

**Notes**

**1. Opening ceremony overview**

Date: Monday, December 19, 2005

Time: 11:30 to 12:00 (Reception desk will open at 11:00)

Venue: Shinjuku More 4<sup>th</sup> Street, 3-20, Shinjuku, Shinjuku-ku (Refer to the attached map)

Greetings

Shinjuku Ward Mayor

Hiroko Nakayama

Director of YRP Ubiquitous Networking Laboratory: Ken Sakamura

[Information 14]

Explanation of experiment overview

Demonstration

Questions and Answers

End

[Inquires regarding this issue]

YRP Ubiquitous Networking Laboratory (Contact: Mr. Hiroyuki Yamada)

Phone: 03-5437-2290

e-mail:press@ubin.jp

(Information map attached)

