

Introduction of **Maplat** solution

- Map for storied cities,
Map for smart cities -

What is Maplat?

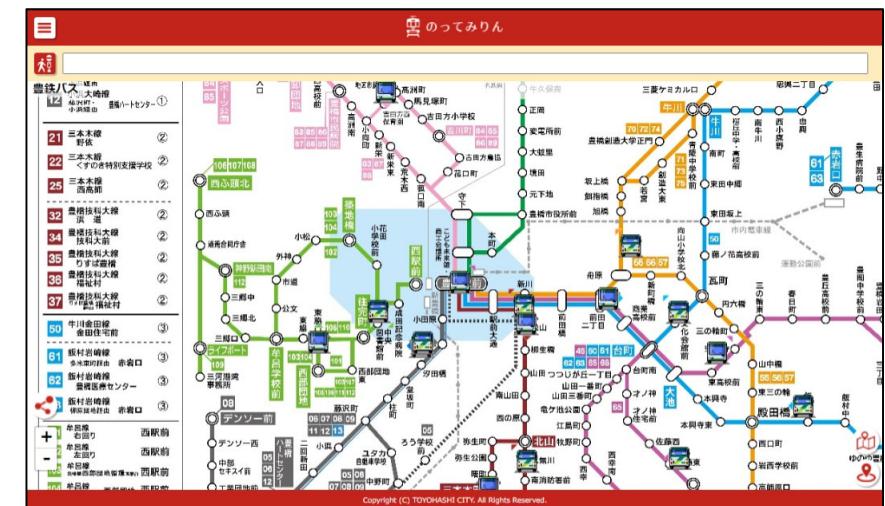
Technology to handle “the best spatial representation for use cases” as “accurate geographic information”



© Cogito Inc.,
Kasai tourism association



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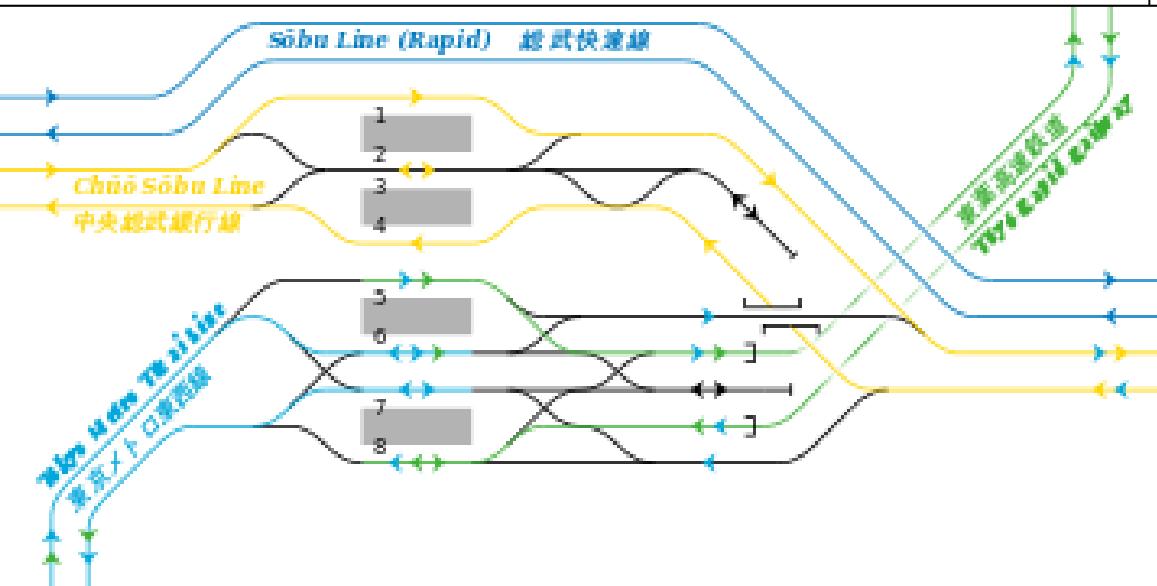


