Data powered Urban Engineering for Greater Cities

scheme verge

the next generation urban developer without land acquisition

About us

Company Overview

- Company Name: Scheme Verge, Inc.
- Founded: 2018
- Headquarters: Tokyo, Japan

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Core Expertise and Business Focus

- Fusion of Urban Engineering and AI Technology
- Providing Smart Town Management Solutions tailored to enhance urban sustainability and quality of life.

Our Business Lines

Optimizing Urban Management, Enhancing Quality of Life.

Business 1

Digital Solutions Business for Urban Management

horai

Horai App

Horai WEB

Horai Touch Point

Horai Console

Business 2

Smart Urban Services Development & Operation

Self-driving shuttle for tourists and locals

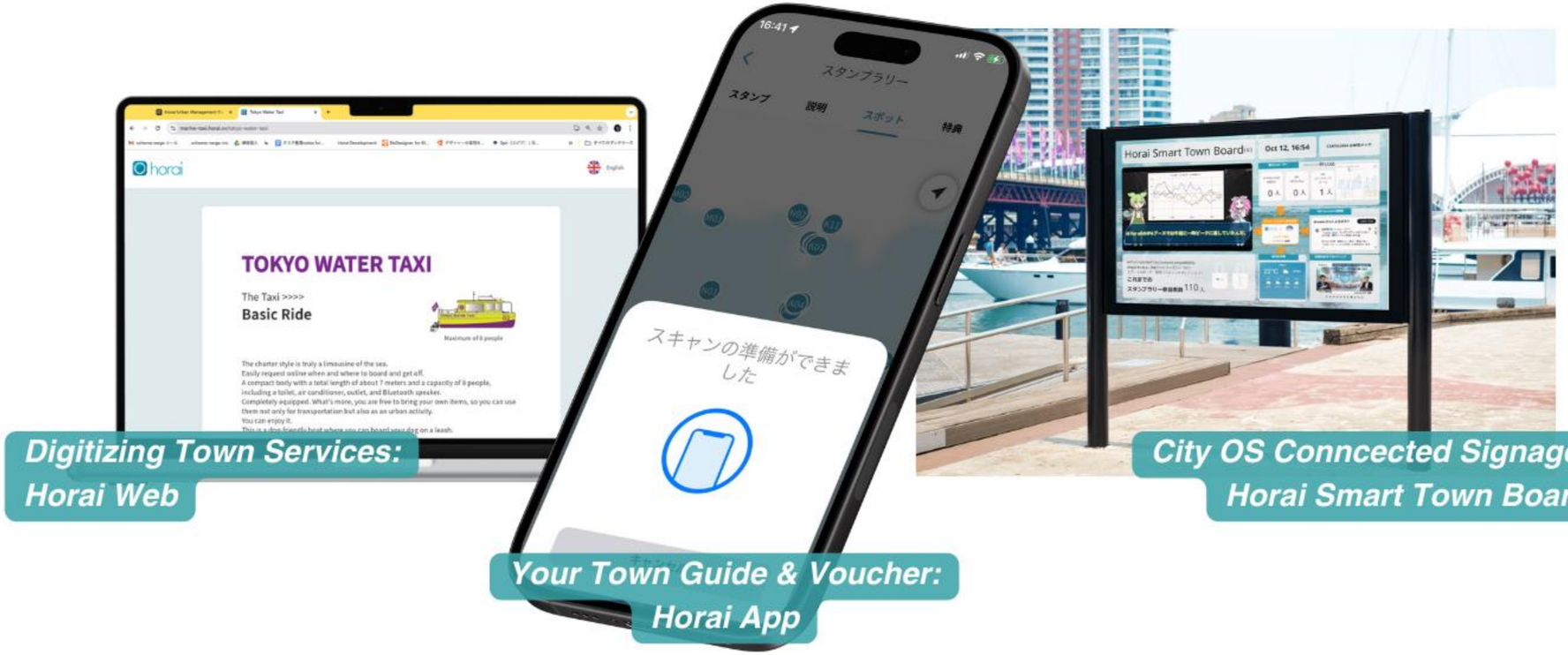
Luxury boats to enhance waterfront land values

Next...our products→

horai

A Comprehensive People Flow Management Platform for Urban Innovation

by scheme verge, Inc.



