



September 16, 2023

Y4.com Co.,Ltd

"Towada City "Demonstration Project for Prevention of Nursing Care Using Digital Devices" Contract Awarded Health management utilizing wearable devices to begin on August 28th."

Y4.com Corporation (Headquarters: Chiyoda-ku, Tokyo, CEO: Yukinao Ajima) has been awarded the contract for a demonstration project aimed at improving health awareness among the elderly, establishing exercise habits, and fostering mutual encouragement within the community, titled "Prevention of Nursing Care Using Digital Devices" in Towada City, Aomori Prefecture. The project commenced on August 28th.

#### Background and Purpose

In Towada City, we will conduct a demonstration experiment to promote health enhancement and the establishment of exercise habits among the elderly. The goal of this project is to improve the health consciousness of the citizens and to achieve the improvement and establishment of healthy living habits. In this demonstration experiment, we ask elderly participants to wear wearable devices to collect health data. Participation is possible even for those without smartphones, using only the wearable device. Participants in the demonstration will have the opportunity to join walking contests and receive daily health data analysis results from our company, as well as evaluations and advice from professional instructors.

Implementation Period: From August 28, 2023, to the end of December 2023

Number of Participants: 100 people

Target Participants: Individuals over 65 living in Towada City who are not recipients of care services, preventative care services, or integrated projects for support in daily living activities aimed at preventing the need for care.

#### Features of the Program for Towada City

This program is designed to be easily accessible even for those who do not own smartphones. By wearing a wearable device, participants can automatically upload their health data at all 7 community centers within Towada City. Furthermore, individuals with smartphones can use their own apps to receive detailed data and advice. We are committed to providing the best solutions tailored to the needs of Towada City, and will continuously improve our platform and app to meet these needs.

Moving forward, we will continue to work towards realizing the solutions for the challenges posed by various municipalities, as well as the planning and conceptualizing of Smart City and Super City initiatives.

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

[Location] Otemachi First Square East Tower 4F, 1-5-1 Otemachi, Chiyoda-ku, Tokyo

[Established] April 2012

President and CEO Yukinao Ajima

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

[URL] <https://y-4.jp/>



株式会社Y4.com

株式会社Y4.comは、スマート・ライフ・プロジェクトと、  
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