

# McCANN HEALTH

## PRESS RELEASE

**McCann Health provides added value to train travel  
with 'TRAIN'ing, a Training App which,  
"Transform trains from a mode of travel into a place for growth"  
Developed in Collaboration with East Japan Railway Company**

【Tokyo: Nov 27, 2019】

McCann Health (McCann Healthcare Worldwide Japan Inc., Minato-ku Tokyo, Managing Director: Junji Yokokawa) has announced the launch of an app, 'TRAIN'ing, developed in collaboration with East Japan Railway Company., Ltd. and JR East Sports Co., Ltd. The app aims to "Transform trains from a mode of travel into a place for growth", addressing the increasing need of society for better health management.

The smartphone application has been developed for use on the Yamanote-line trains in Tokyo using



geofencing technology. It provides voice-guided personalized 'TRAIN'ing programs in response to user needs such as physical training or mental training/mindfulness.

This application was developed under the supervision of health fitness programmers and fitness instructors from Fitness Club JEXER, and offers authentic training programs that can be completed over standard journey time.. This provides added

value to train travel – a method of transport that is used by over 13million people every day in metropolitan Tokyo and is a representation of the arrival of the era of MaaS(Mobility as a Service).

Note: This application can only be used on the latest Yamanote Line E235 series trains.

### ① 'Train' the body and mind while on the move

This app transforms trains from a place for travel into a place for growth by providing "Transport + Physical training" and "Transport + Mental training as Mindfulness."

### ② "Growth" programs according to train conditions

By leveraging geofencing technology such as beacons installed in the carriages, the app can provide the optimal training program to the user considering travel time, boarding location and congestion status of the train.

### ③ Visualization of "Growth"

The user's training history is visualized in the app using graphs and badges such as station badges can be collected. This encourages further motivation and may lead the user to go visit a place they have never been before.



The app will provide 1 training program for each travel between stations using voice guidance and animation.

## About The App

(1) Available Period: Nov 26th 2019 – Mar 12th 2020

※1 Download: Until Dec 26th 2019

※2 The app can be used for 77days from start of use

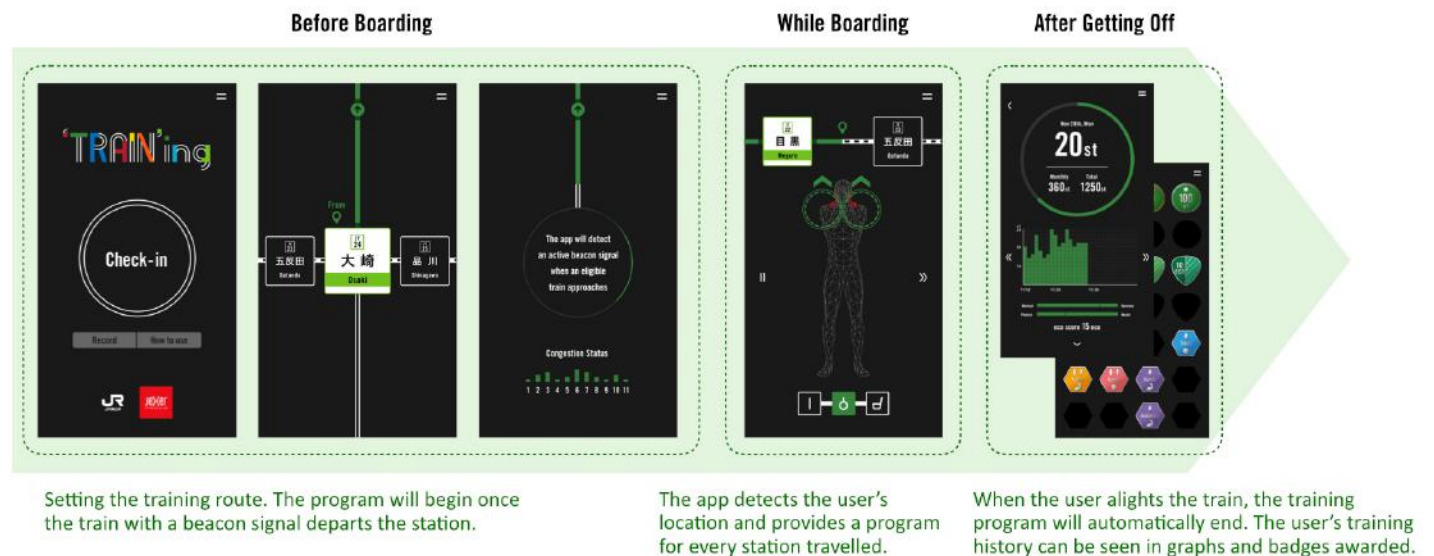
※3 iOS version available from the AppStore (For use on iOS11.0 or higher)