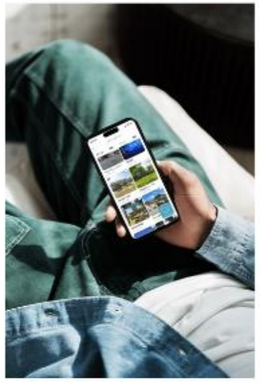
Digitizing Town Services: Horai Web

Your Town Guide & Voucher: Horai App

City OS Conncected Signage: Horai Smart Town Board

Horai Town Guides - Enhanced Urban Experiences

- **Application for Urban OS & Building OS**
  - Digitize town experience in exploring & using hot spots, amenities, mobilities, vouchers, memberships, etc.
  - Accessible via multi-channel like mobiles, digital signage, and transit ads.

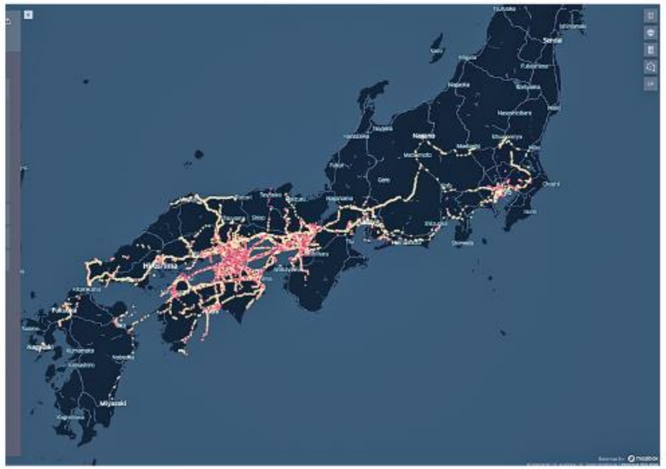


- **AI-powered Recommendations**
  - Uses people flow, congestion, weather, SNS posts data, etc to suggest the best options in real time.

Horai Console - Digitized & Data-driven Management

- **An online town management platform**
  - Linked with Horai App / Web.
  - Can also be seamlessly integrated into your city’s official app

