

ITS Japan Update



May 28, 2024

Takehiko BARADA

Senior Vice President, ITS Japan

History:

1994 Founded as VERTIS
(Vehicle, Road and Traffic Intelligence Society)

2005 Registered as a Legal Entity
as a Not-for-special-Profit Organization (NPO)

Membership : 251

(as of April 1, 2024)

- Honorary Members: 2
- Advisor: 1
- Regular Members: 174
(Private Sector: 155)
(Other Organizations: 19)
- Special Members: 19
(mainly regional ITS organizations)
- Supporting Members: 55
(mainly Univ. Professors)

Chair: Keiji YAMAMOTO
(Senior Fellow, Toyota Motor Corporation)

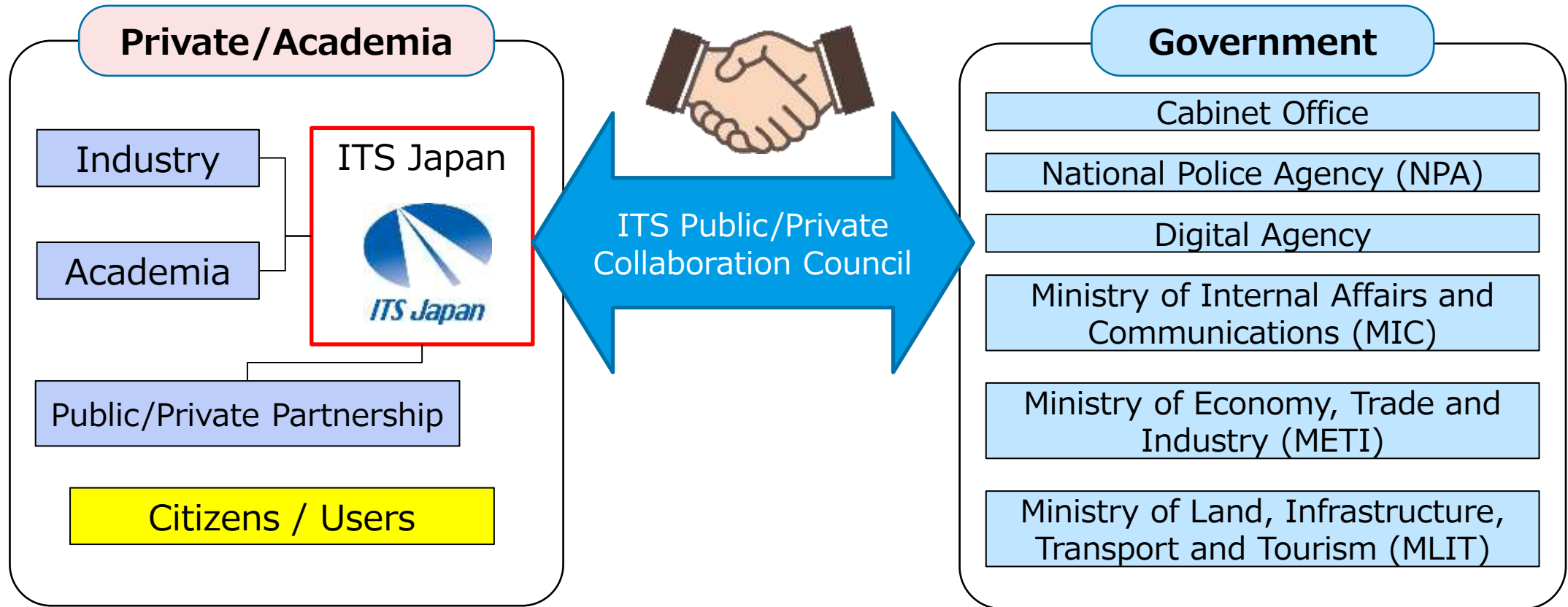
CEO: Akio (Ace) YAMAMOTO



Board of Directors

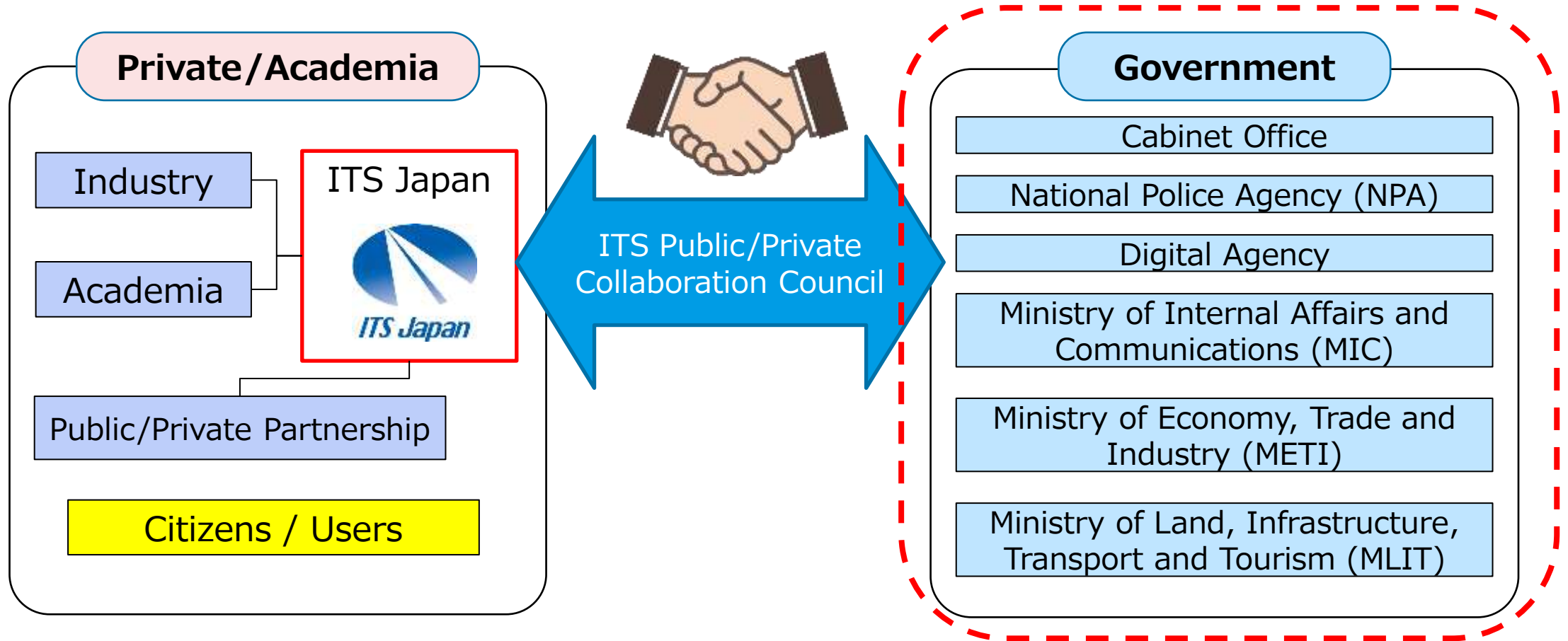


ITS Japan's Position and Roles



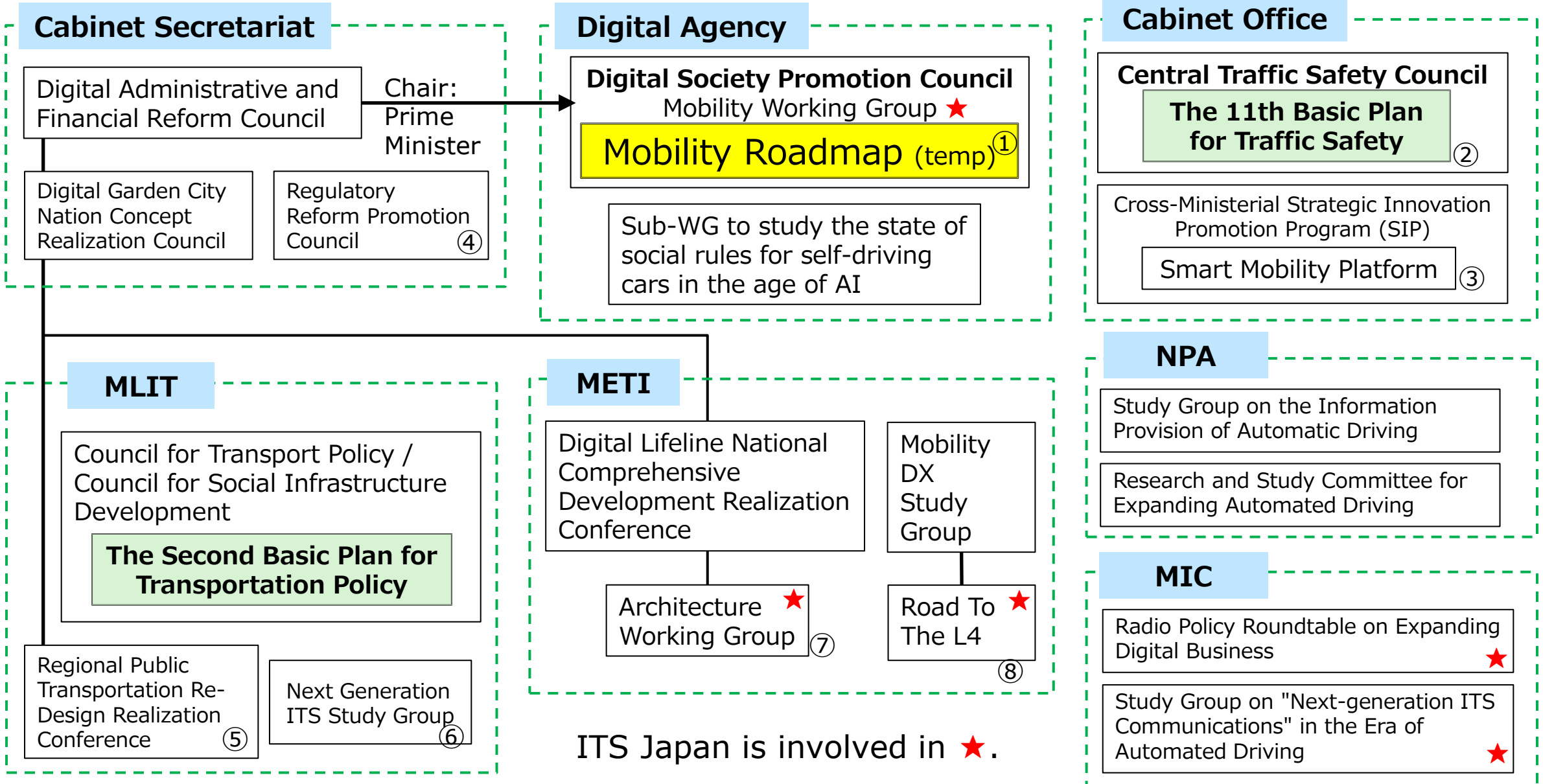
ITS Japan is an ITS Promoter, recommending and proposing actions relating to ITS for safer, more resilient, more efficient and more equitable society.