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- Map for storied cities,
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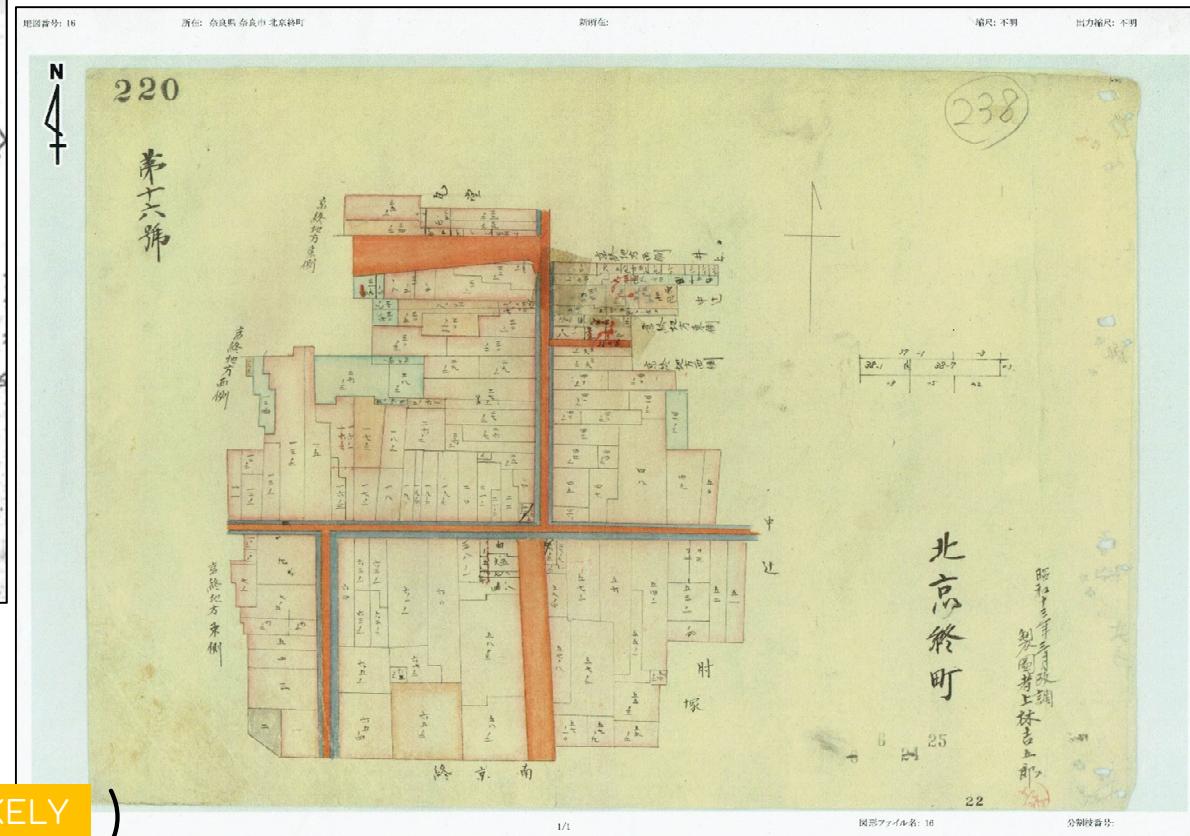
Market 1: MaaS / Smart city



Opportunities:

- Bus location system, Toyohashi-city
(**ADOPTED**)
- MaaS app in smart city (**LIKELY**)
- Railway management system (**LIKELY**)

