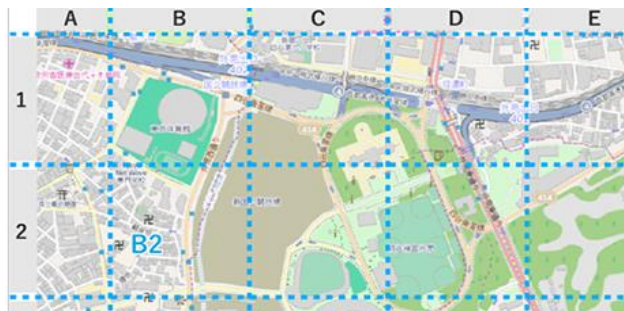


Urban simulator technology

- ◆ Mitsui & Co. and KDDI established GEOTRA in May 2022, a data platform that allows for the AI analysis and visualization of information on a geospatial level.
- ◆ Utilizing GPS location information and modeling technology, the platform visualizes the movement and behavior patterns of people flows and generates high-resolution human traffic data.
- ◆ By organizing issues from the data, conducting analytics through cross-analysis with external data, and consulting, the platform is rolling out services to a wide range of business customers. These services include applying data to social demonstration experiments and marketing strategies.

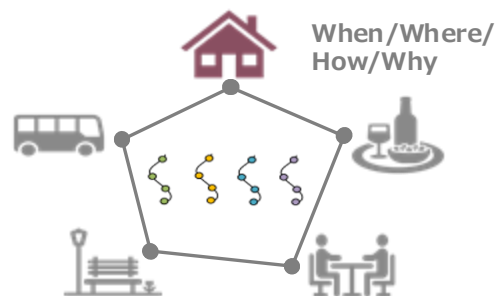
location data

Collecting location data



Machine Learning Technology

Learning of behavior patterns



virtual human flow data

Visualizing virtual human flow data