ITS Japan's Position and Roles

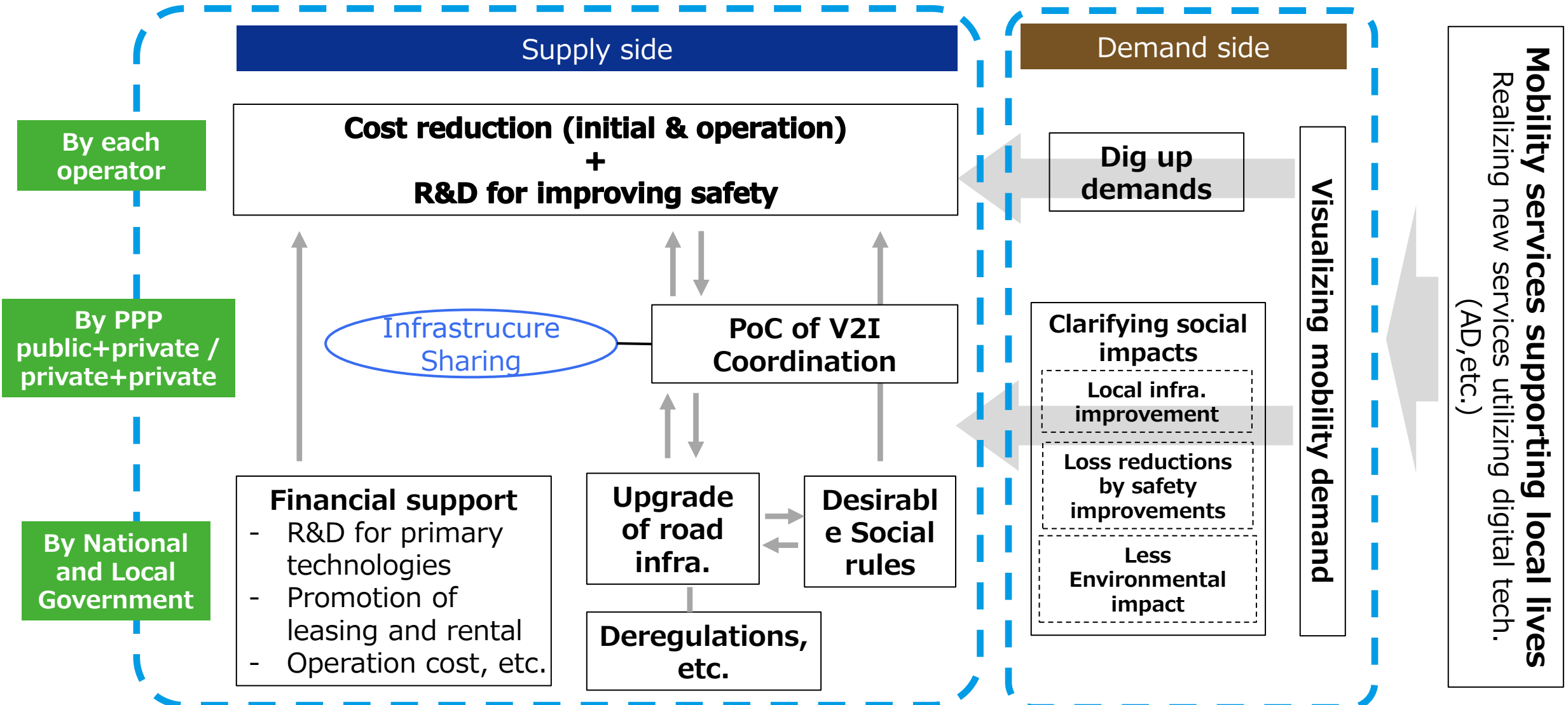


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Governmental ITS Activities