Market 2: Real estate registration

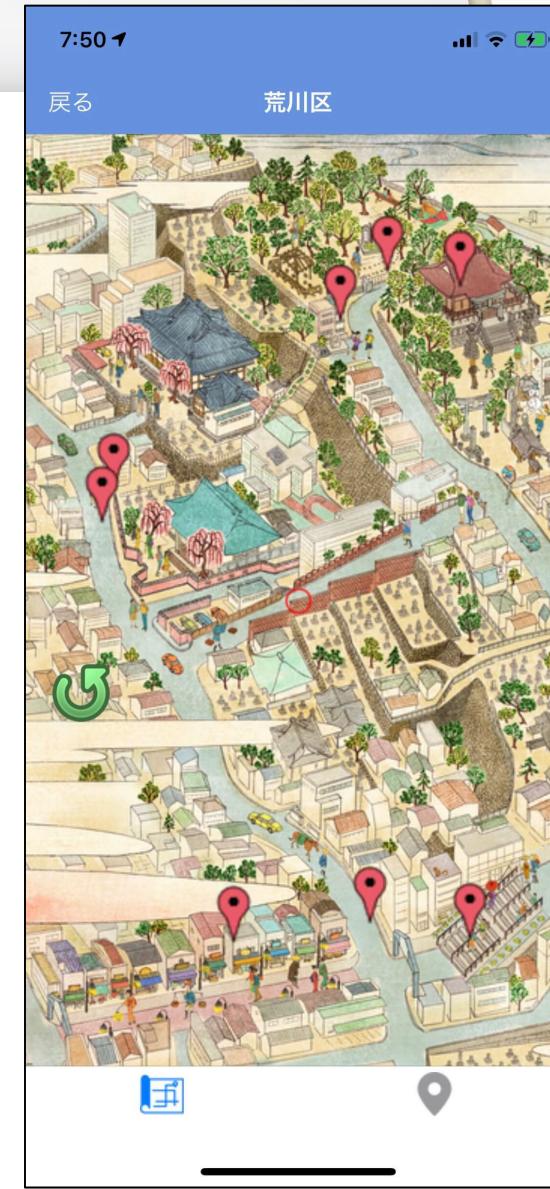


Opportunities:

- Consultation request from land and house inspector (**UNLIKELY**)
- Consultation request from some prefectural officer (**UNLIKELY**)

NOTE: Japan's official real estate registration process is legally based on official inaccurate map, so how to handle inaccuracy is always problem.

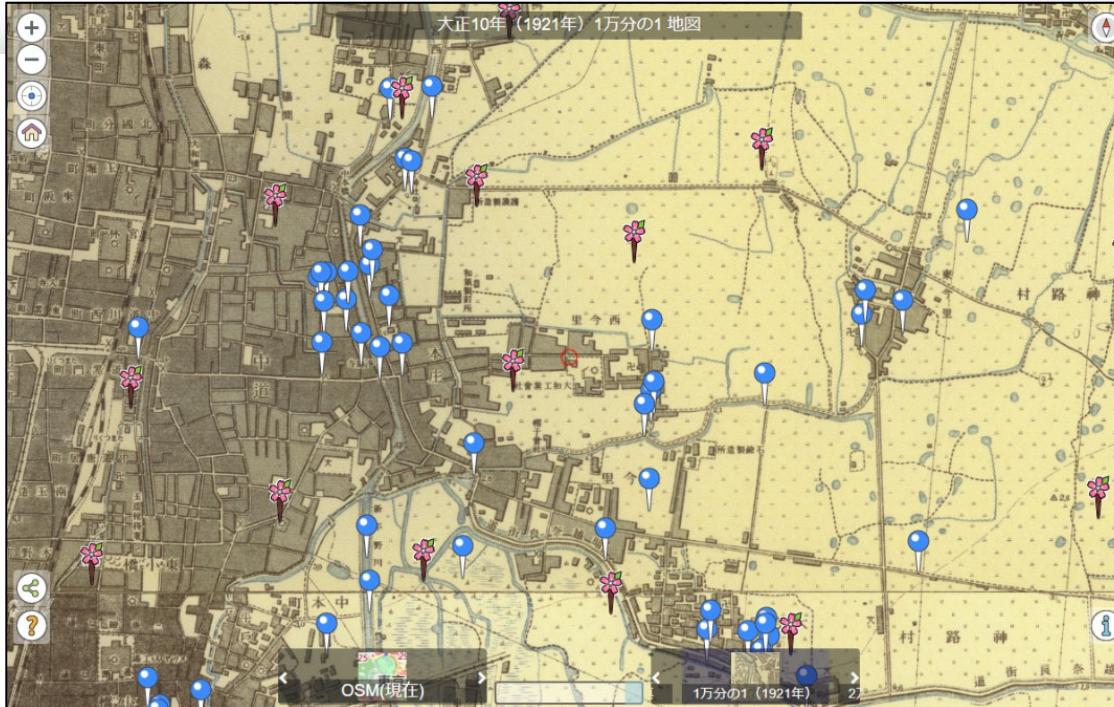
Market 3: Tourism / Sightseeing



Opportunities:

- Used by Machidukuri platform Inc.'s Tourism app (adopted by 5 over municipalities **ADOPTED**)
- Used by Cogito Inc.'s Tourism app (adopted by 40 over municipalities **ADOPTED**)

Market 4: Education / Academic



© OSAKA city, Higashinari-ward

Opportunities:

- City walking site for cultural assets, OSAKA Higashinari-ward (**ADOPTED**)
- Cultural assets introducing sites, Gumma historical succession association (**ADOPTED**)
- Some nature park use case (**LIKELY**)



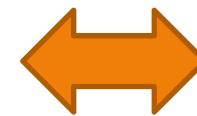
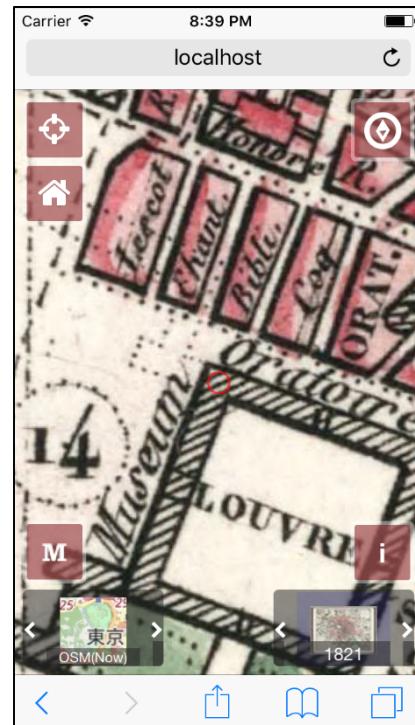
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Gumma historical succession association
Code for History

Characteristics of Maplat

- It can switch between inaccurate map-like representation and accurate map coordinates or overlay them in real time
- It can convert not only the center position coordinate but also the direction and scale exactly
- It can convert the entire coordinate system with **homeomorphic** one to one conversion (Japan patent, JP-6684776)
- Line elements such as roads can also be converted by **the function of converting lines** with different shapes into lines
- Both libraries and data editors are **open source**

Homeomorphic conversion (Japan patent, JP-6684776)

- **Maplat** does not shift the display position when continuously switching maps
 - Bidirectional one-to-one conversion (homeomorphic conversion)

