

April 26, 2021

For immediate release

Mitsui Fudosan Co., Ltd.  
UDCK Town Management  
Link & Communication Inc.

## **Japan's First Vital Data Measurement Feature Using Smartphone Cameras SMART LIFE PASS KASHIWA-NO-HA to Launch New Service Menu in July**

### **Collaboration with Partner Services to Offer Health Advice Tailored to Disease Risk**

Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it plans to start providing NTT DATA Corporation's Health Data Bank for Smart Life Pass (HDB for SLP) as a new service of SMART LIFE PASS KASHIWA-NO-HA, a portal site to help make the lives of consumers in the area more convenient, in collaboration with UDCK Town Management.

NTT DATA's HDB for SLP offers features such as Vital Data Measurement, which measures vital data such as heart rate and mental stress levels, and Pulse Survey\*<sup>1</sup>, which assesses stress levels, as a service. So far, HDB has been offered by companies as an employee health management service, but HDB for SLP will be the first time it is offered to consumers in Japan. By combining Link & Communication Inc.'s AI health app Calomama Plus (available through SMART LIFE PASS KASHIWA-NO-HA) with data obtained by HDB for SLP, the value of both services can be enhanced.

HDB for SLP will begin pilot operation internally in April 2021 and is scheduled to be launched in July for SMART LIFE PASS KASHIWA-NO-HA members. Tenant companies of Kashiwa-no-ha Open Innovation Lab (KOIL) and KOIL TERRACE will be able to use HDB for SLP for free as an employee health management service.

\*1 Pulse Survey: A survey method that measures employee stress levels by asking simple questions every week/month

#### **Key Points of the Service**

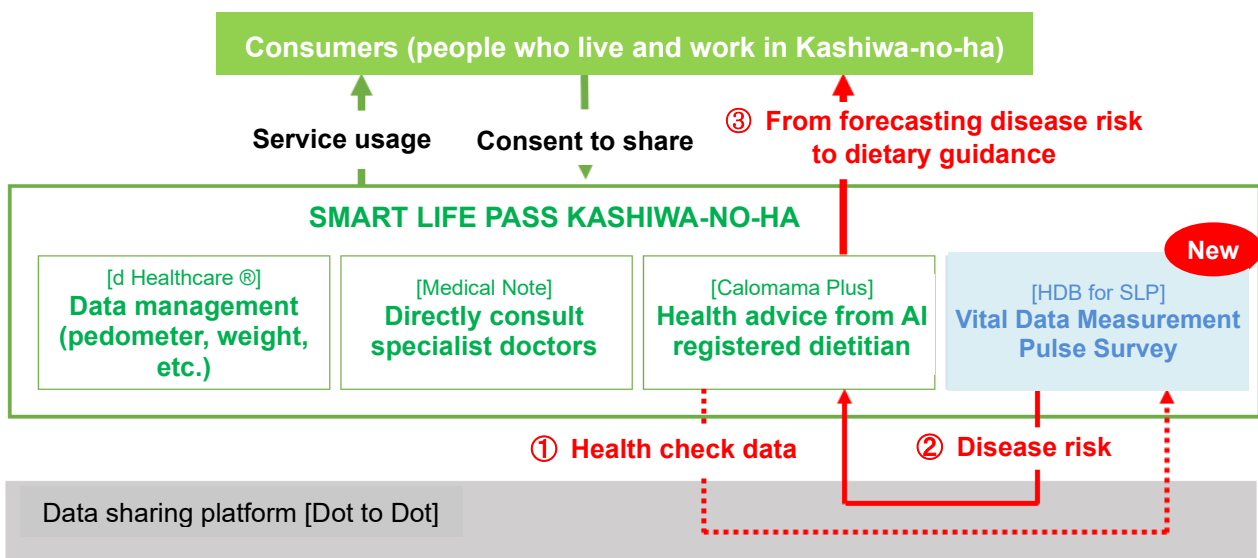
- Health Data Bank, an employee health management service used by around 4 million employees of 2,000 companies will be added to SMART LIFE PASS KASHIWA-NO-HA's services. It will be available to consumers in July 2021.
- Vital Data Measurement features world-leading, non-contact measuring technology using smartphone cameras. It will be the first B2C service of its kind in Japan.
- HDB for SLP's disease risk forecast AI feature\*<sup>2</sup> and the AI registered dietitian advice feature of Calomama Plus will be linked to offer highly accurate health advice that's more tailored to disease risk.

