

Case Study

Toyama City

Toyama, Japan



How Toyama, Japan's number-one city to live in, attracts tourists with face recognition



The challenge



In 2020, Toyama City was ranked first among the list of Japanese cities residents want to continue living in*. But despite being an attractive hometown for the locals, the city does not have many historical buildings that tourists are interested in. The Tourism Division believes that creating new, cutting-edge services would foster pride in its citizens, while attracting tourists to stop by. Toyama City was looking to:

- Allow residents and tourists to use their biometrics data freely and safely in the city for touchless payments across town
- Establish Toyama City's identity as a smart city to attract tourists
- Implement a system to collect and accurately analyze tourist preferences and behavior

This analysis is done without compromising on personal privacy and security. All face recognition data is stored and managed at NEC's data cloud center, which is under the supervision of Japan's highest level of security.

* Seikatsu-guide.com's "2020 ranking of Japanese cities people want to continue living in" survey



The solution



In its move to become a smart city, Toyama City introduces biometrics payments in stores and restaurants, powered by the world's most accurate face recognition technology. Local residents and visitors only need to register their face and credit card information to take advantage of this feature.



Convenience

Over 30 establishments have become early adopters of face recognition payments, with many more businesses interested in coming on board. Tourist itineraries now highlight the locations that visitors can use face recognition payments at, showcasing Toyama City's technological advancement as a city.



Safety

One of the hotels in Toyama City has commented that guests feel safer with the touchless system, especially during the COVID-19 pandemic.



Speed

Businesses also feel that the biometrics payment system is a lot faster because there is no need for extra authentication or waiting for customers to take out their phones.



Easy measurement

Tourism trends can now be easily quantified and visualized to help the city plan future initiatives.

"We think that face recognition systems, which are still rare in Japan, will be an effective way to enhance the city's charm."

Ms Kaori Tsuchida, Section Chief of the Toyama City Tourism Division's Strategy Officer

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