

Case Study

Mt. Fuji

Shizuoka, Japan

Take a selfie with Mt. Fuji – How NEC I:Delight face recognition helps climbers stay safe during the COVID era

The challenge



As Japan prepared to open up to tourism again in 2021 after the COVID-19 pandemic, Mt. Fuji's trails were once again welcoming climbers after a year-long closure. Visitors had to fill in health forms, and show their individual health records such as negative PCR test results, to receive entry wrist bands. This resulted in long lines and unwanted congestion.

The Tourism Policy Division of Shizuoka Prefecture wanted to find a solution to:

- Speed up the vaccination / negative test checking process so that large crowds do not form at the entrance
- Reduce unnecessary and lengthy face-to-face interactions between guests and staff to minimize the risk of infections
- Allow tourists to gain entry to multiple attractions by uploading their data only once



The solution



The Tourism Policy Division installed intelligent face recognition system, powered by NEC I:Delight, at the visitor's entrance of Mt. Fuji. Visitors can upload their personal information, a selfie, and their vaccination certificate or PCR test results, all from their smartphones before arrival. All they need to do to access the trails is to show their faces to the cameras at the entrance.



Shorter queues



Safety



Seamless vacation experience

- All documents are verified beforehand and visitors need not wait for the staff to check them manually
- Average time at entrance reduced from 60 seconds to just 10 seconds
- NEC I:Delight, utilizing [the world's most accurate face recognition technology](#), can identify guests even through their face masks and challenging weather conditions
- Significantly reduces face-to-face interactions between visitors and staff to lower risks of contracting the virus
- The biometric touchpoints can be easily expanded to include other tourist attractions, and even shopping and dining options
- "Analyzing tourists' activity data through NEC's Digital ID technologies will help us deliver better recommendations and improve the tourist experience." – Michio Kaji, Mt. Fuji Project Lead, NEC.



Learn more about NEC I:Delight at nec.com/idelight/hospitality