

NEWS RELEASE

November 12, 2024

Spiral.AI Inc.

Yamato Holdings Co., Ltd.

AI-Powered Tourist Service Launches at Tokyo's Haneda Airport as a Proof of Concept on November 12

Exploring tourism solutions using generative AI technology to break the language barrier

On November 12, 2024, Spiral.AI Inc. (Head Office: Chiyoda-ku, Tokyo; CEO: Yuichi Sasaki), developer of services powered by large language models and other AI technologies, is partnering with Yamato Holdings Co., Ltd. (Head Office: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao) to launch a proof of concept for a multilingual generative AI character to help provide a smoother travel experience for visitors to Japan and to reduce the workload of facility staff who support them.



Image of the demonstration experiment

1. Background and Objectives

Spiral.AI has adopted a focus on "playfulness" in developing AI products in the communication domain. The services it is developing based on these products are designed to provide fun and excitement as the company works to bring large language models and other AI technologies into

broad social use.

Yamato Holdings, through the KURONEKO Innovation Fund ("KIF"), a corporate venture capital fund jointly managed with Global Brain Corporation (Headquarters: Shibuya-ku, Tokyo; CEO: Yasuhiko Yurimoto), initially invested in Spiral.AI in September 2023. KIF aims to mutually grow businesses and co-create new value by having the startups in which it invests utilize the management resources of the Yamato Group.

Though demand for tourism in Japan has been increasing in recent years, Japanese is still the main language used for transportation and sightseeing information and for customer service in stores. Many visitors to Japan struggle against a language barrier when communicating with Japanese staff, hurting satisfaction levels when it comes to tourism experiences*. In addition, the need for multilingual support at airport and tourism facilities has added workload for reception and other staff at these locations.

This new proof of concept by Yamato Holdings and Spiral.AI is designed to create more comfortable travel for visitors to Japan and reduce the workload of facility staff by utilizing a multilingual AI character.

※ Results of the 2023 Questionnaire on Improving Welcoming Environments for Foreign Visitors to Japan
URL (Japanese only): <https://www.mlit.go.jp/kankocho/content/001747174.pdf>

2. Overview of the Proof of Concept (PoC)

1) PoC Details

Using signage that displays a character capable of unique dialogue using generative AI technology in English, Chinese, and other languages, this service provides more pleasant sightseeing experiences through information on Haneda Airport facilities, train usage, courier delivery, and temporary baggage storage services, among others. Impact of using this generative AI character will also be measured on marketing metrics.



※These illustrations are the screen capture of the test environment

Signage (illustration)

2) PoC Period: November 12, 2024 to December 8, 2024

*This period may be altered depending on various factors.

*Service hours are to match the business hours of the locations hosting the PoC.

3) PoC Locations

• Yamato Transport Co., Ltd. International Delivery Service Counter, Haneda Airport Terminal 2
(Address: 2F, 3-4-2 Haneda Airport, Ota-ku, Tokyo)

• Yamato Transport Co., Ltd. International Delivery Service Counter, Haneda Airport Terminal 3
(Address: 2F, 2-6-5 Haneda Airport, Ota-ku, Tokyo)

3. Comment from Top Management

Yuichi Sasaki, CEO, Spiral.AI Inc.

At Spiral.AI, we are working to spread the potential of large language models and advance technological innovation toward widespread implementation in society. We are very pleased to have the Yamato Group's cooperation in providing us with the opportunity to conduct a proof of concept experiment that will help solve social issues. In Japan, a country where multilingual support faces a number of barriers, we hope that communication with an AI character will provide suggestions on how to interact with foreign customers in the future, and help shape the use of generative AI in Japan's tourism industry.

Yasuhiro Saito, Senior Manager, Innovation Strategy, Yamato Holdings Co., Ltd

The Yamato Group provides a variety of services centered on transportation. By working with Spiral.AI, a partner in which we have invested, to eliminate the language barrier, we expect to reduce the stress of tourists visiting Japan, improve satisfaction by reducing waiting time, and increase the work efficiency of reception staff. We will continue to work with the startups we have invested in to further accelerate the search for growth models and open innovation.

Contact

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Reference

About Spiral.AI

Company Name: Spiral.AI Inc.

Business Lines: Development of services using AI technologies such as large language models

Chief Officer: Yuichi Sasaki, CEO

Location: MA SQUARE AKIHABARA 6F, 2-1-1 Kandasudacho, Chiyoda-ku, Tokyo 101-0041, Japan

Established: March 1, 2023

Company URL: <https://go-spiral.ai/>

Recruitment Page: <https://go-spiral.ai/top/recruit/>

Reference press release

Established the KURONEKO Innovation Fund No. 2 with 8 Billion Yen (May 15, 2024)

URL: https://www.yamato-hd.co.jp/english/news/2024/pdf/newsrelease_20240515_en01.pdf

KURONEKO Innovation Fund website

URL: <https://www.kuroneko-v.com/en/>