



**OMY** Otemachi  
Marunouchi  
Yurakucho  
**Smart City**

**Initiatives for “OMY Smart City” based on the Area Management Model**



Committee for Smart City Planning & Promotion

The Council for Area Development & Management of Otemachi, Marunouchi, and Yurakucho



# Outline of Today's Presentation

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## INTRODUCTION

1. Where is OMY (Otemachi, Marucnouchi, Yurakucho) in TOKYO ?

## MAIN TOPIC

2. What is OMY Smart City ?
3. The Resilience in OMY Smart City

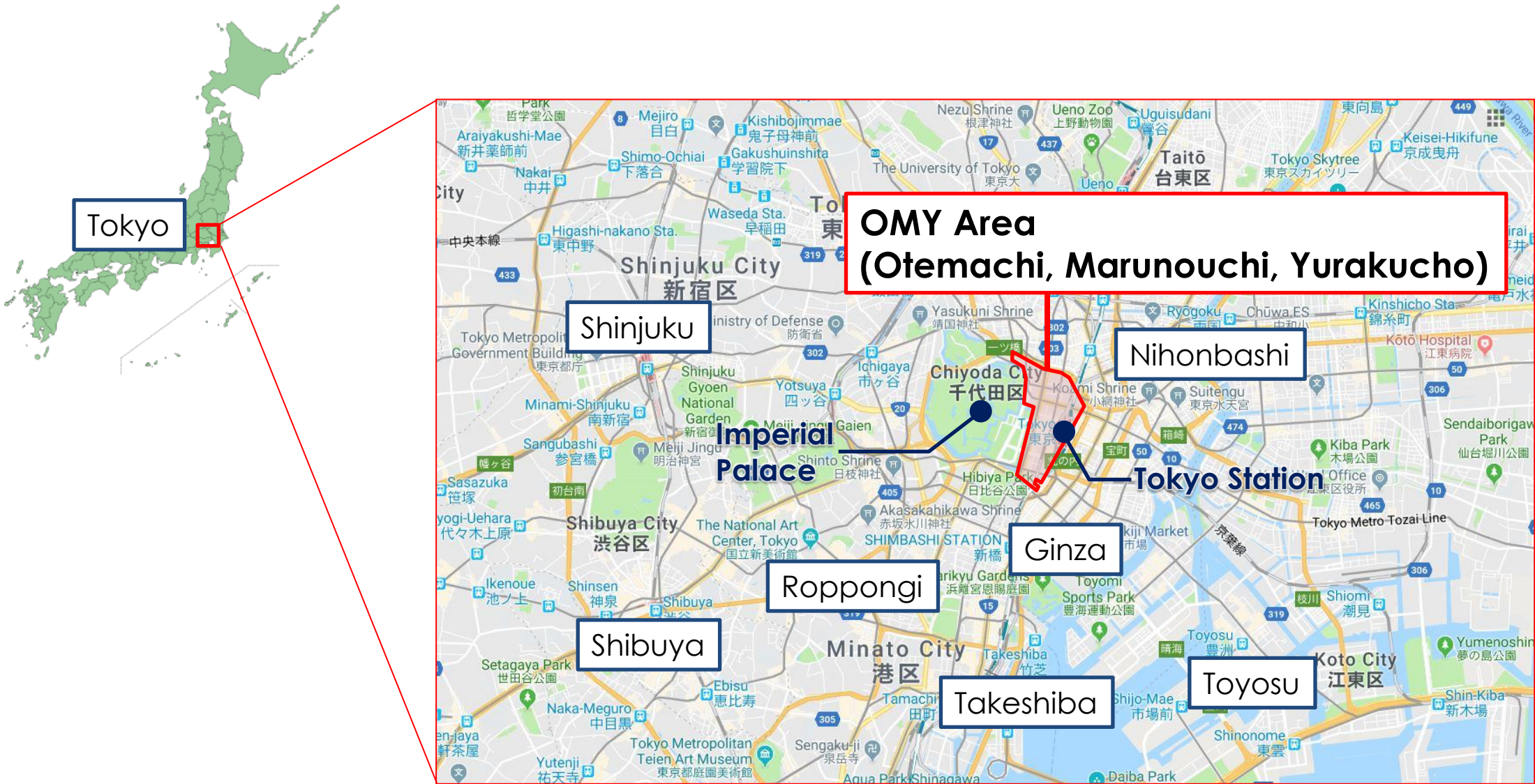
## APPENDIX

4. Initiatives of OMY Smart City

1

*Where is OMY in TOKYO ?*

# OMY (Otemachi, Marunouchi, Yurakucho) Area



# Overview of the OMY Area



**Area size**  
.....  