overall (not limited to)



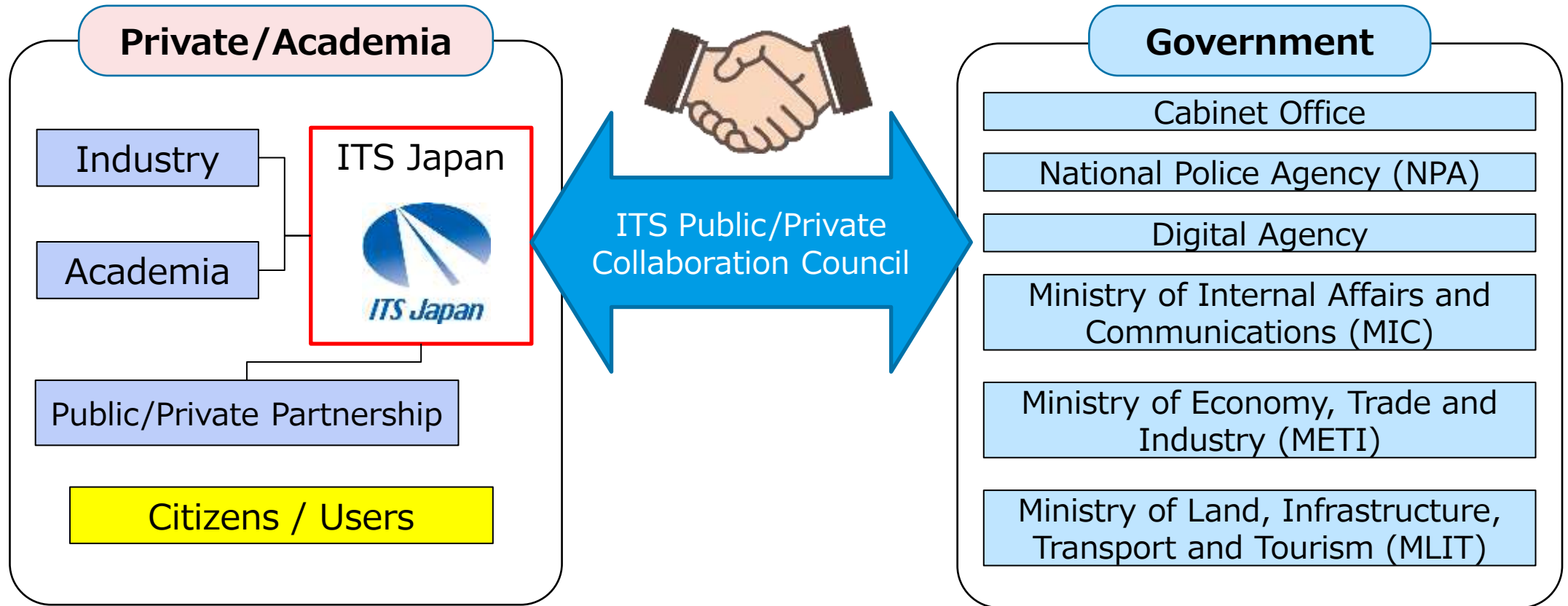
Challenges toward implementation of new mobility services (ex. AD, drone, robot)



