

August 25, 2023

Twenty Teams Competing in the “Mobility for All” Category of TMF’s Idea Contest Will Conduct Verification Testing at Mobility Resort Motegi on September 2-3

Toyota Mobility Foundation (TMF) will conduct verification testing at the fifth round of the Japanese Endurance Race ENEOS Super Taikyu Series 2023 Supported by BRIDGESTONE, Motegi Super Taikyu 5-hour Race (5hrs X 1 race), to be held on September 2-3. The testing will be conducted in the “Mobility for ALL – Bringing the Potential of Mobility to Everyone” category of TMF’s Make a Move Project, an idea contest aiming to realize the practical implementation of ideas and solutions in society.



Contest website: <https://mobility-contest.jp/department1-2023/>

In the “Mobility for ALL – Bringing the Potential of Mobility to Everyone” category of this idea contest, which started in 2022, ideas are publicly solicited for solving mobility issues at race circuits and traveling to and from them, as well as for enabling everyone, regardless of disability, to enjoy motorsports. This year, out of more than 70 applications from Japan and overseas, 12 teams were selected based on the perspectives of relevant parties, the innovativeness of the proposals, and the opinions of outside experts. In May, these teams were awarded grants (up to 20 million yen per project) to facilitate activities for verification testing. A total of 20 teams, these 12 teams plus 8 finalists from FY2022, will conduct verification testing at Mobility Resort Motegi on September 2-3.

Teams Selected in 2023	Initiative Details
QD Laser, Inc.	Using laser retinal imaging, create an experience that allows people with low vision to enjoy car races through camera photography
Japan Data Science Consortium Co. Ltd.	Create an immersive spectator experience for people with visual impairments through feedback from related social media content
Sode-en Co., Ltd.	Demonstrate the creation of a safe and enjoyable environment through an app that smartly connects people in need and supporters
DOT INC. (South Korea)	Create a new spectator experience for the visually impaired using Dot Pad, a display that converts information into tactile graphics
Toyota Motor Corporation	Provide a realistic driving experience for people with disabilities through technology that allows actual cars to be driven via remote control
NuEyes Technologies (US)	Realize an inclusive spectator experience that all can enjoy by adding information, AR, and navigation functions to smart glasses for people with low vision
Panasonic Corporation Business Development Center	Using smart glasses, support the autonomous movement of people with low vision in the unfamiliar environment of a race circuit
Humonii	Demonstrate the operation of a semi-automatic wheelchair for people with lower limb disabilities that provides a new sensation as they skillfully maneuver it as if it were a part of their body
HERALBONY Co., Ltd.	Create opportunities for children with autism spectrum disorders and hyperesthesia to participate in events by providing them with a space where they can take a break

mairu tech Inc.	Demonstrate a new system that matches users and welfare taxis by visualizing welfare taxi schedules
Motion Lib, Inc.	Using “Real Haptics®” sensory transmission technology, create new experiences that have a realistic “feel,” such as remotely shaking hands with people
Lighthouse Tech LLC (Switzerland)	Provide mobility assistance with eyewear frames for the visually impaired that combine fashion with obstacle-detection functionality

2022 Finalists	Initiative Details
Ashirase Inc.	Demonstrate on-site navigation using the “Ashirase” navigation system, which is attached to the shoes of visually impaired people and guides them via vibration
Archinet Inc.	A system design with a competitive edge for promoting the spread of mobilecube, a system that supports people’s outdoor activities, including those of wheelchair users
ePARA Inc.	Hold a barrier-free cultural festival of Mobility X Gaming called “Cross the Border” (virtual races, Cross the Border tour, etc.)
Okayama Broadcasting Co., Ltd.	Train and popularize sign language commentators to realize barrier-free information
CONE-XI Co., Ltd.	Demonstrate a support system in cooperation with local communities to realize the desires of homebound individuals who “want to go out” through a system that matches home care patients with potential nurses
Technotools Corporation	Provide a genuine e-motorsports experience to individuals with severe physical disabilities by diversifying operational control devices
Dentsu Inc.	Generate real-time play-by-play audio based on driving data and live video to create “push commentary,” thus personalizing commentary for users with a focus on a specific team

Music: Not Impossible (US)	Improve the functionality and user experience of a suit that vibrates according to the sound of motorsport vehicles, allowing the wearer to feel the sensation with their entire body
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Reference: 2022 Contest Overview (<https://mobility-contest.jp/department1/>)

On the test days, people with disabilities and the general public will participate and verify the benefits and effectiveness of the initiatives. We will also work to engage a wider audience through activities such as soliciting support messages for each team's trial.

After this round of verification testing, a final selection is scheduled for October. Selections will be made from the perspectives of social impact, sustainability, and other factors. The selected projects will be awarded further support funding (totaling approximately 150 million yen) to work toward the social implementation of their projects.

Since its founding, the Toyota Motor Corporation has conducted its business activities with the aim of creating a prosperous society through automobiles while respecting all stakeholders, including customers, business partners, employees, and the local communities in which it operates. Accordingly, TMF was established in August 2014 to conduct activities that benefit the public good.

Aiming to realize a mobility society in which everyone can move about freely, TMF is working to solve mobility issues around the world through a diverse range of projects. Going forward, the Toyota Group, working in cooperation with various partners and utilizing the technologies and knowhow it has cultivated through its business activities, will continue to promote undertakings that are aligned with the UN Sustainable Development Goals (SDGs) while contributing to the realization of a society where people can lead rich and fulfilling lives.

The project supports the following SDGs.



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