\*2 AI technology developed by NTT that utilizes data obtained in health checks to present the risk of developing lifestyle-related diseases in the future. (Disclaimer: This technology is not a medical device. It is not intended for use in medical treatment or for the purpose of disease diagnosis, treatment, or prevention.)

■ **What is SMART LIFE PASS KASHIWA-NO-HA?**

SMART LIFE PASS KASHIWA-NO-HA was launched in November 2020 as a portal site offering healthcare-related services to consumers who live and work in Kashiwa-no-ha. It currently offers services such as d Healthcare® for managing data such as exercise (pedometer) and body weight, Calomama Plus (health advice provided by an AI registered dietitian), and Medical Note (allows users to directly consult specialist doctors). NTT DATA’s Health Data Bank will be added to the menu of services as HDB for SLP. Services that are a part of SMART LIFE PASS KASHIWA-NO-HA can share access to personal data by utilizing the proprietary, highly safe network environment, which offers potential for developing new services. Personal data cannot be shared across services without the user’s consent.

○ **SMART LIFE PASS KASHIWA-NO-HA**



■ **What is Health Data Bank for Smart Life Pass (HDB for SLP)?**

Health Data Bank is NTT DATA’s cloud-based health management system that combines a system that supports companies’ health management with one that supports individuals’ long-term health management. Launched in 2002, the system directly receives health check data of around 4 million employees, etc. from around 2,000 organizations that conduct health checks. The data is formatted to create a high-quality health check database. HR and medical personnel access health check data, stress check data, etc. from the staff site to identify health problems and provide advice, etc. as part of industrial physician services, while employees and other users access the user site to check their health condition. The collaboration between Health Data Bank and SMART LIFE PASS KASHIWA-NO-HA will provide the first such service to consumers in Japan.

## ■ New Services Offered after Launch of Health Data Bank for Smart Life Pass

### (1) Vital Data Measurement and Pulse Survey features to assess physical and mental health

HDB for SLP gathers and manages personal health records (PHR)\*<sup>3</sup>. Referencing PHR trend graphs and other data makes it possible to identify physical and mental health problems quickly. For Vital Data Measurement, a non-contact method is used to obtain vital data such as estimated heart rate\*<sup>4</sup> by analysis of a smartphone camera video recording of the face that harnesses world-leading technology. NTT DATA aims to commercialize this smartphone camera vital data measurement service in July 2021, and HDB for SLP will be the first such service for consumers in Japan. After the service is launched, area management organization UDCK Town Management will gather live feedback from users, academic institutions, and other stakeholders on the street. The feedback will be utilized in development to improve service levels.

#### < Main features of HDB for SLP >

- Vital Data Measurement: Measures estimated heart rate, mental stress levels, etc. using a video recording of the user's face.
- Pulse Survey: Checks stress levels, etc. by analyzing questionnaire answers.

\*3 PHR: Personal health records. Health check results and vital data such as heart rate, mental stress levels, etc.

\*4 The data are estimates that will vary from data measured by medical institutions. (Disclaimer: The Health Data Bank's Vital Data Measurement service is not a medical device. It is not intended for use in medical treatment or for the purpose of disease diagnosis, treatment, or prevention.)

### (2) Forecast risk of developing lifestyle-related diseases in the future and receive health advice from AI registered dietitian by sharing data with Calomama Plus

Adding HDB for SLP to SMART LIFE PASS KASHIWA-NO-HA has made it possible to share health check data obtained by HDB's disease risk forecasting AI feature and the Calomama Plus service to obtain health advice from the Calomama Plus AI registered dietitian. This service is a dietary guidance service that is more accurately tailored to the risk of developing lifestyle-related diseases.

