

Next-Generation Advanced Mobility System

-Promotional activities
supporting local industries-



Prof. Fumihiko Hasegawa,
Deputy Director

**New Industry Creation Hatchery Center,
Tohoku University**





Mission Statement, Tohoku Univ.

「研究第一主義」

“Research First”



Prof. Honda, Founder of IMR
Pioneer of Metallurgy & Magnetism

Best Education can be found on
the front lines of Advanced Researches

「門戸開放」

“Open-Door
to the World”



Dr. Kuroda

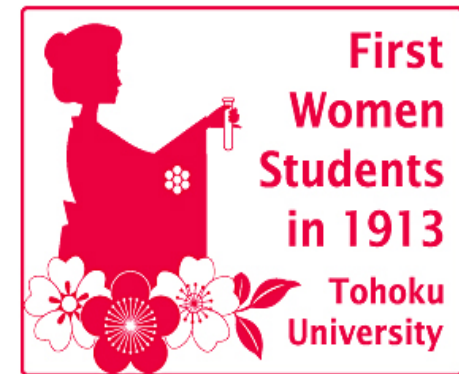


Dr. Makita



Dr. Tange

1913, Entered TU
As First Female University
Students in Japan



The Cradle of Optical
Communication, 1964

「実学尊重」

“Practice-Oriented Research and Education”

Contribution to Society through
the Active Use of Innovative Research Outcome



Number of Students, Tohoku Univ.

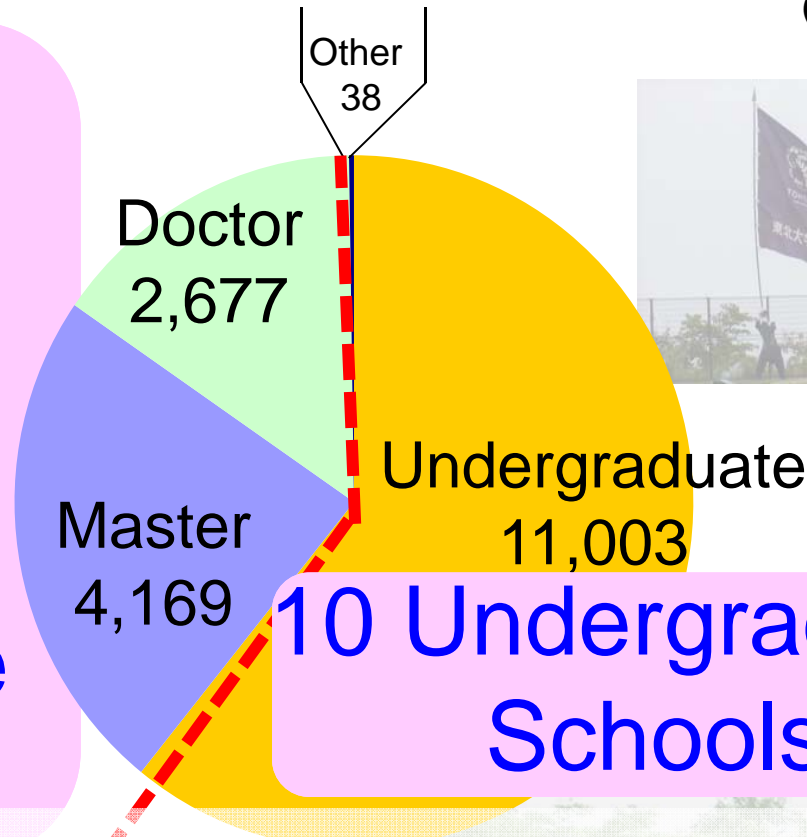
(As of May, 2013)

6 Research Institutes

- Materials Research
- Development, Aging and Cancer
- Fluid Science
- Electrical Communication
- Advanced Materials
- IRIDeS, Est. 2012

