

HELPNET®

Corporate Profile



JAPAN MAYDAY SERVICE CO., LTD.



HELPNET[®] will never overlook a life that can be saved

HELPNET[®] is a service that sends notification to the fire department and police by means of voice, data and fax in the event of an emergency or accident.

As part of the ITS being promoted by the government,
Japan Mayday Service Co., Ltd. is responsible for “Support
for emergency vehicle operations”.

Our mission is to provide safety and security
in the event of unforeseen circumstances, and we are helping to reduce
the numbers of people killed and injured as a result
of traffic accidents and other emergencies.

Message from the President

The age of “connected vehicles” has arrived.

Even in the event of a major accident when the driver is unconscious, the vehicle can automatically provide the accident location to the police and fire department. In the event of a sudden illness as well, the vehicle location can be sent to the fire department and police with the touch of a button. This is the HELPNET service provided by our company.

Emergency notification devices became mandatory on new model vehicles in the EU beginning from April 2018. A UN standard was also formulated in November 2017. In Japan, guidelines for the agencies that receive notifications were formulated in May 2018, and safety standards for devices were formulated in July. The government is calling for the widespread use of these systems.

Our company has developed a system which can accurately display the accident location at the HELPNET Center even from a low-cost on-board transmitter. This has made HELPNET available to a larger number of vehicles.

Our company has constructed the only infrastructure in Japan that can connect emergency notifications to rescue agencies across Japan. We are also creating data connections with command centers nationwide so that the accident location can be displayed on a map at the command center of the fire department or police department which is in charge of that area. This infrastructure construction has already been completed for all police departments and the majority of fire departments, and we are working for further expansion in accordance with the guidelines.

In addition, we are also working on a system that calculates the likelihood of severe injuries based on the degree of impact, and notifies a hospital or fire department so that a helicopter ambulance can be rapidly mobilized.

As of April 2019, HELPNET is available to over 1.6 million people, and we are working so that our system infrastructure can help as many people as possible.

It is our fervent hope that we can save as many lives from traffic accidents as possible.