Under normal circumstances, sharing data obtained by individual services with other businesses requires the consent of individual users each time, making it almost impossible. With SMART LIFE PASS KASHIWA-NO-HA, the Dot to Dot\*<sup>5</sup> platform service developed by Mitsui Fudosan and Nihon Unisys, Ltd. that links individual consent with data sharing between services provided allows sharing of personal data between services, making HDB for SLP possible. Personal data is not shared between services without the consumer's consent.

SMART LIFE PASS KASHIWA-NO-HA seeks to expand its services to increase the volume of data traffic, strengthen existing services through collaboration between providers, and create new services.

\*5 Platform that enables movement of personal data held by consumers safely and securely across business sectors and industries with their consent

<Reference>

Mitsui Fudosan and Nihon Unisys developed Dot to Dot, a platform for safe and secure movement of personal data with individuals' consent [https://www.mitsuifudosan.co.jp/corporate/news/2020/1126\\_02/](https://www.mitsuifudosan.co.jp/corporate/news/2020/1126_02/) (Japanese)

## ■ Overview of Companies and Organizations

Mitsui Fudosan Co., Ltd. ([WEB] Kashiwanoha-smartcity: <https://www.kashiwanoha-smartcity.com/en/>)

Mitsui Fudosan is a comprehensive developer that creates new value by striving to resolve social issues through urban development. At Kashiwa-no-ha Smart City, Mitsui Fudosan aims to create a smart, compact city driven by data through the introduction of new technologies such as AI and IoT. It has been selected by the Ministry of Land, Infrastructure, Transport and Tourism as an advanced model project for a smart city towards realizing “Society 5.0.” Going forward, Mitsui Fudosan will work on developing smart medical institution services for health and medicine. In addition, the Mitsui Fudosan Group believes that it can contribute significantly to the realization of Society 5.0, which is advocated by the Japanese government, and to the achievement of the SDGs, by promoting ESG management, which means advancing businesses based on an awareness of the Environment (E), Society (S), and Governance (G).

UDCK Town Management (URL: <https://www.udcktm.or.jp/>)

UDCK Town Management was established to manage and operate public spaces as a subsidiary organization of Urban Design Center Kashiwa-no-ha (UDCK), a public-private-academia collaboration that promotes the formation of the Kashiwa-no-ha neighborhood creation. Designated an urban renewal corporation, UDCK Town Management maintains consistency with the activities of UDCK overall while running its own business required to support the neighborhood creation of Kashiwa-no-ha.

NTT DATA Corporation (URL : <https://www.nttdata.com/global/en>)

NTT DATA, whose vision is to create abundant, harmonious societies, provides IT services to more than 50 countries worldwide. The company provides an array of services from consulting to system integration and operation to resolve business reform and social problems by harnessing digital technologies, looking to the future with its customers.

Link & Communication Inc. (URL: <https://www.linkncom.co.jp/>)

The mission of Link & Communication Inc. is to solve society’s health problems and create a world where people can become healthy naturally. It is a healthtech company that aspires to build a system that supports health by bringing experts closer to patients, connecting them via an ICT network. With a network of over 10,000 dietitians and registered dietitians, Link & Communication delivers diet-focused health advice and health information as a leading company in the areas of food, health, and nutrition.

■ Mitsui Fudosan Group's Contribution to SDGs

[https://www.mitsuifudosan.co.jp/english/corporate/esg\\_csr/](https://www.mitsuifudosan.co.jp/english/corporate/esg_csr/)

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs.

\* The initiatives covered in this press release are contributing to four of the UN's SDGs.

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| Goal 3  | Good Health and Well-Being              |
| Goal 8  | Decent Work and Economic Growth         |
| Goal 9  | Industry, Innovation and Infrastructure |
| Goal 17 | Partnerships for the Goals              |