16 Graduate Schools

Graduate Students: 38%



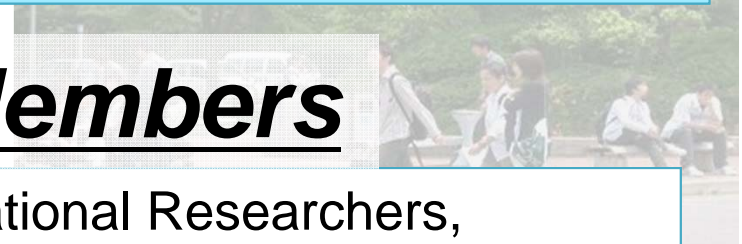
10 Undergraduate Schools

Total ; 17,887 Students

Including 1,436 International Students,

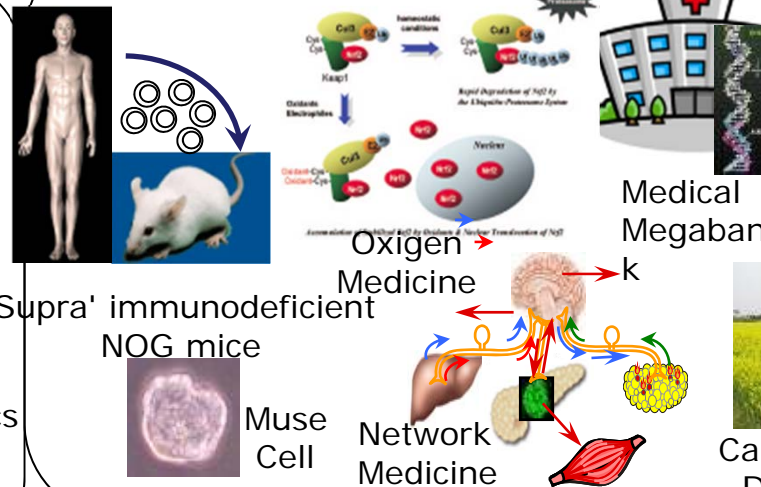
3,116 Faculty Members

+ 1,587 International Researchers,

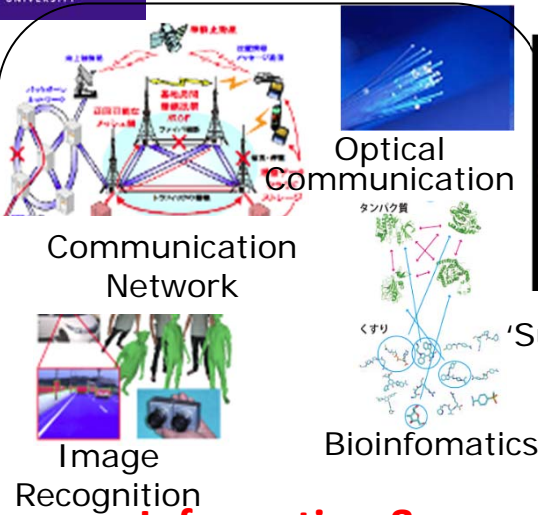
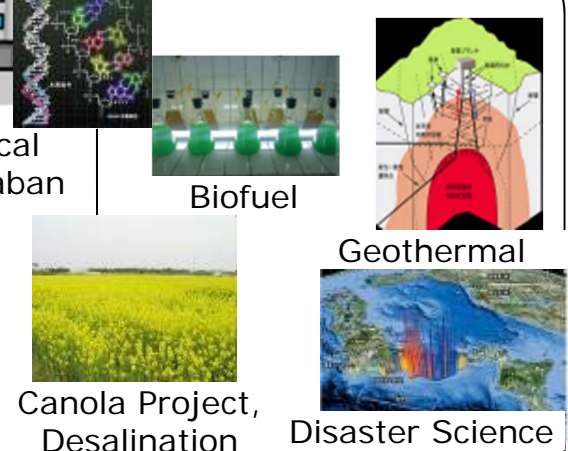


Competitive Fields of Tohoku University

Life Sciences



Environment

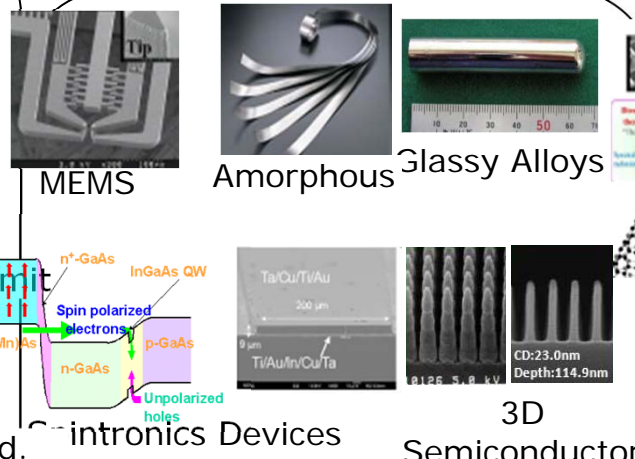


Information & Communications

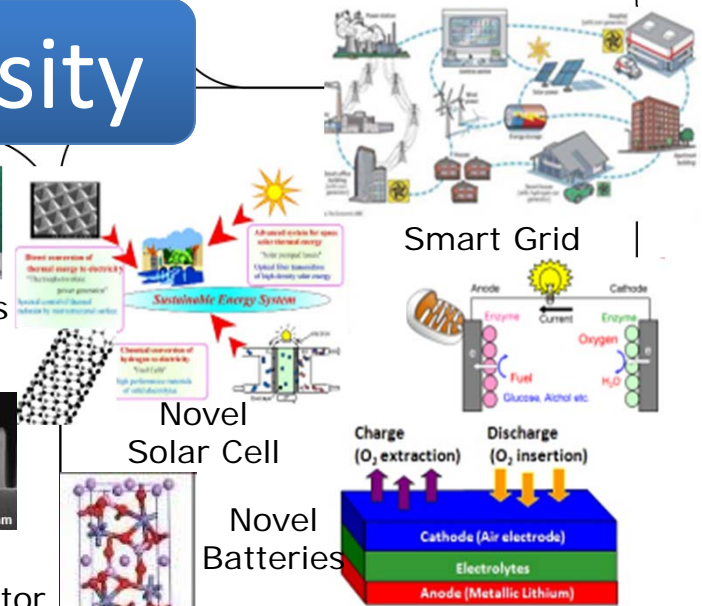
Tohoku University



Robotics



NanoTech & Materials



Energy

New Industry Creation Hatchery Center, NICHe:

Partnership between Industry and University



NICHe Main Building



Fluctuation Free Facility *



NICHe Building,
Annex

Fluctuation Free Facility: FFF, Clean Rooms
for Innovative Semiconductor
Manufacturing System

NICHe in AOBAYAMA Campus





About NICHe

Partnership between Industry and University

Established in 1998

Planning & Management of Collaborative Research
Projects to Provide Solutions for Industry & Society

20 Research Projects

JPY 2.9B Budget with 232 staff, including 156 Researchers,

as of Oct. 1st, 2013

NICHe Guideline for Projects

- 1, World Leading Research
- 2, Predetermined Period, 3 to 5 Years Typical
- 3, Needs Oriented & Large-Sized Project
with Industry & Government
- 4, External Funding