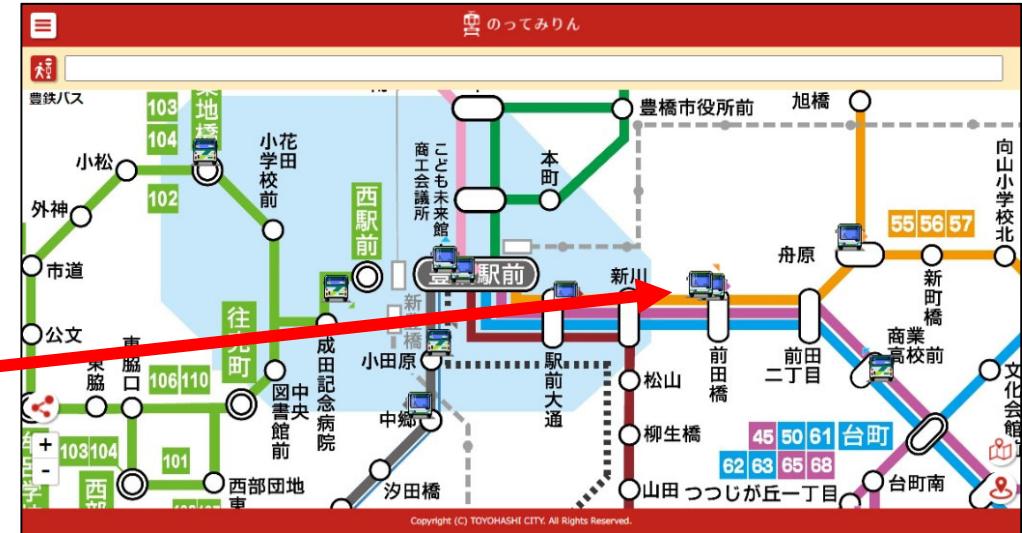


Not moving the position



Line-to-line conversion

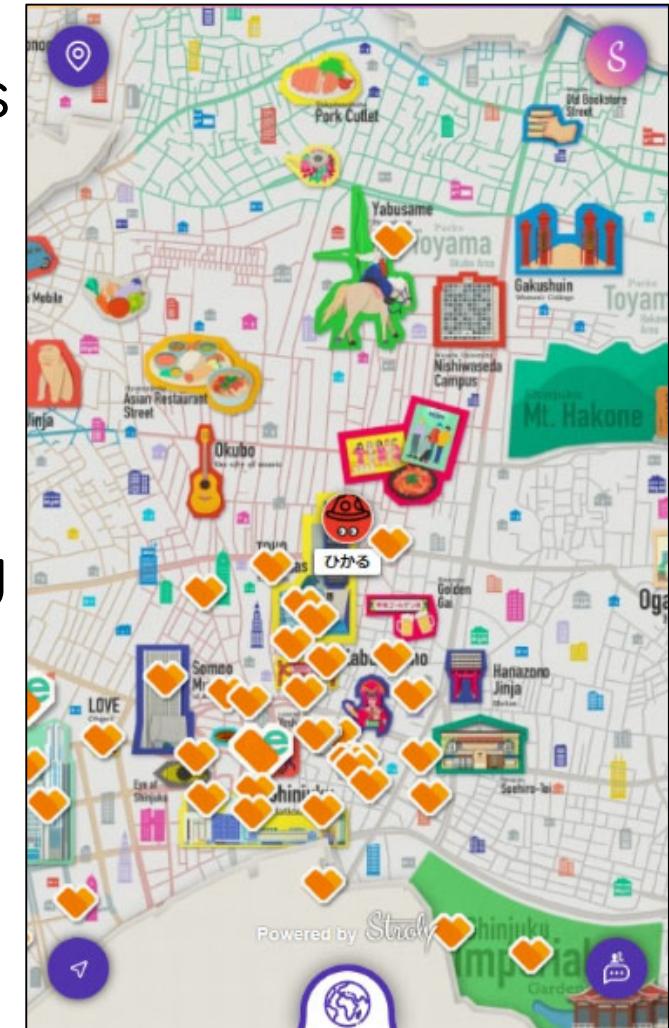
- Based on homeomorphic conversion, **Maplat** can guarantee converting coordinates on the lines to on the other lines – This is useful for schematic map



© Toyohashi city

Competitor: Stroly

- Venture company in Kyoto which spun off from Advanced Telecommunications Research Institute International in 2016
- They have raised over 500 million JPY through 2018 and recently raised additional Series C funding in February 2022 (amount unknown)
- They are using old maps and illustrated maps to provide **Maplat**-like solutions to the tourism sector
- <https://stroly.com/>



© Stroly Inc.