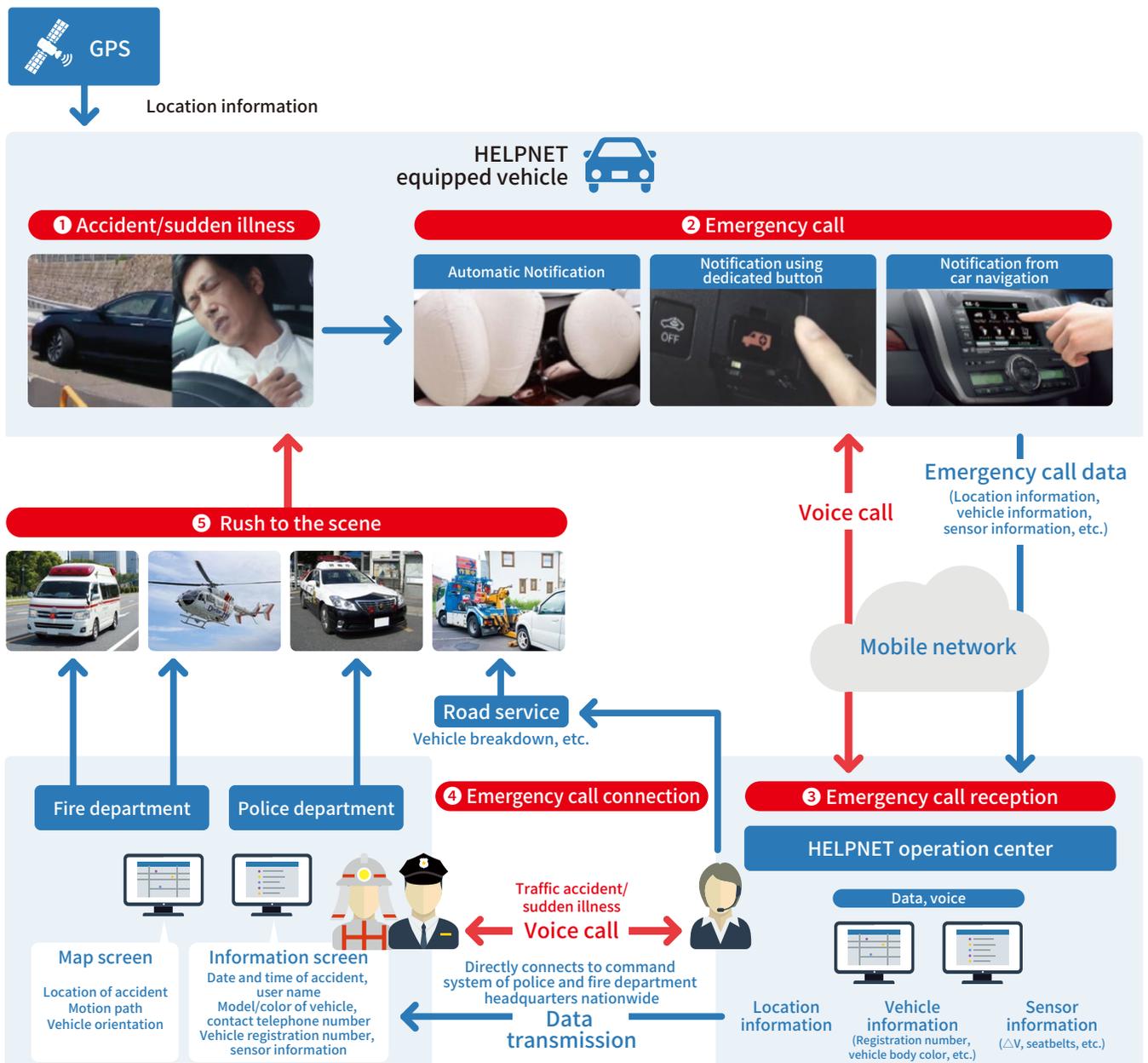
JAPAN MAYDAY SERVICE CO., LTD.
President

Jun Kurata

Mechanism and flow of HELPNET

We provide emergency call services for emergency situations such as accidents while driving or sudden illnesses, and support speedy relief efforts.