Missions of NICHe, R&D and Industrialization

Advanced R&D to Create New Industry

Innovative R&D to Strengthen Key Industry

Leading - Edge R&D for Tohoku Univ. Start-Ups

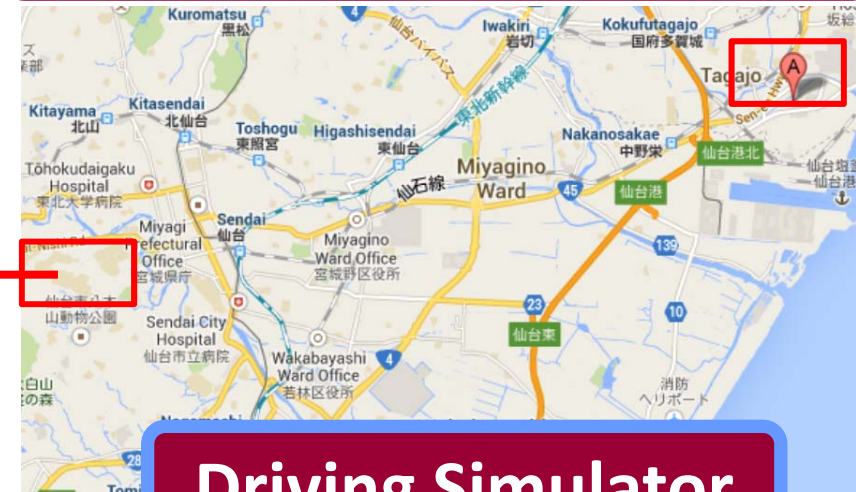
Mission Proposal &
Continuous Accomplishment

Attract Private Sector to the Region



**New Employment Opportunity
in Local community**

Miyagi Reconstruction Park



Driving Simulator

Robotics

Autonomous Driving



EV: Passenger, Transit Bus, Bike



New Integrated Research at Tohoku Univ.

**Innovation Tech. Research Group
toward Low-Carbon Society
Basic Research**

**Intelligent Information
System Research Center, IIS
Applied Research**

Since 2008 Spring

Next Generation Mobility System Research Group **Prototyping, Demonstration & Evaluation**

Integration of Basic Research at TU, from
Mechanical, Electrical, Electronics, Information, Material, Chemical, Civil Engineering to Economics etc.

Development of Safer & More Eco-friendly Mobility System

Proposal: Logistics & Energy Management System from a viewpoint of Mobility

Key Words

- 1, Low Carbon Emission Tech.: Lightweight, pneumatic resistance, Friction, energy saving
- 2, Safety Function: Visibility, Display, Sensing Tech., Autonomous Driving, Traffic Control
- 3, Power Train: Ultra Efficient Powertrain System, Internal Combustion Engine, HCCI, HV, EV
- 4, Manufacturing Technology: Welding, Robotics, Design, Material

Collaboration

**Local
Businesses**

Improve

Establish Integrated Center of Excellence for Next Generation Mobility System

Mobility in Aobayama New Campus, Tohoku University

5 Campuses in Sendai

Aobayama New Campus,
Under Construction

5, Aobayama

2, Kawauchi

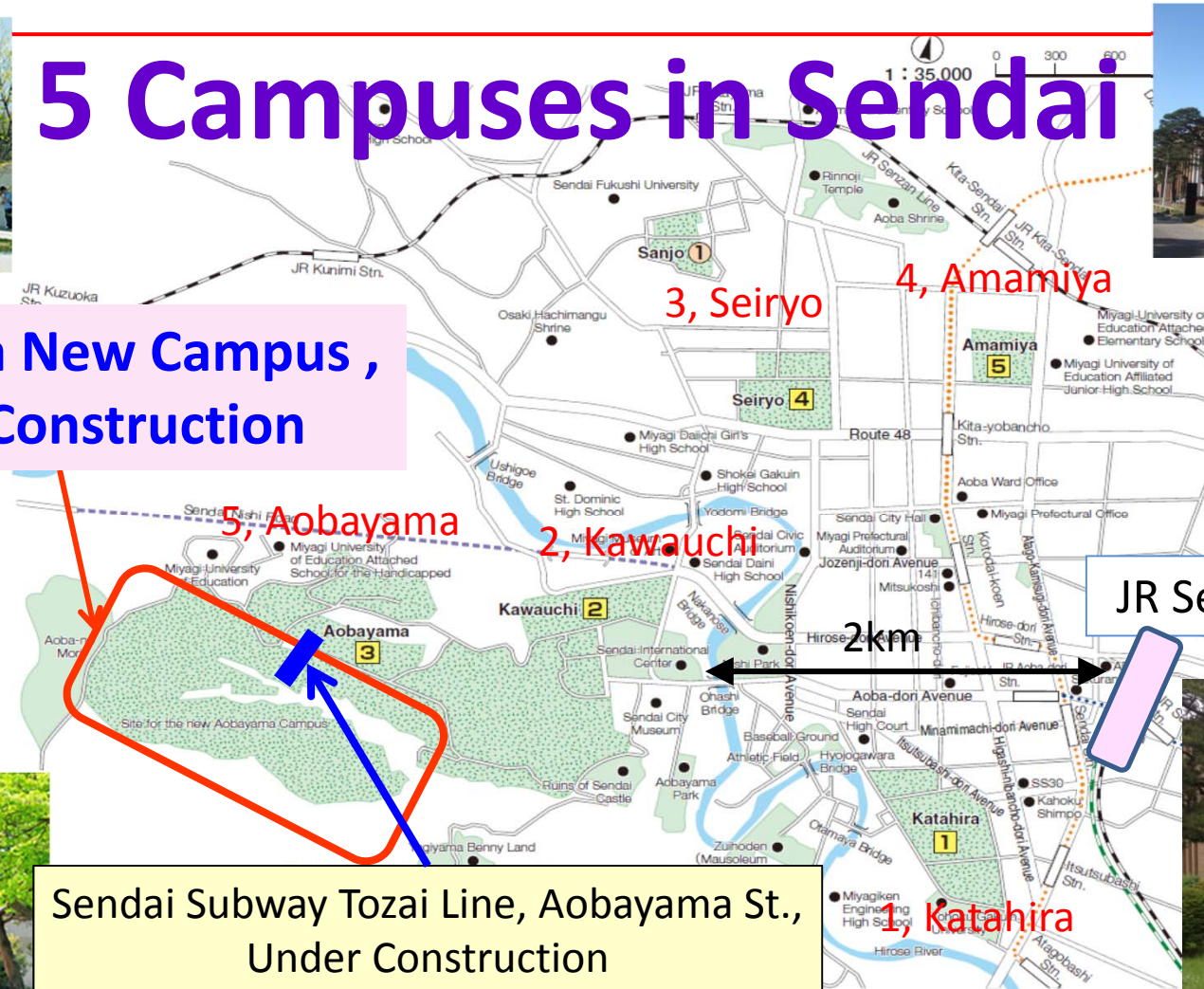
3, Seiryō

4, Amamiya

JR Sendai St.