Comparison with Stroly

Features	Stroly	Maplat
Ease of publishing	Can be published just after editing ✓	Manual deployment of configuration files is required ✗
Communication function	Users can communicate on the map each other ✓	Future planning ✗
Entertainment feature (Stamp-rally)	✓	✗
Homeomorphic conversion	Pseudo conversion ✗	Japan Patent technology ✓
Scale/direction conversion	Bugs that cannot convert scale ✗	Scale/direction are precisely converted ✓
Convert Lines to Lines	✗	✓
Map overlay	Toggle only, slow ✗	Always overlay, briskly ✓
Off-line operation	✗	✓ PWA support
Network environment	Work only on internet ✗	Can work on intranet/local ✓
HTML embedding	IFRAME embedding only ✗	DIV embedding, can be controlled with API ✓
Share function	Sharing map page only ✗	Sharing viewpoint is also possible ✓
Mobile support	Only Stroly Inc. can build mobile apps ✗	iOS/Android libraries are provided ✓
Existing GIS support	Cannot support GIS data ✗	Can both edit and display GIS data ✓
Open source	✗	✓

Strengths compared to Stroly 1: Same patent inventor

Stroly's most important
patent: JP-5810411

(19) 日本国特許庁(JP)	(12) 特許公報(B2)	(11) 特許番号
		特許第5810411号 (P5810411)
(45) 発行日 平成27年11月11日(2015.11.11)	(24) 登録日 平成27年10月2日(2015.10.2)	
(51) Int.Cl. <i>G09B 29/00 (2006.01) G08G 1/005 (2006.01)</i>	F I <i>G09B 29/00 G08G 1/005</i>	A
請求項の数 10 (全 48 頁)		
(21) 出願番号 特願2011-252281 (P2011-252281)	(73) 特許権者 393031586	(73) 特許権者 517064935
(22) 出願日 平成23年11月18日(2011.11.18)	株式会社国際電気通信基礎技術研究所 京都府相楽郡精華町光台二丁目2番地2	大塚 恒平
(65) 公開番号 特開2013-109049 (P2013-109049A)		
(43) 公開日 平成25年6月6日(2013.6.6)	(74) 代理人 100109162	
審査請求日 平成26年5月22日(2014.5.22)	弁理士 潤井 将行	
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Inventor: Kohei Otsuka
(Right for application is
owned by Stroly)

(54) 【発明の名称】地図情報システムおよび端末装置

- Both technology were spawn from same inventor, and the newest, most advanced implementation is **Maplat**
- All innovations in the world around this have been defined by one person