About **120** ha

**Head offices of listed companies**  
.....  
About **118**

**Consolidated net sales**  
.....  
About **¥120** trillion

**Offices**  
.....  
About **5,000**

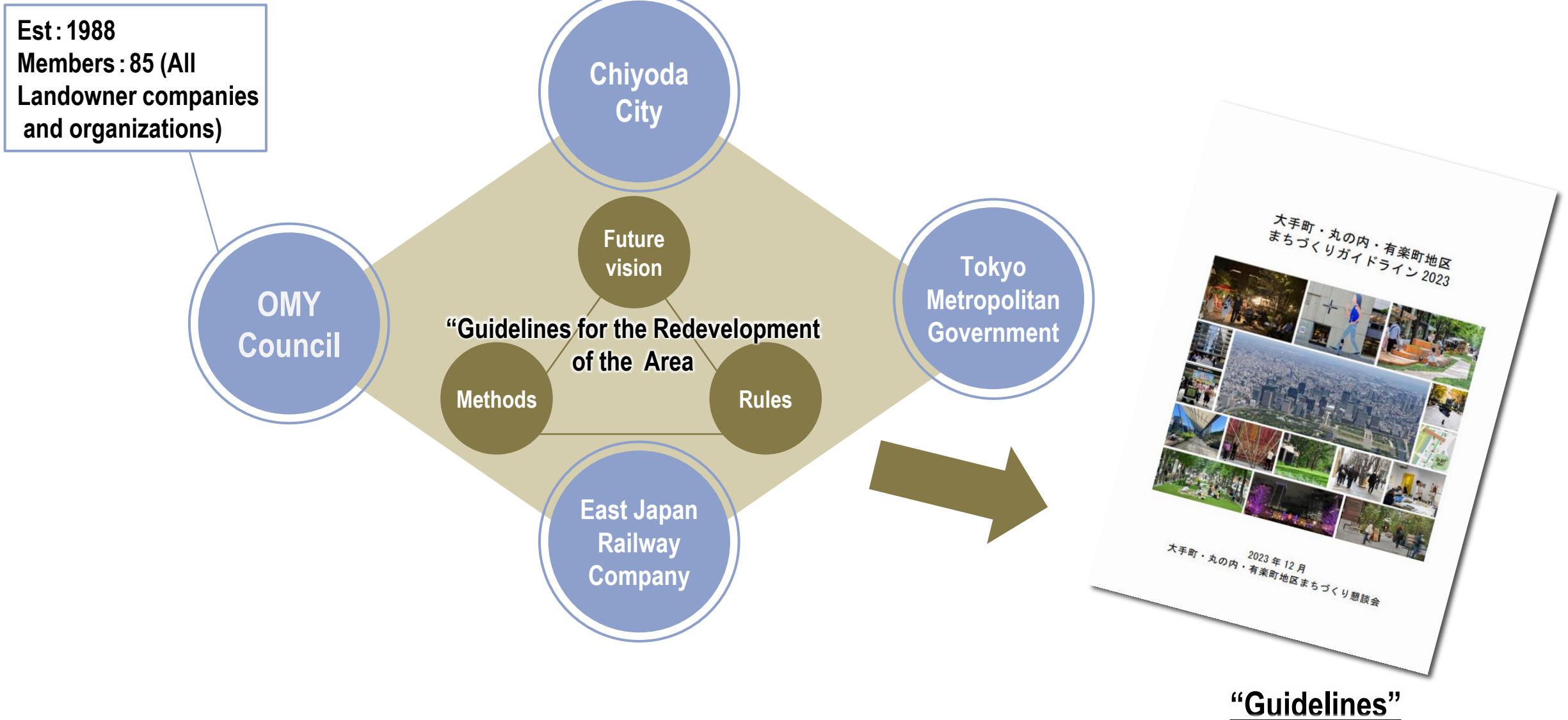
**Working population**  
.....  
About **350,000**

**Railway network**  
.....  
**28** lines  
**13** stations

\* Source: The Council for Area Development and Management of Otemachi, Marunouchi, and Yurakucho 2022

Number of boarding/deboarding passengers

# The Advisory Committee on OMY Area Development



# Renovation of public space: Changes to Main Street

The renovation of Naka-dori which is the main street in OMY Area.