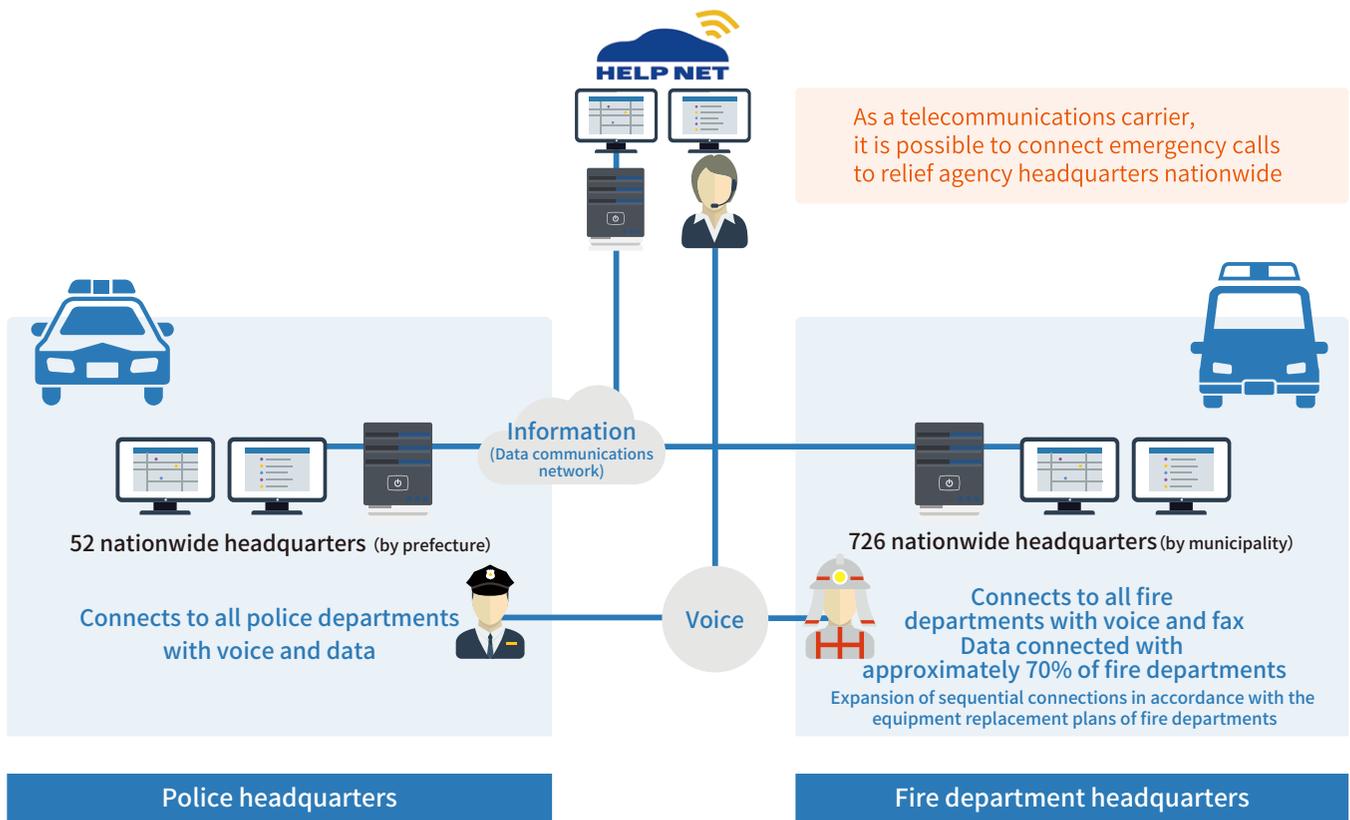
The notification of an emergency situation is received at the HELPNET operation center, which is then connected to the relief agencies, such as the nearest police station or fire department. This reduces the time from when the emergency occurs until the relief agencies are notified, contributing to improved survival rates, prevention of secondary disasters caused by traffic accidents and help ease traffic congestion.



- Automatic discharge linked with airbag operation and simple operation to notify the HELPNET center
- Speak with the caller, confirm the situation and contact fire department or police as required
- Transmit data at the same time, quickly communicating accident location, vehicle information, etc.
- Thanks to accurate location and vehicle information, the ambulance or police car can reach the location quickly (and Doctor Heli can be dispatched as required)

Features of HELPNET

An infrastructure system that can directly connect to police and fire departments throughout the country



Since the founding of the company, HELPNET has continued to construct an infrastructure that can directly connect voice and data to the command systems of fire department headquarters, police headquarters and maritime safety agencies nationwide.

Currently, we are able to provide a direct connection of voice and data to all 52 police headquarters nationwide.

We connect to 726 fire department headquarters with voice and fax, and with approximately 70% of the fire departments' command centers, we are able to provide a direct connection with both voice and data.

We are also able to provide a direct connection to all 11 maritime safety agencies nationwide with voice and data.

