

App Development

- ◆ Opened in July 2015 with the concept of "Creating new connections between the sea, people, and water," the aquarium is operated by Hakkeijima and the Sendai Umino-mori Aquarium Development, which is our leading shareholder. In order to increase the number of visitors with annual passes, we have released an app.
- ◆ The app provides functions such as a check-in feature and a step counter. When multiple check-ins are made or the target number of steps are reached, special images are provided.
- ◆ The data obtained from the app is analyzed and used for implementing various measures.