【Around 1970】“The Bustling street from Monday to Friday”



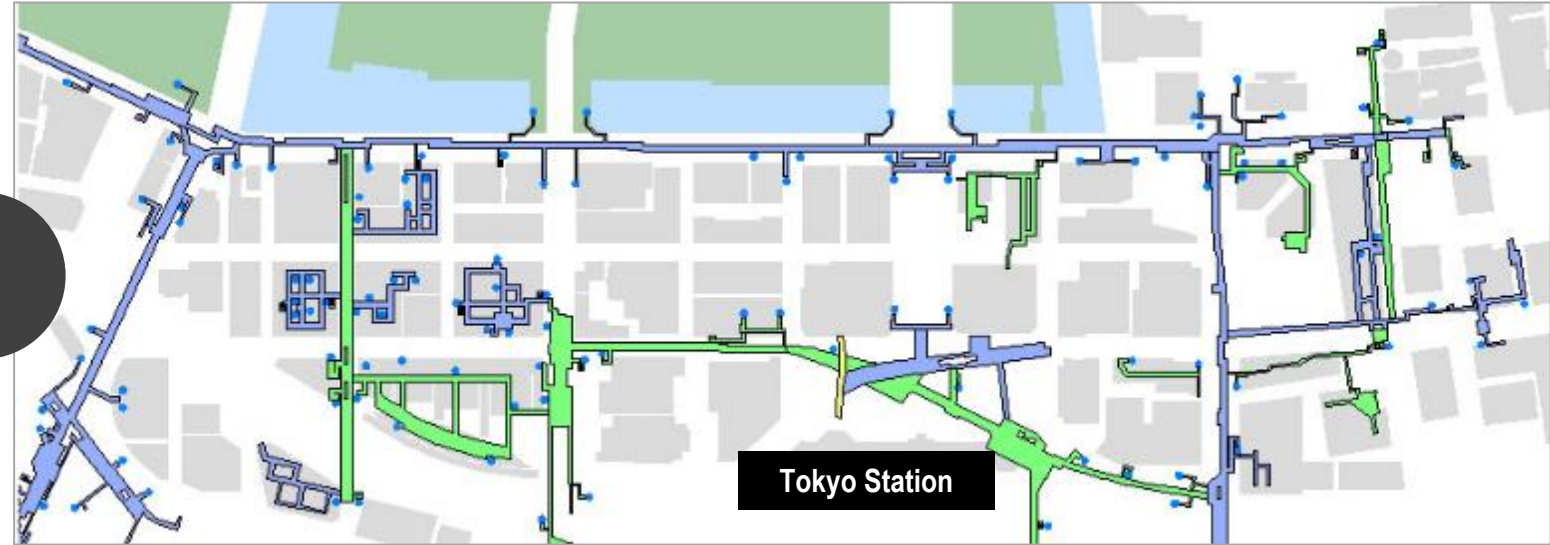
【Present】Landscape improvement (sidewalk widening, street trees, street furniture)