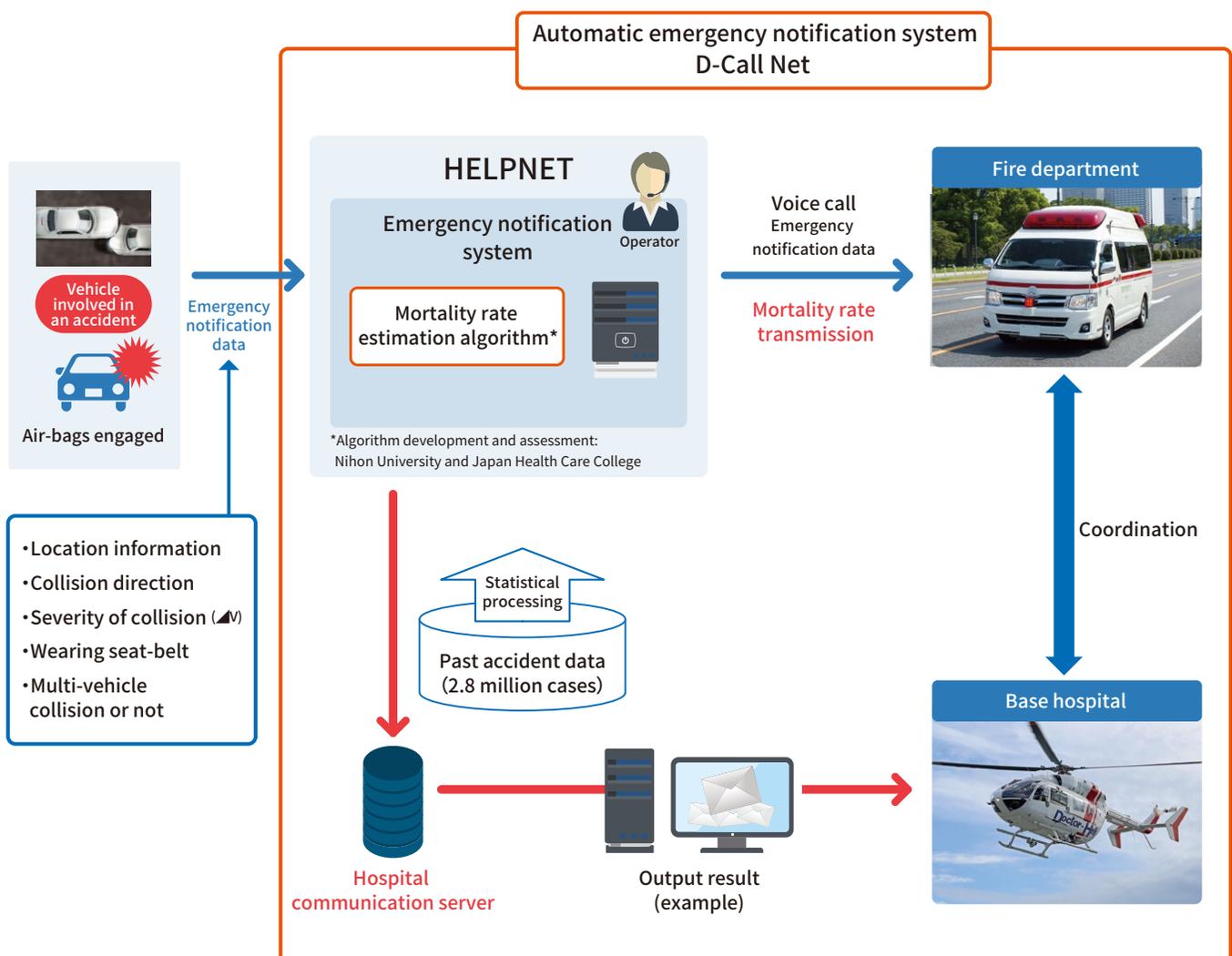
Approach to D-Call Net

With cooperation from hospitals with “Doctor Heli” helicopter bases, from November 2015, test operation began of automatic emergency notification (D-Call Net) jointly operated with Toyota Motor Corporation, Honda Motor Co., Ltd. and HEM-Net.

D-Call Net uses the HELPNET automatic accident notification system, transmitting coordinated data to the relevant hospital, including mortality rate, vehicles sensor information, reported location, and the fire department etc. in attendance.

They are able to make an early assessment based on data transmitted from HELPNET to enable coordination between the fire department and hospital to dispatch doctors to the site by helicopter.