(2) Place of use: Inside the latest Yamanote Line E235 series trains.

(3) Language: Japanese/English

(If the OS settings is English, English will be automatically selected.)

### 《Images of Service Content》



### 《A 'TRAIN'ing program designed to match the boarding conditions》

Under the supervision of JEXER run by JR East Sports, over 80 'TRAIN'ing programs were developed including muscle training, stretching exercises and mindfulness meditations. The user can select either "Seat" "Pole" or "Strap" as their ambient "TRAIN'ing gear" depending on where they are on the train carriage, and the app will automatically generate the best different program for each user according to their location and needs.

Examples: Strap-Snake, Pole-Close-Squat, Seat-Foot-Lift ※See attached materials for details.

## About McCann Health

[McCann Health](#), three-time Network of the Year winner at Cannes Lions Health and winner of an unprecedented twelve Network of the Year titles from the industry's top five creative award shows, is the world's most awarded global healthcare communications network. Through combining science, creative and strategy we strive to deliver best-in-class services to our clients. Our 1,900+ employees in 60 offices across 20 countries and 6 continents are united by one vision: to help our clients play a meaningful role for healthier lives. McCann Health, spans a range of global practices including strategic consulting, healthcare professional marketing, medical communications, consumer health and wellness, global health and specialty practices like pharmacy, payer and patient engagement. McCann Health is a part of McCann Worldgroup and the Interpublic Group (NYSE: IPG), a global leader in modern marketing solutions.

McCann Health in Japan has been awarded at Campaign Magazines Specialist Agency of the Year for the last nine years including 7 Golds.

<http://www.mccannhealth.co.jp>

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Please download app from here:

<https://train-ing.tokyo/en/>

Please download materials from here:

<https://www.webcargo.net/l/pnJr1kZ1xJ/>



AppStore URL

## How Geofencing Works

The J-Beacon technology installed in the latest Yamanote Line E235 series are combined with location and date/time information to calculate the user's boarding location, travel route and alighting location to enable the smartphone app to offer a personalized training program optimal for the user.

### Geo-technology



\*The photo is a sample image.



2. GPS

### Real-time Sensing



- Boarding
- Boarding location
- Travel Distance
- Position
- Travel Direction
- Congestion status

### Personalized Program



The app proposes programs for each user with a voice guide and an animation

### About (Geofencing)

Geofencing uses beacons and GPS to create a virtual geographic boundary using location information, enabling the app to deliver particular contents when the user enters or leaves that particular area.

This service enables the smartphone to communicate with the latest Yamanote-line series to provide a novel experience of a training program that can only be provided within the train carriage.

## Partners

### East Japan Railway Company., Ltd. (hereinafter referred to as "JR East")

As of April 1, 2019, JR East operates 12,209 trains every day in 1665 stations.

Aside from its railway business, it runs a lifestyle service business,

IT/Suica business and international business.

JR East coordinated this app development project.



### JR East Sports Co.,Ltd.

JR East Sports running gyms, Fitness Club JEXER, which are usually located near stations.

Designer of the training program that can be easily done within train carriages.



### JR East Marketing & Communications, Inc. (hereinafter referred to as "Jeki")

Jeki runs an advertising agency, house agency and media company for transit ads.

In this project, Jeki provided the J-Beacon functionality.



J-Beacon is a Bluetooth-based beacon function set in the Yamanote-line train carriages and near the ticket gates in all 36 stations within the Yamanote train line (excluding some stations). J-Beacon is a trademarked service of Jeki and its functionality is provided to various companies.