# Development of Underground Pedestrian Walkaway Network

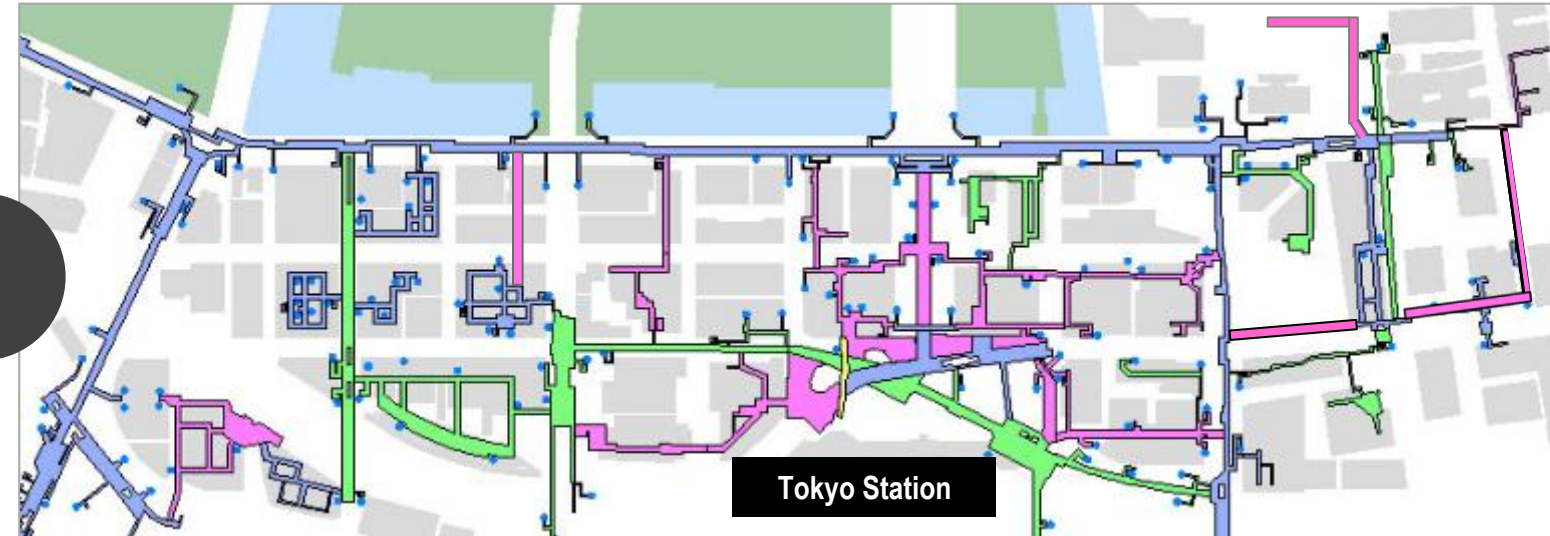
2000

- JR Sobu-Yokosuka Line
  - JR Keiyo Line
  - Subway Hanzomon Line
  - Subway Yurakucho Line
- After the above railway lines went into service



Present

Passages within buildings and pedestrian walkways and passage ways built underneath roads in conjunction with building redevelopments



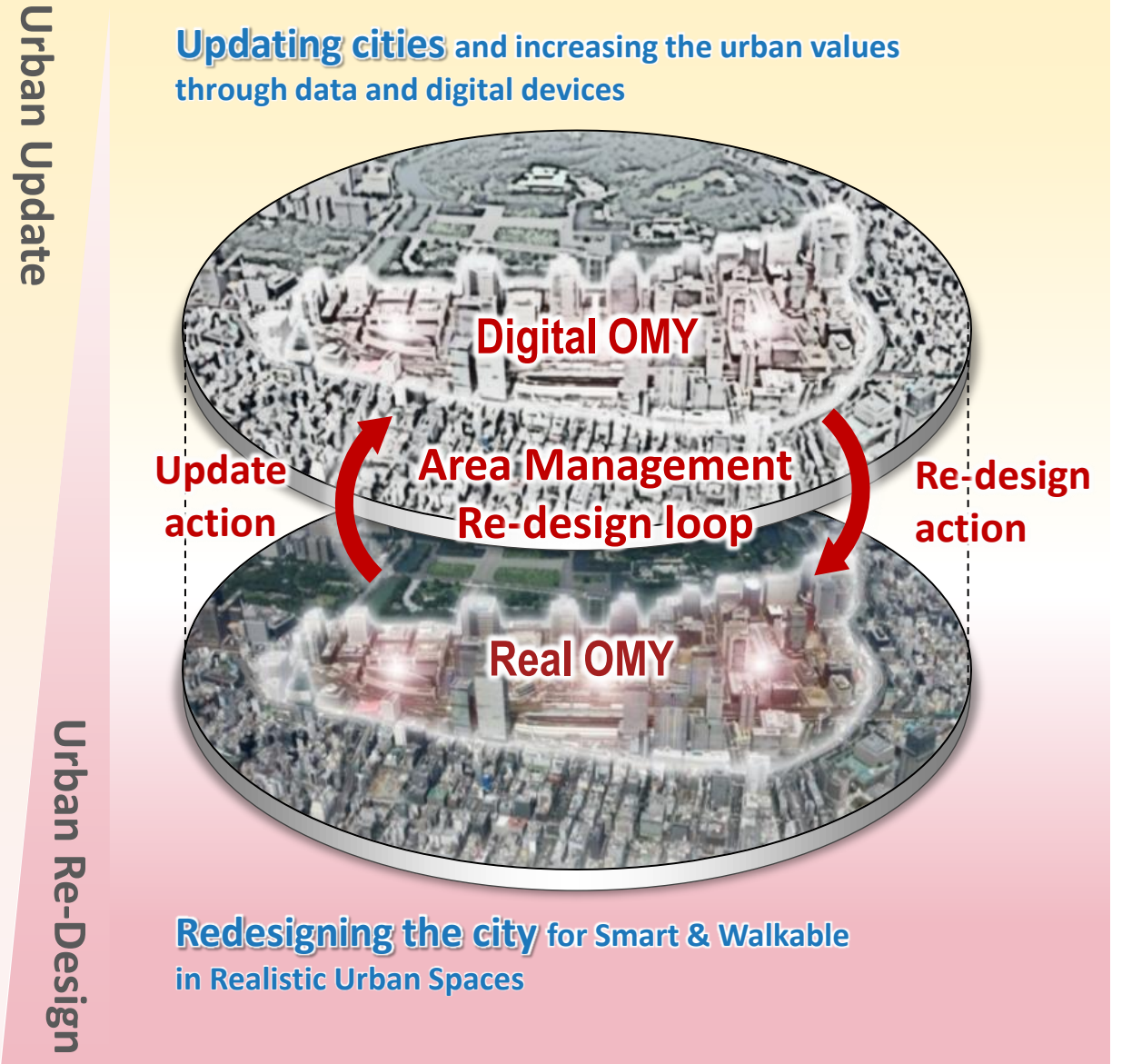
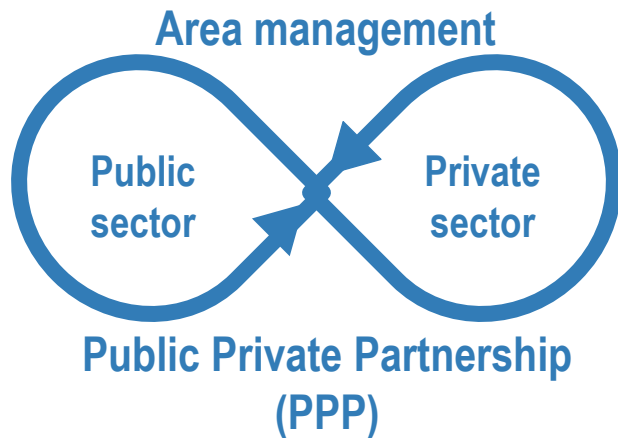
2