Mobility Roadmap (temp.) / Digital Agency

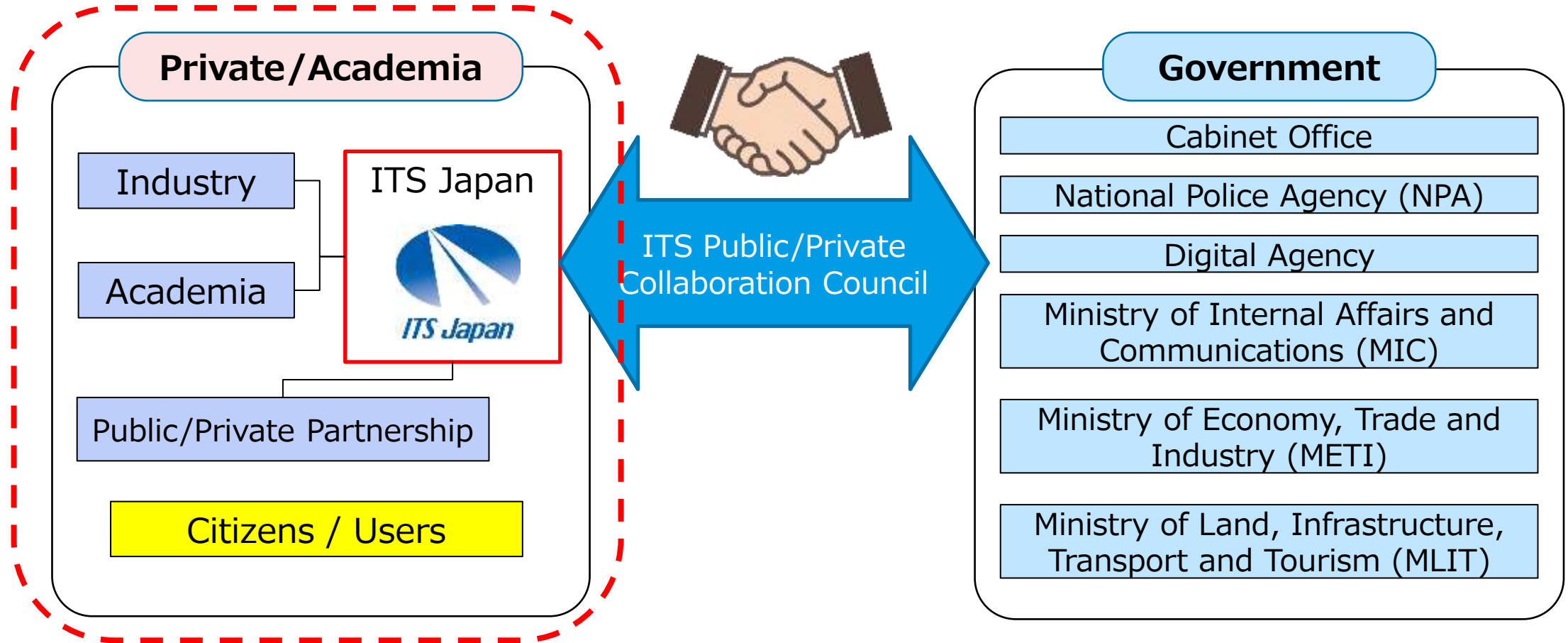
| Requirements | Direction of Policies | FY'24 | FY'25 | FY'26 | FY'27 | FY'28 |
|---|---|-------------------------------|------------|-------|-------|-------|
| Establishment of business model | Visualization and creation of demand | DA | CO / DA | | | |
| | Improving utilization rate and route efficiency | METI / MLIT | METI | | | |
| | Evaluating Contributions to Social | MLIT | MLIT | | | |
| Establishment of Technology | Lower initial and operating costs | METI | DA | | | |
| | Flexibility in operation cost sharing | MLIT | NPA / MLIT | | | |
| | Expand learning opportunities | METI | MLIT | | | |
| Establishment of Roadside-to-Vehicle Cooperation Technology | Establishment of Roadside-to-Vehicle Cooperation Technology | MLIT | MLIT | | | |
| | Establishment of other driving technologies | DA | CO | | | |
| Establishment of institutions and rules | Increasing social acceptance | METI/MLIT NPA/MLIT MLIT | MLIT | | | |
| | | | CO | | | |

