

## Twenty Teams Competing in the “Mobility for All” Category of TMF’s Idea Contest

Fuji Speedway, Japan (**November 8, 2024**) – Toyota Mobility Foundation (Chair: Akio Toyoda, hereinafter referred to as “TMF”) will conduct verification testing at the seventh round (Final Fuji) of the Japanese endurance race, ENEOS Super Taikyu Series 2024 Empowered by BRIDGESTONE, to be held on November 16-17. 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/department1-2024/>

In the “Mobility for ALL – Bringing the Potential of Mobility to Everyone” category of this idea contest, which started in 2022, ideas that allow everyone to enjoy watching sports and traveling to the venue comfortably are publicly solicited. This year, out of more than 80 applications from Japan and overseas, 10 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 17 teams, these 10 teams plus 7 finalists from FY2023, will conduct verification testing at Fuji Speedway on November 16-17.

## Summary

Teams Selected in 2024	Initiative Details
Eyesynth, S.L. (Spain)	Demonstrate smart glasses for the visually impaired that record the surrounding environment in real-time 3D, allowing users to perceive the position and size of objects
veernca LLC	Demonstrate an experience that “captures the sound” of emotional moments, enabling both visually impaired and sighted individuals to share the same emotional experience through sound
WheeLog (NPO)	Demonstrate “Wheelog!,” a barrier-free facility map for wheelchair users and an app that allows users to simulate wheelchair movement
WeWalk Limited (UK)	Demonstrate a white cane with upper-body obstacle detection functionality and voice guidance features to assist visually impaired people
Koborin Co., Ltd	Demonstrate an enhanced race viewing experience using a wheelchair unit called “Hineru,” which allows wheelchair users to freely adjust their posture independently
Toraru Co., Ltd.	Demonstrate “GENCHI,” a remote presence service that enables people with mobility difficulties to experience virtual travel and activities such as race spectating
Dotlumen SRL (Romania)	Demonstrate goggles that utilize spatial navigation AI to allow visually impaired individuals to experience the sensation of being led by a guide dog
Hable One BV (Netherlands)	Demonstrate an external keyboard that enables visually impaired people to operate smartphones and tablets intuitively
PLAYWORKS Inc.	Demonstrate “coco-tape,” a mobility aid supporting independent movement that provides an alternative to braille paving blocks by guiding visually impaired individuals with tactile tape (including an outdoor version) that can be placed where needed
The Way Design LLC	Demonstrate “Ossist,” a power-assist device that makes it easier to push regular manual wheelchairs

2023 Finalists	Initiative Details
Ashirase Inc.	Introduce a walking route algorithm and destination proximity support linkage function for “Ashirase,” a navigation system that is attached to the shoes of visually impaired people and guides them via vibrations
CONE-XI Co., Ltd.	Introduce a business model for a mobility support service that utilizes a matching support system between visiting nurses and care vehicles, and collaborates with medical and care providers that meet the needs of people with disabilities
Japan Data Science Consortium Co. Ltd.	Demonstrate an immersive spectator experience for people with visual impairments garnered through feedback from related social media content during real-world experiences
Sode-en Co., Ltd.	Functionally demonstrate an app that creates an environment where people in need can enjoy themselves with peace of mind and smartly connects them with supporters
Technotools Corporation	Develop a device that enables individuals with physical disabilities to operate a racing simulator and demonstrate/verify its use in e-motorsports.
Dentsu Inc.	Introduce a business model and expand sports events supported by “Voice Watch,” generative AI that produces real-time commentary for visually impaired people
Lighthouse Tech LLC (Switzerland)	Provide mobility assistance with eyewear frames for the visually impaired that combine fashion with obstacle-detection functionality

Reference: 2023 Contest Overview (<https://mobility-contest.jp/department1-2023/>)

On the test days, many people, including those with disabilities, outside experts, and the general public, will participate and verify the initiatives' benefits and effectiveness.

After this round of verification testing, a final selection is scheduled for December. Selections will be made from the perspectives of social impact, sustainability, and other factors. The selected projects will be awarded further support funding 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.

TMF is engaged in a wide range of projects worldwide, including addressing mobility challenges. We are committed to contributing to creating a prosperous society through mobility. TMF is committed to contributing to a sustainable society by leveraging the technologies and expertise gained from our various projects and working with a diverse range of partners to promote activities aligned with the United Nations' Sustainable Development Goals (SDGs).

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