*What is OMY Smart City ?*

# Vision-Oriented Smart City

## Our Visions

- 1.State-of-the-art international business area
- 2.Cultural area that attracts and bustles with people
- 3.Area where information is exchanged and spread
- 4.Area where character and vitality coexist
- 5.Convenient, comfortable area that people can walk around
- 6.Sustainable area that coexists with the environment
- 7.Safe & secure area
- 8.Smart area that makes use of new technologies and data
- 9.Area that nurtures through cooperation between citizens, governments and visitors



# Overview of Our Projects for the Urban Updating and Redesigning

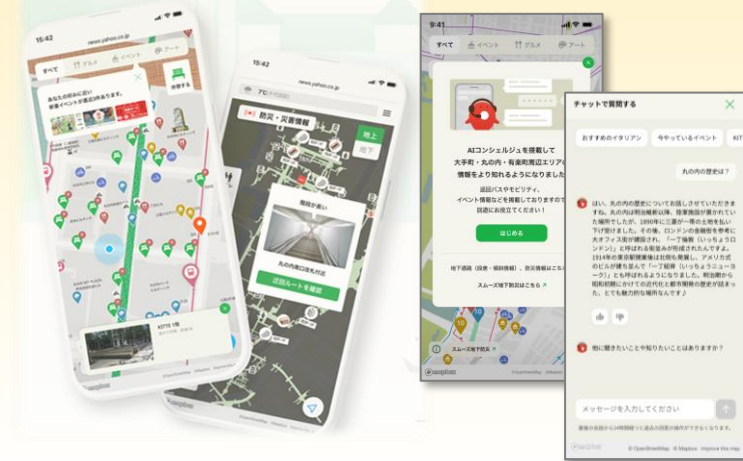
Urban Update

## Maximizing user value and accelerating urban improvement through digital and data-driven approaches

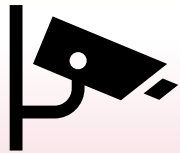
### ● "The Disaster Dashboard"