Sendai Subway Tozai Line, Aobayama St.,
Under Construction

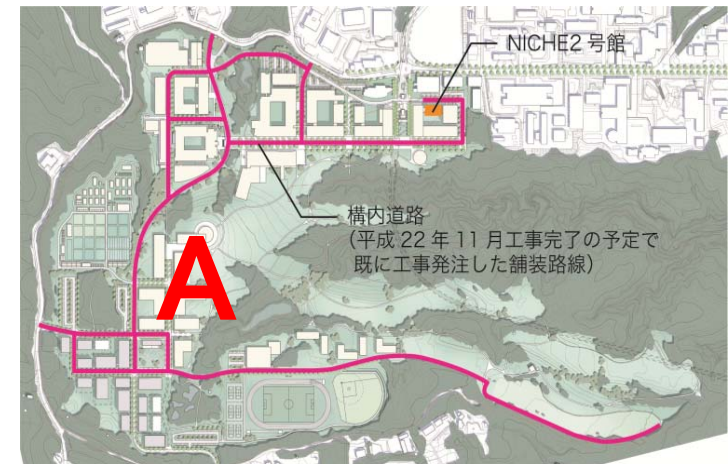
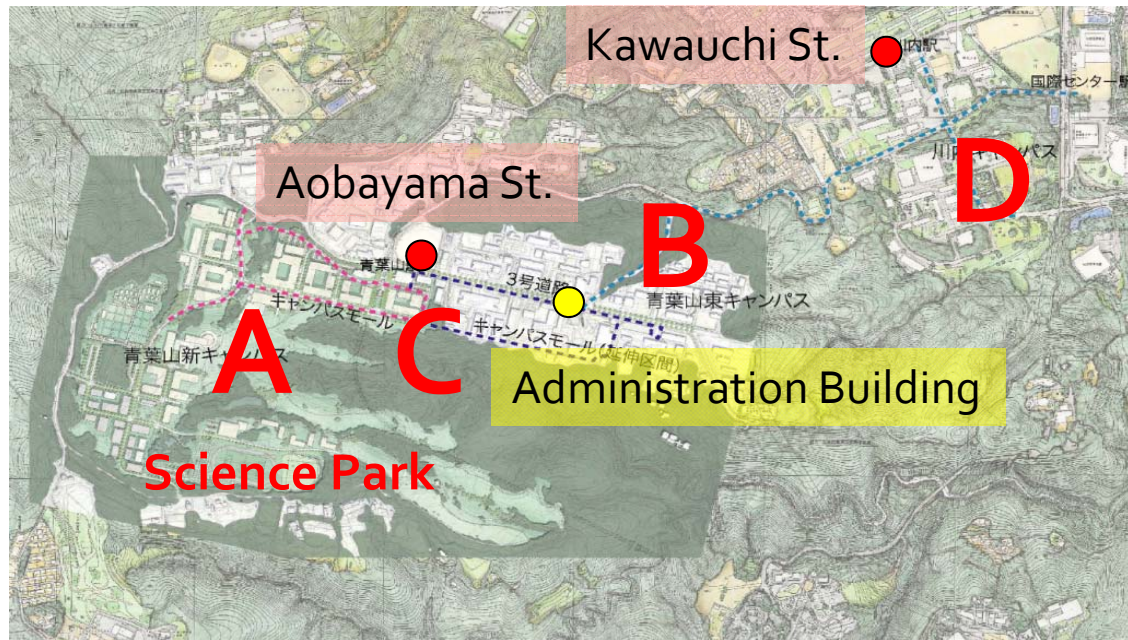
1, Katahira



Aobayama New Campus & Subway Tozai Line

Up to 10 thousands Commuter, Only One Subway Station

No Transportation in New & Existing Aobayama Campus



Demonstration Phase	Demonstration Area
2013FY ~ Vehicle Development	Campus Mall Zone, Aobayama New Campus ^A
~2015 FY Pilot Study 1	^A Aobayama, New Campus & East Zone ^B Determine the best way to the Mobility in Aobayama
Pilot Study 2	^C Aobayama & ^D Kawauchi Stations and Other Campuses