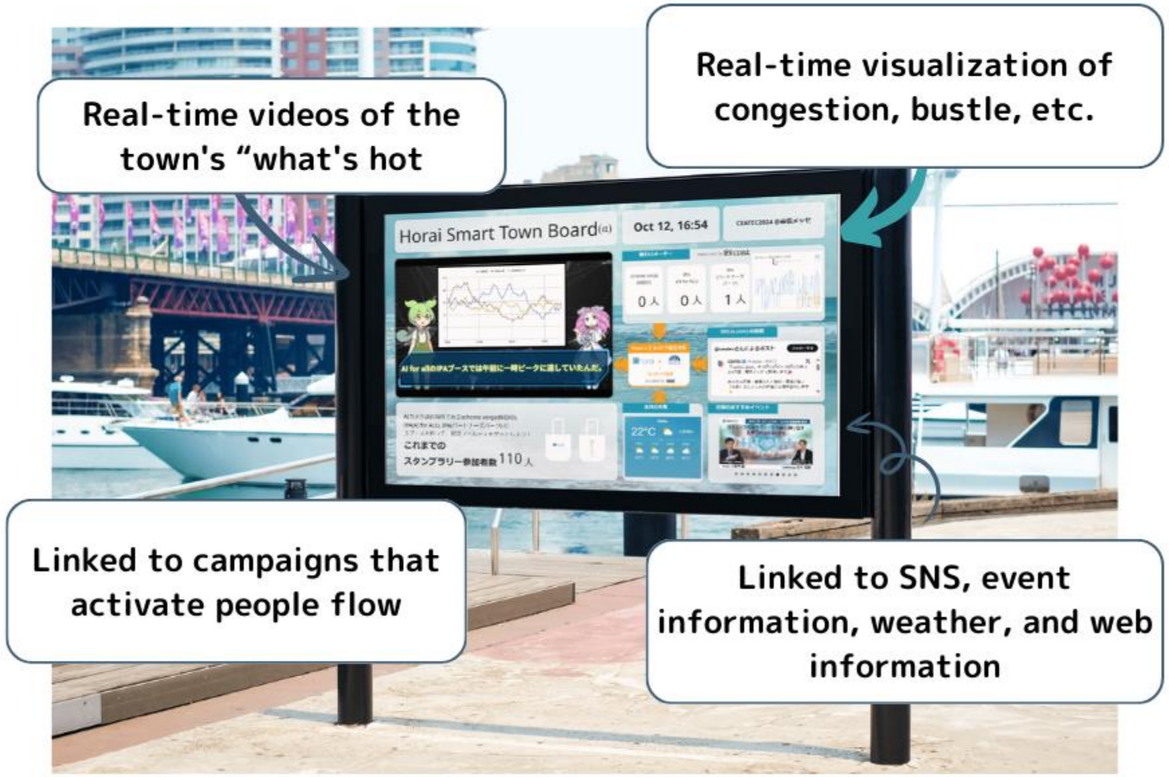
- **Empowering urban services with flexible payment methods management**
  - From one shot to monthly subscription
  - For the management of various services, enhancing overall urban service integration.
  - Such as membership-based facilities, shuttle services.



Horai Smart Signage - Dynamic Connected Experiences

Real-time and place-specific video recommendations powered by AI

- Developed through a project of NEDO (a national R&D agency by METI)



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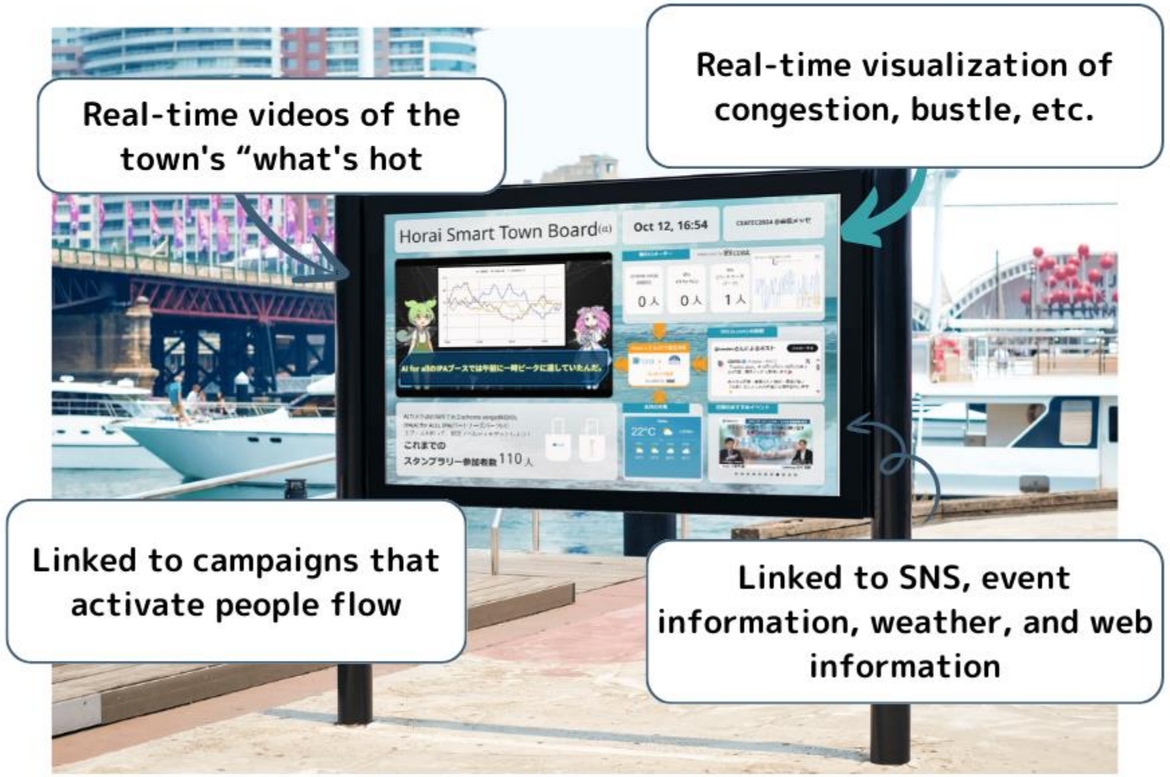