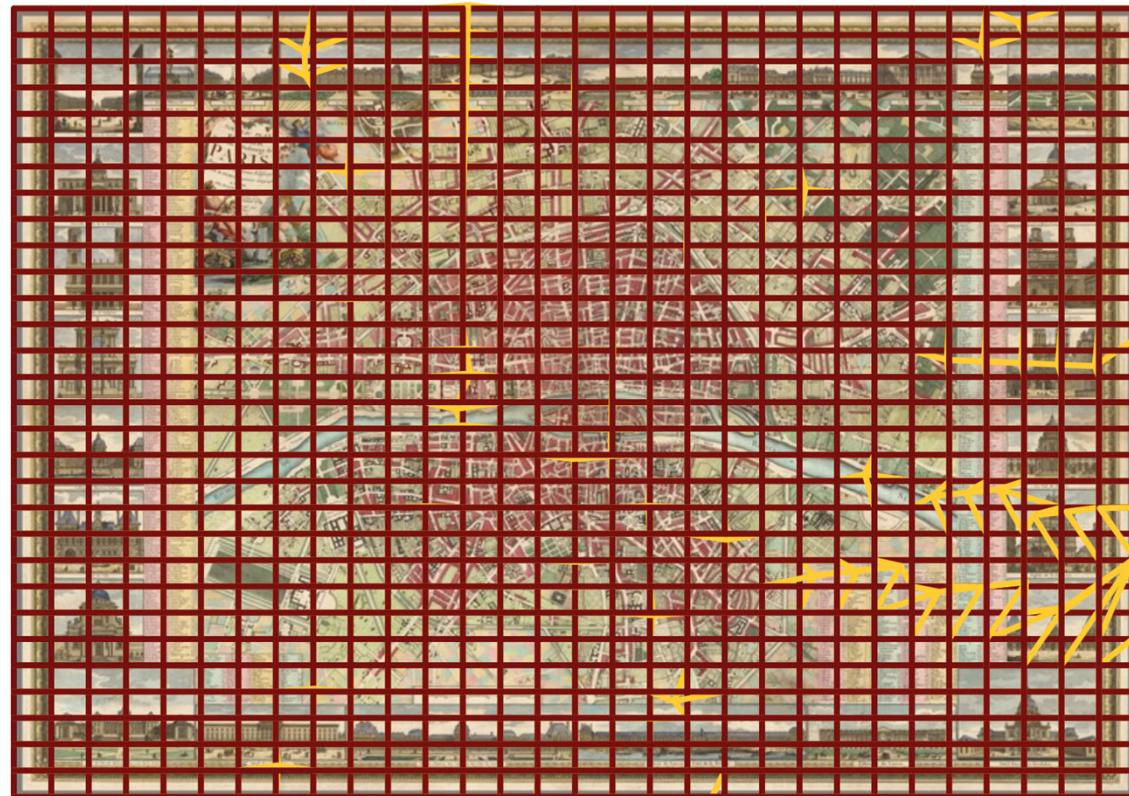
Maplat's patent: JP-6684776

(19) 日本国特許庁(JP)	(12) 特許公報(B2)	(11) 特許番号
		特許第6684776号 (P6684776)
(45) 発行日 令和2年4月22日(2020.4.22)	(24) 登録日 令和2年4月1日(2020.4.1)	
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審査請求日 令和1年7月18日(2019.7.18)		
(74) 代理人 100154210	弁理士 金子 実	
(72) 発明者 大塚 恒平		
特許法第30条第2項適用 ホームページ (https://github.com/code4nara/Maplat/wiki)		
早期審査対象出願		
Inventor: Kohei Otsuka (Right for application is owned by inventor)		
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(54) 【発明の名称】地図情報システム、端末装置、及びサーバ装置

Strengths compared to Stroly 2: Homeomorphic conversion (patented)

Comparison of roundtrip coordinate conversion



Paris' old map example:

Maplat: red

Stroly: yellow

The accuracy is better as the shape returns to the grid shape

Conversion error

Maplat: 0.000px

(Less than rounding error)

Stroly: 11.094px

- Homeomorphic conversion (and Line-to-line conversion) is premise of MaaS / real estate use cases. Hence, Stroly can handle hobby-like use cases (Education, tourism), but cannot handle mission-critical use cases. Maplat can handle them (This can be mathematically proved)