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ITS Japan

Planning Committee

Cooperative ITS Committee

Transportation for Building
Bustling Town Committee

Disaster Resilience Committee

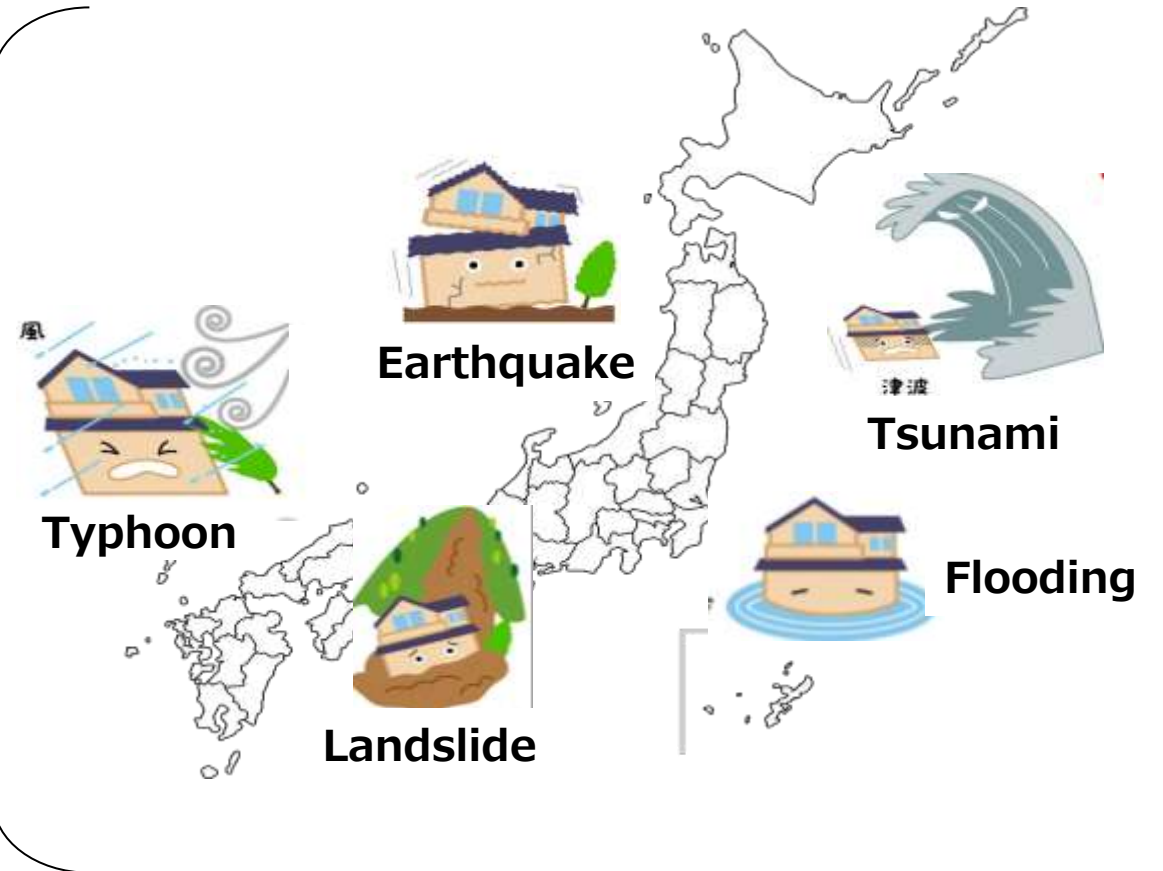
Mobility Data Utilization
Promotion Committee

