Development example by open innovation "KadaPam“

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Background and purpose of the study

As globalization progresses and markets expand due to economic growth in emerging countries, market needs for products are diversifying, and rapid product development to meet these needs is required. Against this backdrop, system development using a method called open innovation, in which new products are developed by fusing the company's own technology with external knowledge and technology, is on the rise. This time, we would like to introduce the "KadaPam", a tourism guidebook generation/printing system to record your travel memories, which was developed by combining the tourism information service invented by Kagawa University with Ricoh's image recognition technology.

Research Outline (System Construction Case)

Tourist information is classified into three categories: "advance information" which motivates the tourists, "local information" which is obtained during the tour, and "post-tourism information" which summarizes the behavior of the tourists after the tour, and it is necessary to provide appropriate information according to the stage of the tour. Tourist guidebooks are valuable "local information" that can be obtained at tourist sites, but they are rarely utilized after sightseeing. "KadaPam" is a guidebook generation/printing system that allows you to record your travel memories by replacing photos of your guidebook with photos taken by yourself at the same place and in the same composition. It is a system that can connect the "after information" to the "before information". This time, we adopted RICOH TAMAGO Snapi SDK from Ricoh Company, Ltd. as a technology to determine whether a photo was taken at the same place and in the same composition, and developed the system using an open innovation development method with improvements made by both parties.

The original guidebook is replaced by photographs taken by the tourists themselves.

Future Developments

This service has been tested in Shodoshima Island, and some people have expressed their interest in using it. In the future, further research and development will be carried out at the Institute of Innovation Design, Kagawa University, with the aim of commercializing the system.