From April 2018, we enhanced the HELPNET service, beginning full-scale operation, with transmission of mortality rate data to the fire department.



Establishment of structures to promote automatic accident notification

- **United Nations WP29 (World Forum for Harmonization of Vehicle Regulations) compliant**

After the approval and adoption of the UN Regulation No. 144 (approval of Accident Emergency Call Systems) in July 2018, we reflected the adopted content at the United Nations to the HELPNET specifications.

- **Aiming to become a public safety answering point (PSAP) that complies with the "Guidelines relating to the handling of emergency calls from vehicles by connection agencies"**

The HELPNET service, which enables emergency call with an emergency call indicator to be made to relief agencies (police/fire department) and connects the accident information, almost completely complies with the guidelines created by the three ministries and agencies (National Police Agency, Fire Defense Agency and Ministry of Land, Infrastructure, Transport and Tourism), and aims to become a PSAP that can receive emergency calls from vehicles designated by the UN Regulation No. 144.

- **Preparation for the expansion of vehicles equipped with automatic accident notification systems**

In response to the start of JNCAP (Japan New Car Assessment Program) of the automatic accident notification systems, we aim to expand our operation center and operators in order to prepare for the expansion of target vehicles.

Usefulness of HELPNET

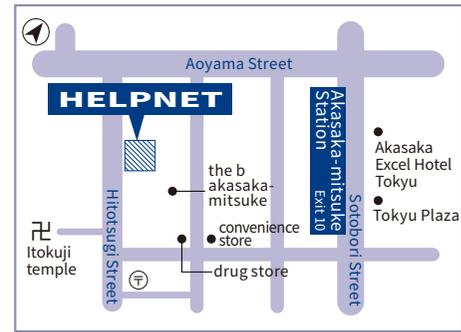
With the automatic accident notification calls that are linked with the deployment of air bags, an emergency call is automatically made to the HELPNET operation center without the driver having to make the call for him or herself.

In the event that the driver loses consciousness or cannot respond to the operator from the HELPNET operation center for any reason, the operator will request the dispatch of an ambulance based on the automatically transmitted data such as the GPS location information.

At the post-hearing investigations of the automatic accident notification calls, the victim is transported to a hospital in an ambulance in approximately 70% of cases where there are no responses.