### ● "Map APP & AI Chatbots"



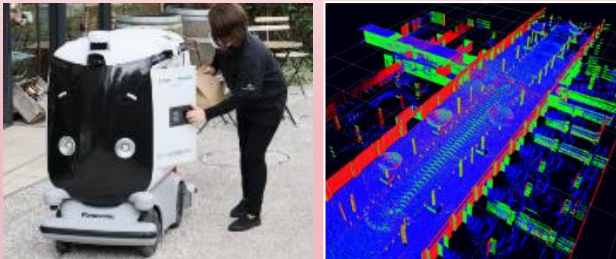
### ● "Cameras & AI Analyzing"



### ● "New mobilities (Field trial)"



### ● "Delivery Robots & 3D point cloud map"



## Pilot Projects and Knowledge Development for Mobility-Driven, Walkable Urban Design

Urban Re-Design

# 3

## *The Resilience in OMY Smart City*

# The Resilience in OMY Smart City – The Disaster Dashboard –

2011.03.11 : “The Great East Japan Earthquake”

⇒ In OMY area, many people were unable to return home.

## 【Disaster Response】

”The Disaster Dashboard” is an online platform developed by Chiyoda City, Tokyo, to provide residents, workers, and visitors with real-time information during disasters and emergencies.

It integrates various types of data and visualizes them in an easy-to-understand format, supporting quick decision-making and safe behavior in times of crisis.

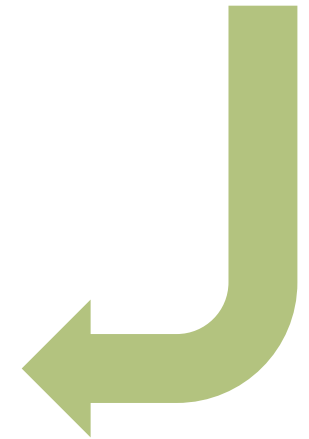
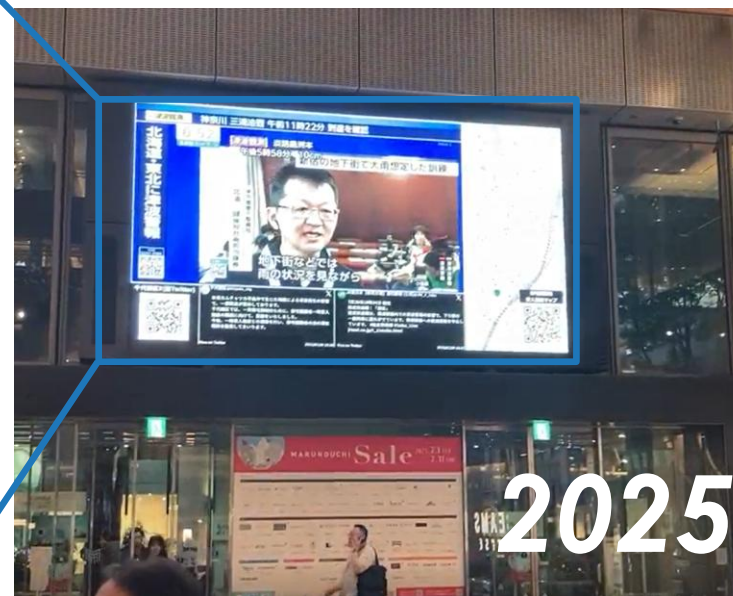
## ■ The screen design of ”The Disaster Dashboard”



■ The scene of the city after the earthquake (2011.03.11)



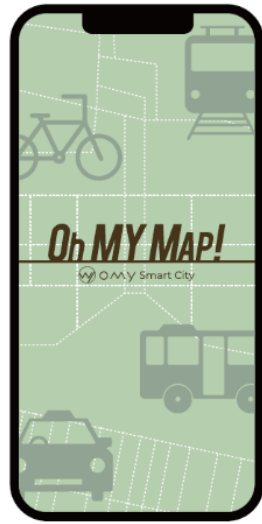
■ The scene of the city after the earthquake (2025.07.30)



# 4

## 【Appendix】 *Initiatives of OMY Smart City*

# Area Information Guide App



More Fun, More Safe  
w/ Marunouchi, TOKYO



## For Convenience of Movement and Excursion

- POINT 1** Event Information
- POINT 2** Vacancy of Various Mobility and Position Information
- POINT 3** Push Notification of Recommended Information