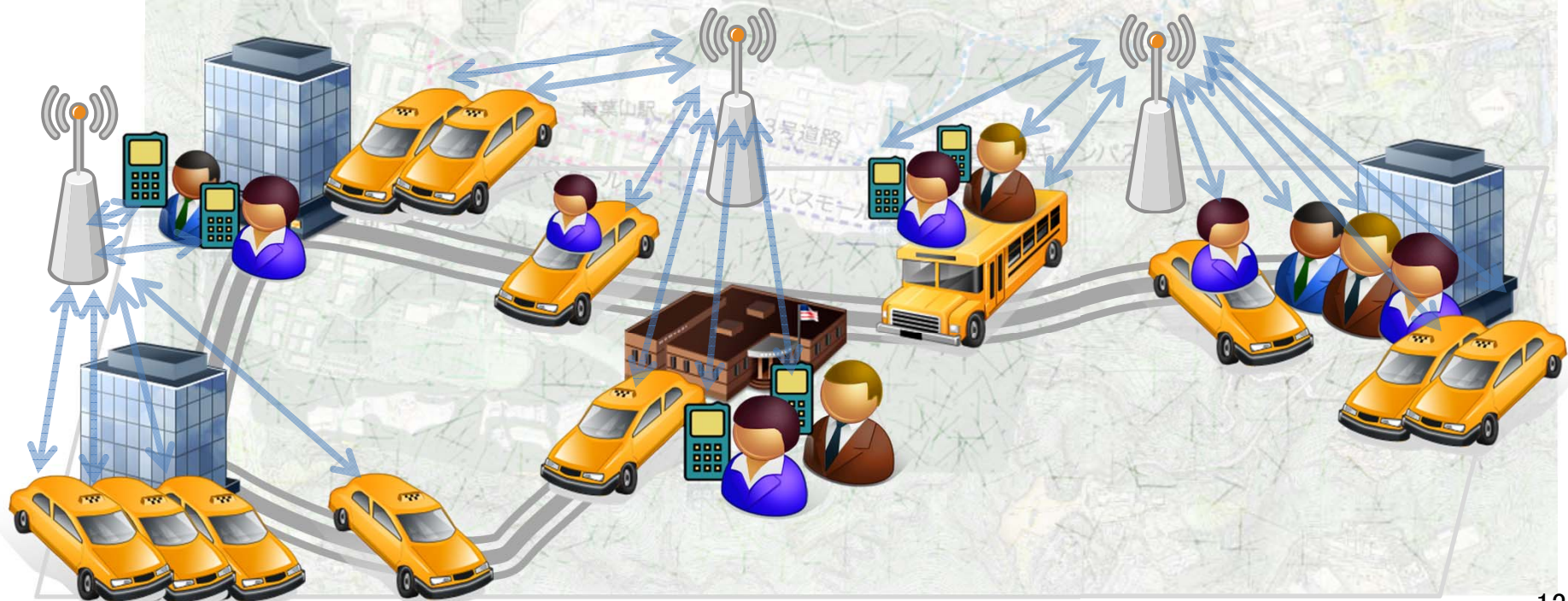
Subway Station: As a Hub for Next Generation Mobility



E-Bus, EV Sharing and Management

Bike Sharing

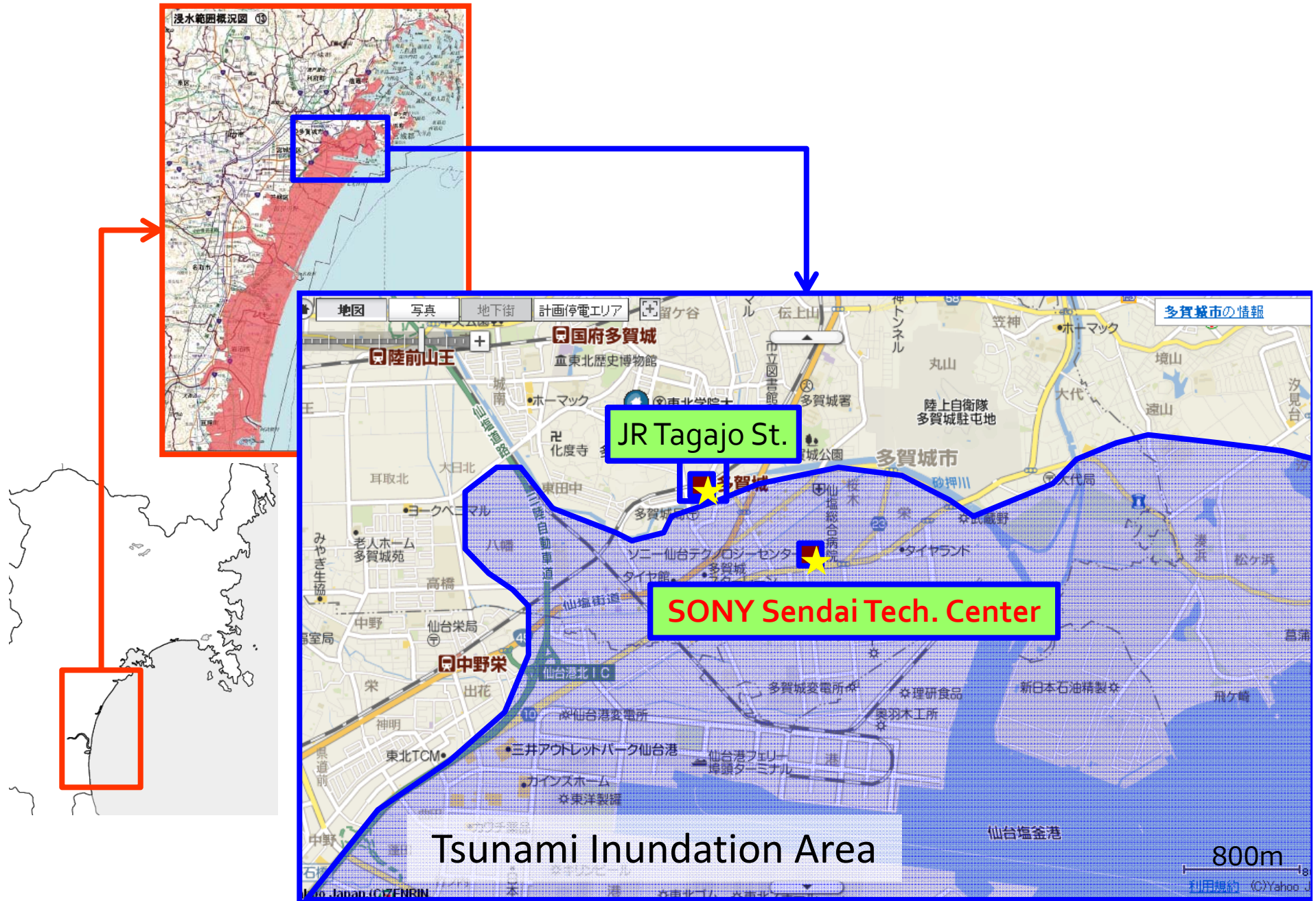
Co-creating Optimum Mobility with Community
Experience of Advanced Mobility