Company overview

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|--------------------------------|---|---|
| Company name | JAPAN MAYDAY SERVICE CO.,LTD | |
| Established | September 29, 1999 | |
| Capital | 1,146,708,100 yen | |
| Location of head office | 3-21-13 Akasaka, Minato-ku, Tokyo 107-0052 | |
| Homepage | https://www.helpnet.co.jp/ | |
| Business outline | <p>(1) Agency services and emergency dispatch services to the police or fire stations through information and communication equipment and systems</p> <p>(2) Administration of traffic, disaster and risk management information communication centers</p> <p>(3) Telecommunications businesses based on the Telecommunications Business Law</p> <p>(4) Information processing, supply and other information services</p> | |
| Permits and licences | <p>Security Services Act certification No. 30002532</p> <p>Notification of the Telecommunications Business Law Line A-12-4001</p> | |
| Board of Directors | President | Jun Kurata |
| | Executive Managing Director | Hiroshi Kanzaki |
| | Managing Director | Takeshi Toki |
| | Managing Director | Masakazu Shoubu |
| | Director | Masahiko Kono |
| | Director | Nobuhiro Nishikawa |
| | Director | Hiroki Yamada |
| | Audit & Supervisory Board Member | Osami Sagisaka |
| | Audit & Supervisory Board Member | Shizuru Mitsutoshi |
| | Audit & Supervisory Board Member | Tkaeshi Ikeda |
| Stockholders | <p>TOYOTA MOTOR CORPORATION</p> <p>Panasonic Corporation</p> <p>SECOM Co., Ltd.</p> <p>KDDI CORPORATION</p> <p>Tokio Marine & Nichido Fire Insurance Co., Ltd.</p> <p>NTT DOCOMO, INC.</p> <p>Aioi Nissay Dowa Insurance Co., Ltd.</p> <p>DENSO CORPORATION</p> <p>AISIN AW CO., LTD.</p> <p>Mitsui Sumitomo Insurance Co., Ltd.</p> <p>NEC Corporation</p> <p>Sompo Japan Nipponkoa Insurance Inc.</p> <p>PIONEER CORPORATION</p> <p>DENSO TEN Limited</p> <p>NTT Communications Corporation</p> <p>NISSAN MOTOR CO., LTD.</p> <p>Honda Motor Co., Ltd.</p> <p>Sumitomo Mitsui Banking Corporation</p> <p>MUFG Bank, Ltd.</p> <p>SECOM General Insurance Co., Ltd.</p> | <p>AIG General Insurance Company,Ltd.</p> <p>SoftBank Corp.</p> <p>Clarion Co., Ltd.</p> <p>Calsonic Kansei Corporation</p> <p>Alpine Electronics, Inc.</p> <p>Japan Radio Co., Ltd.</p> <p>Mitsubishi Electric Corporation</p> <p>Yellow Hat Ltd.</p> <p>AUTOBACS SEVEN CO., LTD.</p> <p>JAPAN AUTOMOBILE FEDERATION</p> <p>Times Communication Co., Ltd.</p> <p>PFU Limited</p> <p>SUZUKI MOTOR CORPORATION</p> <p>DAIHATSU MOTOR CO., LTD.</p> <p>Toshiba Digital Solutions Corporation</p> <p>SUBARU CORPORATION</p> <p>Mazda Motor Corporation</p> <p>MITSUBISHI MOTORS CORPORATION</p> <p>Hino Motors, Ltd.</p> |



Company history

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|-----------------------|---|
| August 1996 | Establishment of nine development areas of the Intelligent Transport System (ITS) |
| July 1997 | Universal Traffic Management Society of Japan establishes the Emergency Notification System Subcommittee based on one of the nine ITS areas, "Support for emergency vehicle operations" |
| September 1998 | The "Committee to Study Emergency Notification Systems" was formed by fire department-related agencies and private companies based on the ITS area, "Support for emergency vehicles operations" |
| September 1999 | Established Japan Mayday Service Co., Ltd. |
| September 2000 | HELPNET service commenced with the installation of the in-car devices in the Celsior, Cima and other models. |
| June 2002 | HELPNET service commenced for au mobile telephones |
| May 2005 | HELPNET service installed in Toyota's "G-BOOK Alpha" as a standard feature |
| August 2005 | Installed on all Lexus models as a standard function |
| October 2006 | HELPNET service commenced for DoCoMo mobile telephones |
| December 2010 | HELPNET service installed in Toyota's "Smart G-BOOK" that was developed for smartphones |
| June 2013 | HELPNET service installed in Honda vehicles |
| October 2013 | Exhibited at the ITS World Congress (Tokyo) |
| November 2013 | HELPNET membership exceeded 450,00 users |
| March 2014 | Privacy mark authentication acquired |
| December 2014 | HELPNET service installed in Aioi Nissay Dowa Insurance's "SAPO NAVI" |
| November 2015 | Participated in the trial operation of D-call Net (automatic emergency dispatch system that makes early decision to dispatch helicopter ambulances or doctor cars. |
| May 2017 | HELPNET membership exceeded 1,000,000 users |
| May 2018 | Exhibited at the ITS Asia-Pacific Forum (Fukuoka) |
| June 2018 | Full-scale operation of D-Call Net at fire departments throughout the country commenced |
| September 2018 | HELPNET membership exceeded 1,500,000 users Exhibited at the ITS World Congress (Copenhagen) |
| March 2019 | HELPNET service installed in Nissan vehicles |

Present day



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