## For Underground Network and Disaster

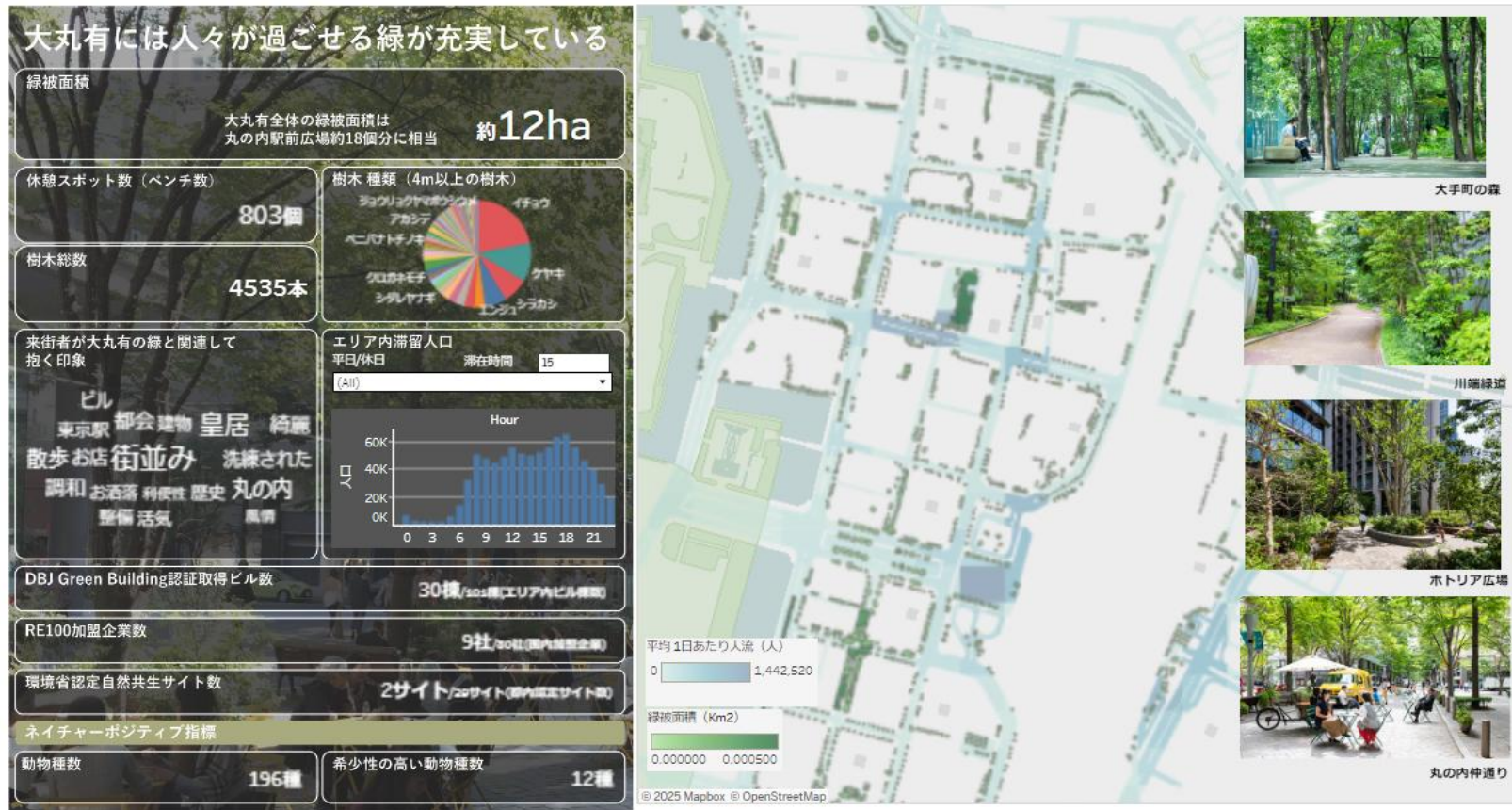
- POINT 1** Notice of Level Difference and Slope
- POINT 2** Detailed Underground Network
- POINT 3** Helpful Information for Disaster

# Area Evaluation Dashboard

A dashboard will open to the public at omy/w at the Website of the OMY Smart City Project.

= Purpose =

- ① City Promotion : To promote the area's appeal to all people involved in the community
- ② Evidence based policy making : Those responsible for discussing & planning community development and area management can continuously monitor the state of the area, identify issues, and translate them into action.



<https://www.tokyo-omy-w.jp/news-topics/259>

# To achieve Redesigning of Walkable Spaces (Demonstration Experiment)

The image of Naka-dori (main-street) in the future, where people can walk safely with various mobilities.



