



Imizu City 'Imizu Health Up+ (Plus) Project' Undertaken  
Health Management Utilizing Health Apps and Wearable Devices to Start from July 30

"Y4.com, Co.,Ltd. (Head Office: Chiyoda-ku, Tokyo, CEO: Yukinao Ajima) has been entrusted again this fiscal year with the "Imizu Health Up+ (Plus)" project for the city of Imizu in Toyama Prefecture, which aims to promote the health of its citizens by allowing them to monitor their own health using a health app and wearable devices."

### Background and Purpose

In Imizu City, since the last fiscal year, we have been conducting the 'Imizu Health Up+ (Plus)' pilot project with the theme of analyzing daily health information and other data using ICT to enhance the health awareness of citizens and create indicators for the prevention of lifestyle-related diseases."



This project aims to use wearable devices and health apps to verify the correlation between exercise, sleep, and health status, and to encourage behavior changes toward desirable lifestyle habits such as exercise, diet, and sleep through participation in the project. This in turn aims to prevent the onset and severity of lifestyle-related diseases. During the measurement events, participants will check their weight, body fat percentage, muscle mass, and vegetable intake using a body composition analyzer. To encourage behavior changes while having fun, step and sleep contests will be held during the event period. This fiscal year, the project will be conducted in two phases, with 30 participants each, in addition to those who wished to continue from the previous year.

The daily health information collected from participants in this project will be used in collaboration with Imizu City and the DX Education Research Center at the University of Toyama Prefecture to analyze the effectiveness of the project. In the future, the data obtained and the results of the research will be utilized in conjunction with data from other fields to aim for an extension of healthy life expectancy.

We will continue to work towards realizing the resolution of issues set forth by various local governments, as well as the planning and proposal of concepts related to smart cities and super cities.

[Company Profile of Y4.com Co.,Ltd.]

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[Established] April 2012

President and CEO Yukinao Ajima

[Business Activities] Healthcare services, import and sales of IoT devices

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