Contribution to Local Community

- 1, Miyagi Fukko, Reconstruction Park
- 2, Traffic Control, Safety, User-friendly
- 3, Evacuation at the time of disaster or Emergencies
- 4, Energy Supply in the Event of Electric Outage

Tsunami Devastated Area, March 11, 2011



Miyagi Fukko, Reconstruction Park

Industry – University - Government Collaboration Hub for Regeneration of Local Industry from the Disaster, est. Apr. 2011

Some of the Tsunami Exposed Buildings at SONY Sendai Tech. Center are Rented to Local Industry, Government, Academic Institution etc.

Total Floor Space: 39,000m², Free of Charge for 10 Years

Restoration Support : Office, Factory, Warehouse etc. for Affected Local Companies

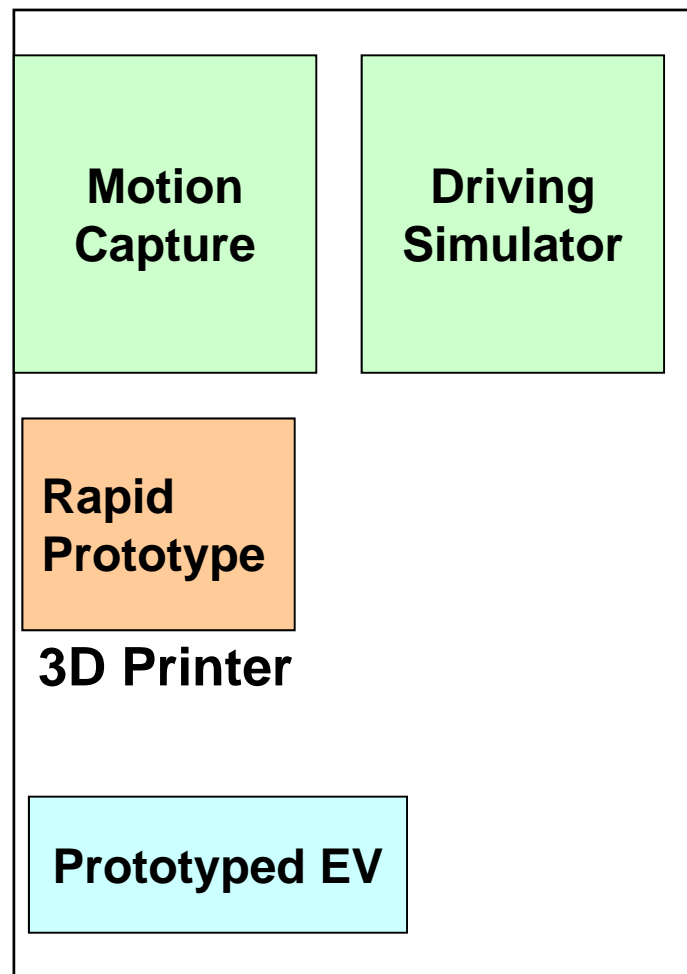
Support Reconstruction Activity : Prototyping and Demonstration for Industry – University - Government Collaboration

Established from the Cooperation of Miyagi Prefectural Government, Sendai City, Tohoku Economic Federation & Tohoku Univ.

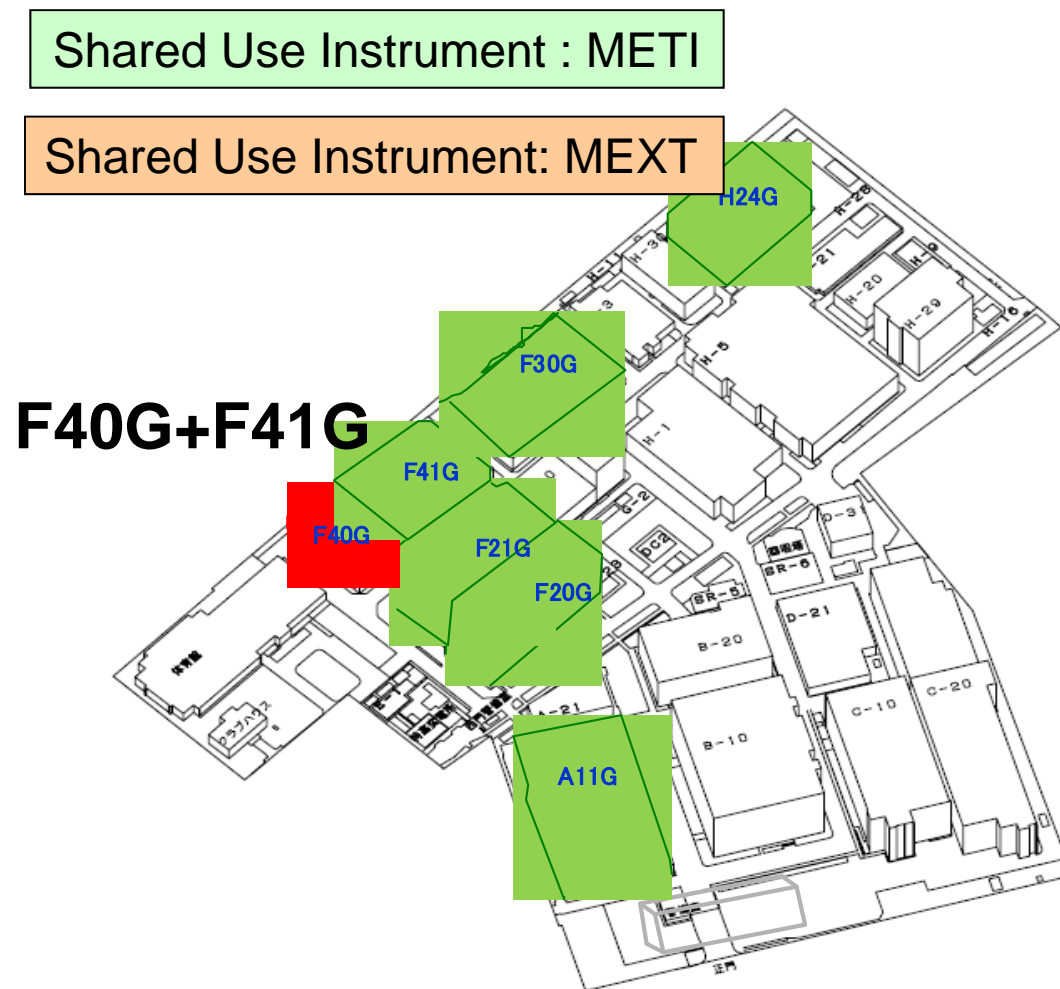
Prototype, Demonstration & Evaluation for Semiconductor, Next-Generation Mobility, Robotics, etc. through Collaboration of Major/Local Companies & Tohoku Univ.