Delivery Robots



Delivery Robots



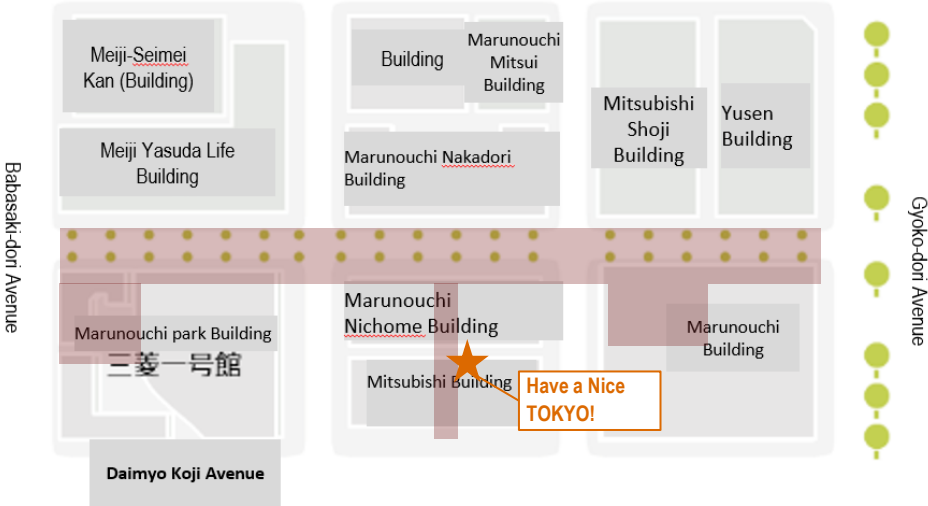
Autonomous Bus



Autonomous Mobility

# Robot Running Demonstration Experiment (Initiatives in FY 2023)

System	Organizers: The Council for Area Development and Management of OMY / Panasonic Holdings Co-sponsor: Mitsubishi Estate Co.
Background and Objectives	<ul style="list-style-type: none"> <li>Continuous demonstration experiments have been conducted since the past fiscal years, aiming to utilize robots and mobility units as part of the OMY smart city initiatives.</li> <li>Based on the results of the previous year's demonstration, the next step will be demonstrated during the event, "Marunouchi Street Park 2023 Summer."</li> <li>In order to generate a business model for mobility units and robot utilization, the following possibilities were examined: providing a specific sponsorship model of mobility units to be developed in conjunction with events, as well as amenities to be created based on the concept of area-based management.</li> </ul>
Period	August 1 - September 21, 2023 (including preparation runs), 11:00 a.m. - 5:30 p.m. (until sunset)
Contents	<ul style="list-style-type: none"> <li>Event conjunction: sales of goods in conjunction with the Rugby World Cup, to build engagement with people before the event.</li> <li>Provide amenities: sales of cold water (in plastic bottles) to prevent heat-related illnesses among visitors, etc.</li> </ul>



Mobility units run in the area in red.

The speed was set at 4 km/h or less, as was the case in the previous year's demonstration.

One to two robots are expected to run.



# Mobility Driving Demonstration Experiment (Initiatives in FY 2022)

## << Demonstration Outline >>

[Location] Marunouchi Nakadori Avenue (Maru Building – Kokusai Building). Round-trip travels, using a switchback system.



A unique green slow mobility unit

[Period] February in 2023 (3 days)

[Body of Car] lino type-S712 by Gekidan ino

[Driving level] Remote control, with a person monitoring closely.

Item	Achievement /Challenges
Driving, environment and systems	<ul style="list-style-type: none"> <li>• <u>Verified social acceptability and safety for the coexistence of people and mobility units in public spaces</u> such as sidewalks and corridors throughout buildings.</li> <li>• <u>Proved possibility of mobility driving (self-position estimation) using 3D maps made by other companies.</u></li> </ul> Challenges: Need to eliminate proximity monitors and transit to remote monitoring systems
Service/Value	<ul style="list-style-type: none"> <li>• <u>Verified needs for use as a means of transportation within the area, such as for sightseeing purposes.</u></li> <li>• Also identified daily transportation needs</li> </ul> Challenges: <b>Need to embody the value of experiencing mobility</b>

### ◆ Validation Items

- **Feasibility of green slow-mobility driving in public space** (Identification of issues toward realization of a town where green slow-mobility and people coexist on Marunouchi Nakadori Avenue)
- **Affinity with tourism and MICE** (understanding the value of experiences provided to visitors, creating use cases of mobility during sightseeing and MICE)



Thank you



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