

## Launch of DOCOMO ASIA Kindergarten Bus Service

~Providing bus location tracking and notification service for guardians and kindergartens~

SINGAPORE, January 7, 2019 — NTT DOCOMO ASIA Pte. Ltd. (DOCOMO ASIA) announced today that it would launch a bus location tracking and notification service for bus companies that carry kindergarten children on February 3, 2020 onwards in Singapore.

This service consists of installation of an in-vehicle GPS device to the kindergarten school bus, and a dedicated smartphone application where the user (guardians, kindergarten staff, and bus company staff) logs in to check the location of the bus in real time. In addition, the service offers a notification service to deliver information in a timely manner to the kindergartens and guardians of children who are riding the bus.

The user interface of the smartphone application supports both Japanese and English to meet the requirements of Japanese kindergartens and the guardians. The smartphone application and service have been jointly developed with PT. Digitalinstincts Teknologi (DIT) of Indonesia (where Sojitz Corporation Japan has an investment in), a fleet management system and IoT platform provider in Southeast Asia that has vast software development capabilities.

In Singapore, school buses are a common and safe mode of transportation for kindergarten children. However, there are frequent pick up and drop off delays due to traffic jams caused by sudden cloudbursts, roadway construction and detours. Such delays create burdens for guardians waiting with/for their children at bus stops, and for kindergarten staff who must handle frequent inquiries from concerned guardians.

Since March 2019, DOCOMO ASIA has been working with Japanese Kindergarten Singapore Pte Ltd. (Japanese Kindergarten Singapore) and Konohana International Pte Ltd. (Konohana Kindergarten), in collaboration with bus company, WESTPOINT TRANSIT PTE LTD (WESTPOINT), to develop a solution for issues related to kindergarten bus service delays.

Based on the feedback and requests obtained from joint experiments with kindergartens, bus company and guardians, the functionality of the service has greatly improved and is now ready for launch.

Going forward, DOCOMO ASIA will continue to accurately grasp client/customer needs and aim to develop and realize services that add value and contribute to resolving social issues.

For further information, please contact:

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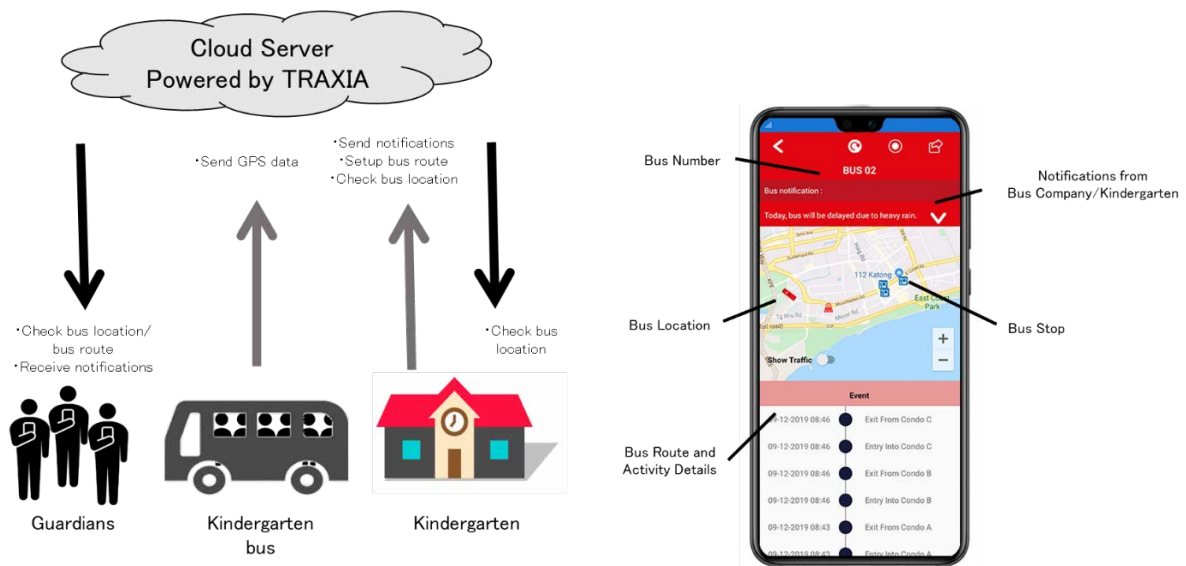
Email: [corporate-sales@docomo-asia.com](mailto:corporate-sales@docomo-asia.com)

## Summary of DOCOMO ASIA Kindergarten Bus Service

### 1. Overview

An in-vehicle GPS device is installed to the school bus, and the location of the bus is determined by sending GPS information to the server. Guardians, kindergarten staff, and bus company staff can check the bus location and notifications via the dedicated smartphone application.

(Figure 1)



### 2. Details

Service Launch: Monday, February 3, 2020 onwards

Service Availability: Bus routes for Japanese Kindergarten Singapore, Konohana Kindergarten

Smartphone Application:

Main functions: Check bus location of specific bus

View bus route information

View notifications from bus company and kindergarten

Requirements: Android™ 6.0 and above, iOS™ 8.0 and above

Languages: Japanese/English

### 3. Reference

This service is scheduled to be exhibited at DOCOMO Open House 2020 in Tokyo on January 23–24, 2020.

\* "Android" is a trademark or registered trademark of Google Inc.

\* "IOS" is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license.

<About each Organization>

NTT DOCOMO ASIA Pte. Ltd.	
President & CEO	Kejiro Murayama
Location	8 Kallang Avenue, #13-05 APERIA Tower 1, Singapore 339509
Business Start Year	2013
Description of Business	Driving forward the global ICT-related business Provide mobile solutions for corporate customers

WESTPOINT TRANSIT PTE LTD	
Managing Director	Lee Phui Nyen
Location	5 Tuas Avenue 11, Singapore 639071
Business Start Year	1982
Description of Business	Corporate: shuttle services, company staff pick-up and drop-off, events, airport transfers, VIP transport Personal: shuttle services, events, family outings, weddings, airport and cruise transfers

Japanese Kindergarten Singapore Pte Ltd.	
Chief Executive Officer	Ichiro Saito
Location	251 West Coast Road, Singapore 127390
Business Start Year	1989
Description of Business	The first and largest private Japanese kindergarten in Singapore

Konohana International Pte Ltd.	
Managing Director	Yasutaka Mori
Location	16 Ramsgate Road, Singapore 437462
Business Start Year	1998
Description of Business	One of the largest private Japanese kindergarten in Singapore

PT. Digitalinstincts Teknologi	
Chief Executive Officer	Kenny Marchel
Location	Arteri Kelapa Gading Blok E1 No.17 Pegangsaan Dua, Kelapa Gading, Jakarta Utara, Indonesia 14240
Business Start Year	2012
Description of Business	Fleet management systems and IoT platform (TRAXIA) provider