Shared Use Large-Size Instruments Installed

Hub for Collaborative Research Activity for Next-Generation Mobility in Devastated Area



1st Floor, F40



Miyagi Fukko, Reconstruction Park

Autonomous Urban Traffic by Small Size EV

Automated Next-Generation Mobility in Urban
and Tsunami Devastated Costal Area



Photo 1

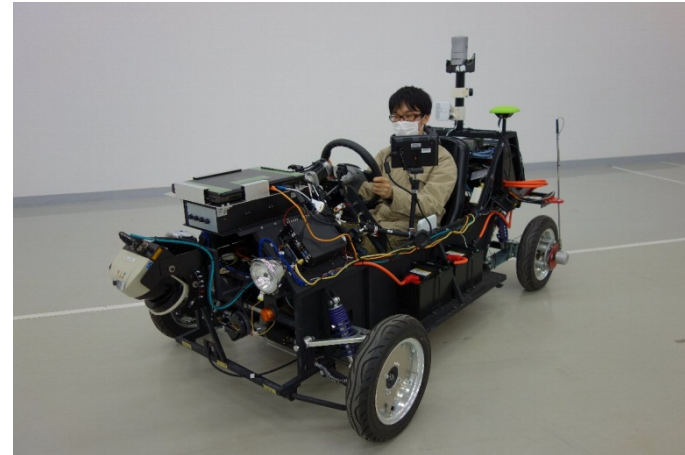
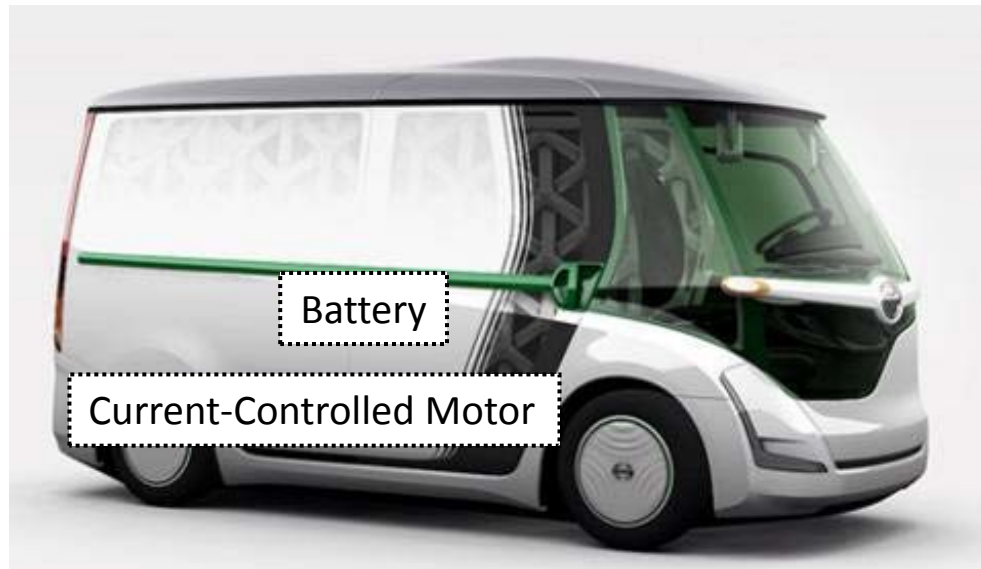