Strategy for business 1: Cooperation with Stroly

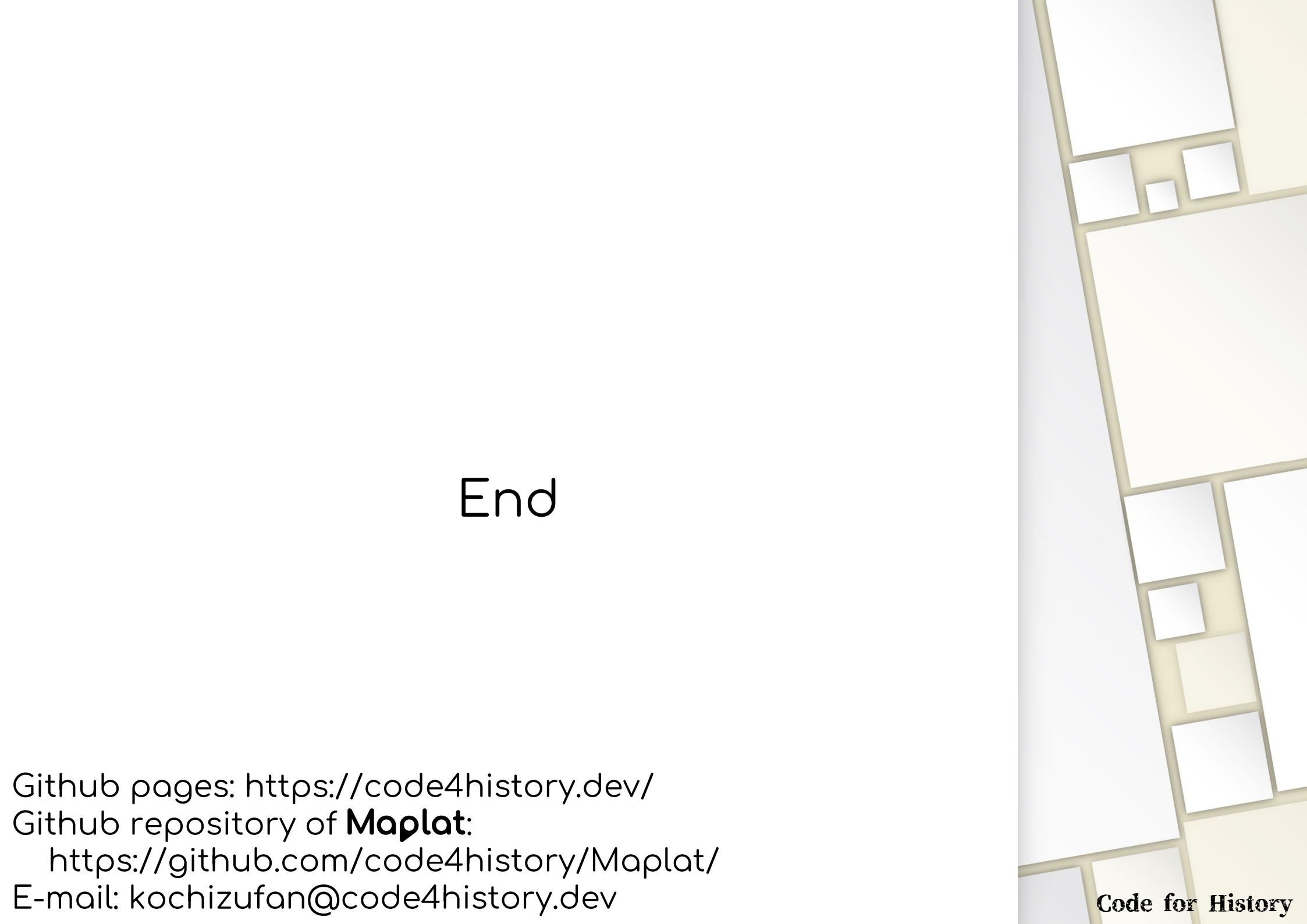
- Stroly is an inferior technology, however, they have already raised a lot of money, have a certain degree of name recognition, and are a little ahead of customers and contents
 - **Maplat** keep high level compatibility to Stroly
- ⇒ Once Stroly adopt **Maplat** as their new engine and pay license fee to **Maplat**, it is win-win relationship of both entities and existing Stroly customers can enjoy keen-edge technologies
- We have been friendly proposed this idea to Stroly over 3 years
 - Obstacles for this idea: Stroly board members' hostility to **Maplat**

Strategy for business 2: Launch a new business entity

- Even if Stroly doesn't collaborate with **Maplat**, it is easy to beat them by raising money and launching a competing business
 - **Maplat**'s strength is protected by IP and inventor's talents
 - Stroly have several strengths than **Maplat** (like Easy-to-use web editors, Map based communication tools, Stamp-rally game capabilities, etc.), but such strengths are all labor intensive functions and not protected by IP. Hence, once **Maplat** raise money, it is easily catching up soon
 - Stroly have a little ahead of customers and contents, but they are quite few (Only 200 customers and 9000 contents even after 5 years of business – according to their press releases). So there are almost no first-mover advantage, innovated technology can beat them
 - Customers like Municipalities have several problems in several markets (Tourism, Education, MaaS, Real estates) – **Maplat** can cover all of such use cases, Stroly can't

Map for storied cities, Map for smart cities

- An attractive city is one where the stories that have been told (History) and the stories that are about to be told (Dream) are woven together in an appropriate way to create a coherent story
- **Maplat** can handle both past story (education / tourism) and future story (smart city) together
- **Maplat** will be the fundamental information platform for smart cities, where the past and future can be storied about in harmony



End

Github pages: <https://code4history.dev/>

Github repository of **Maplat**:

<https://github.com/code4history/Maplat/>

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