Carbon Neutral Committee

Autonomous Driving Study Group

International Committee

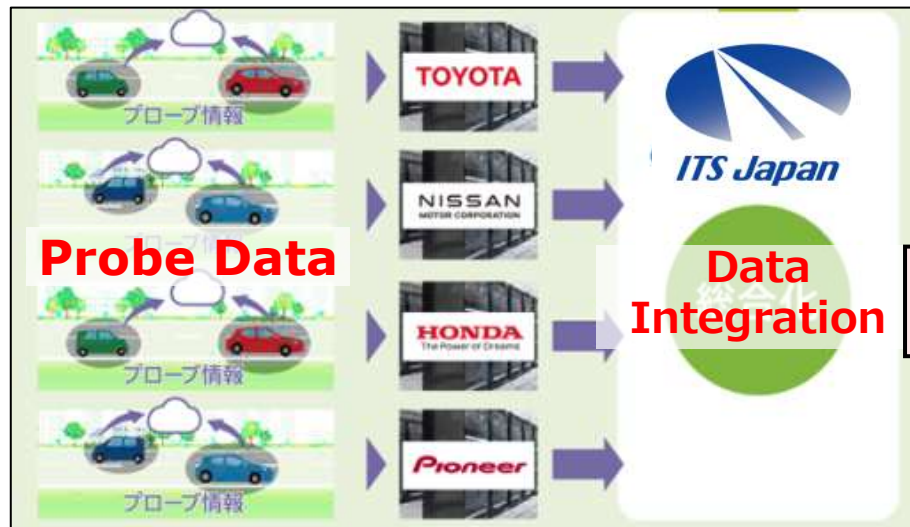
General Affairs Committee



2011 Tohoku Earthquake and Tsunami: Mar. 11



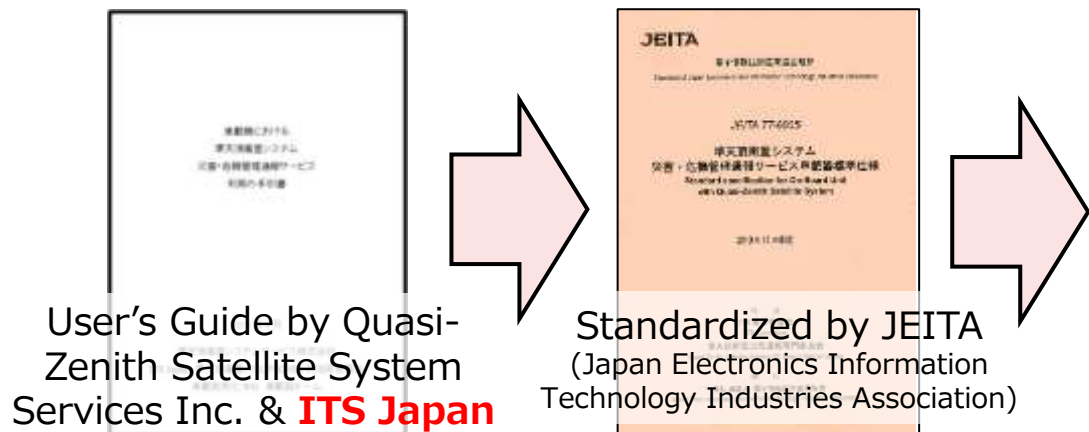
2014 "Passable Road Map" by ITS Japan



<http://disaster-system.its-jp.org/map4/>

Blue: Passable Road Info. by ITS Japan (from private companies)
Red: Road Closure Info. from Geospatial Information Authority

2019 Quasi-Zenith Satellite System (QZSS) Disaster and Crisis (DC) Report Service for OBU User's Guide



Product example: Panasonic ETC 2.0 OBU since October 2021

<https://news.panasonic.com/jp/press/jn211007-1>

- Location-based information service
- DC data from satellite every 4 seconds



2024 Noto Peninsula Earthquake and Tsunami: Jan. 1



See you again in Dubai!



DUBAI

ITS World Congress

16 -20 September 2024

Mobility Driven by ITS