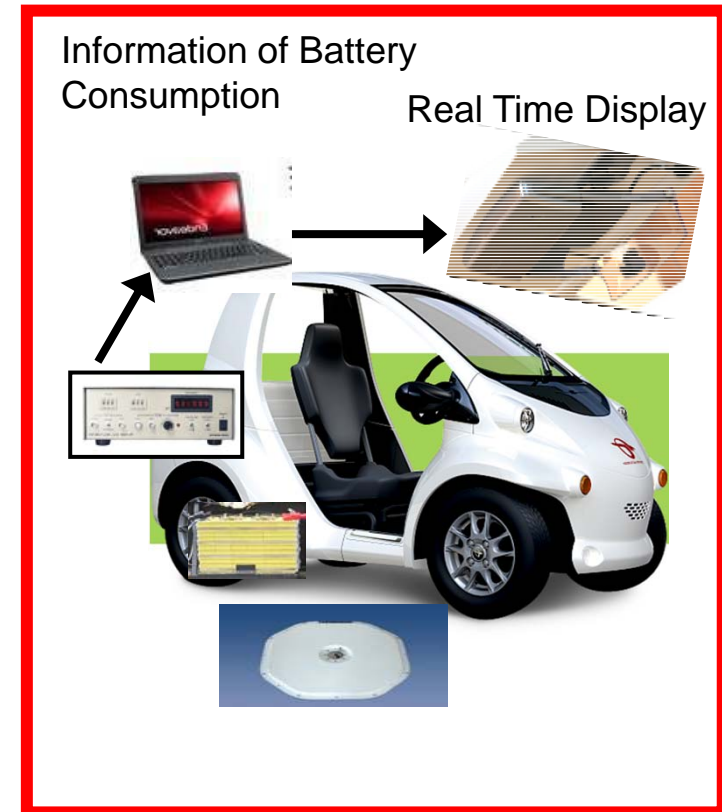
Photo 2

EV for Energy Management;

Energy Combined with Mobility



E-Bus

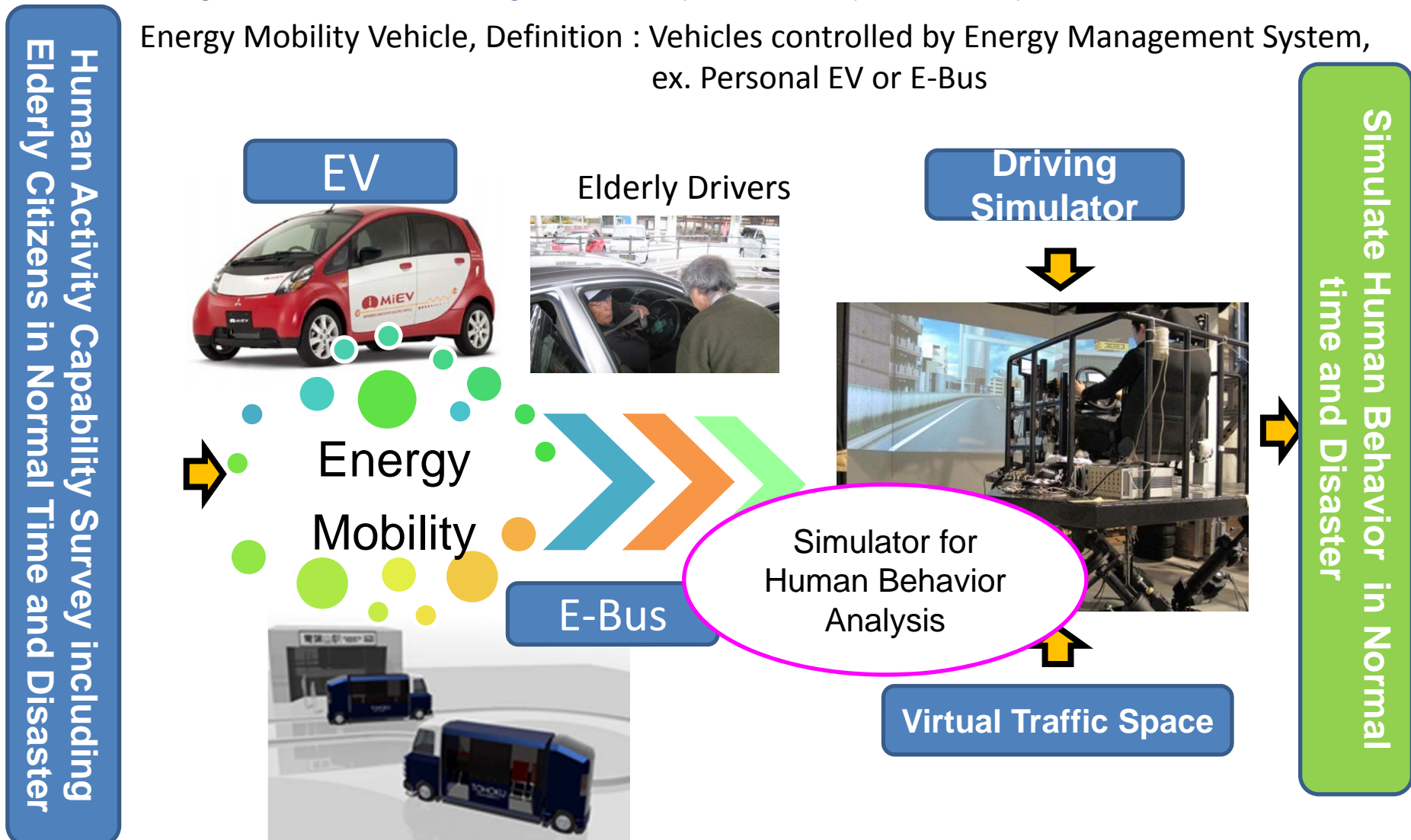


**Small Size EV for
Demonstration**

R&D: Human Behavior Analysis at Advanced Mobility

Simulator Development for Human Behavior Analysis in the time of Disaster
Investigation and Modeling of Mobility Capability of Elderly Citizens

Energy Mobility Vehicle, Definition : Vehicles controlled by Energy Management System,
ex. Personal EV or E-Bus



For Disaster Prevention and Mitigation

Should Evacuate on Foot, Some by Car
without Thinking, Others Have to by Car
-> **Provide Optimum Information Through
Traffic Simulation and Earthquake Drills,**



Assessment of Feeding Station and Road Construction for
Efficient Evacuation from Disaster

-> **Contribution for Disaster Mitigation Town**

Utilize EV and Large Amount of Secondary Battery in the
time of Disaster

-> **Contribution to Optimum Distribution of Electricity**

Demonstration of “Energy Mobility Management”²²