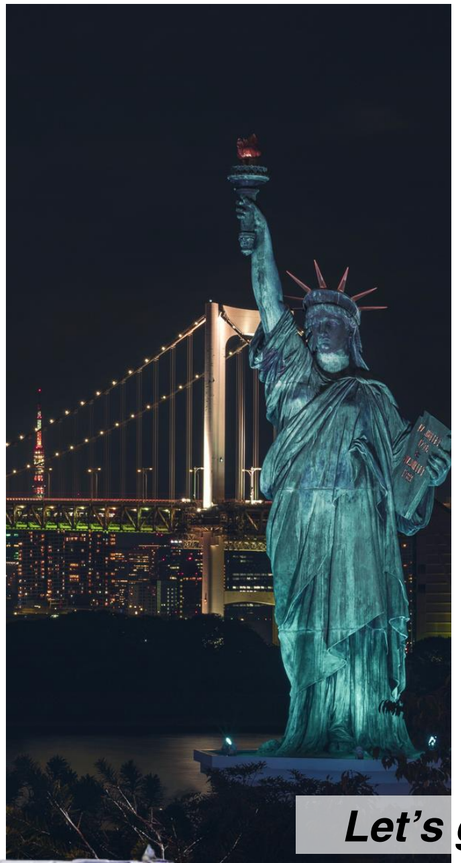
Transform Urban Operations and Management with "Horai"

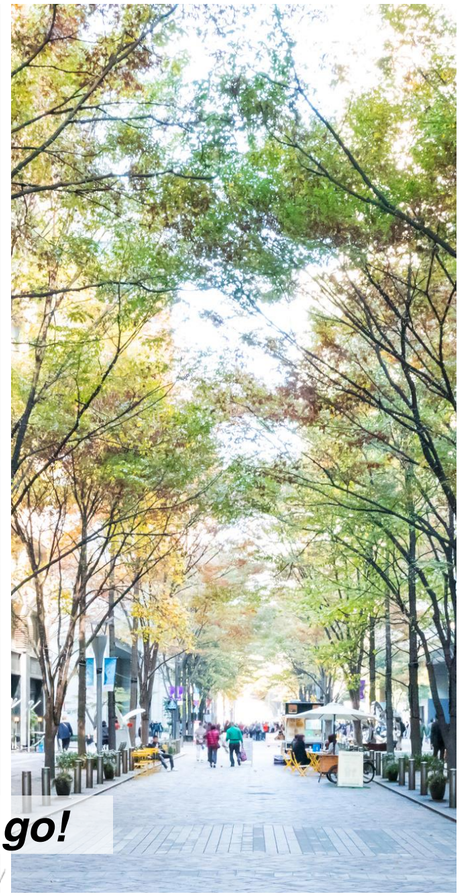
- **Not only sensors or analyzer, but also the actuator**
  - Horai doesn’t stop at analysis—it translates insights into real-world actions to improve urban operations.

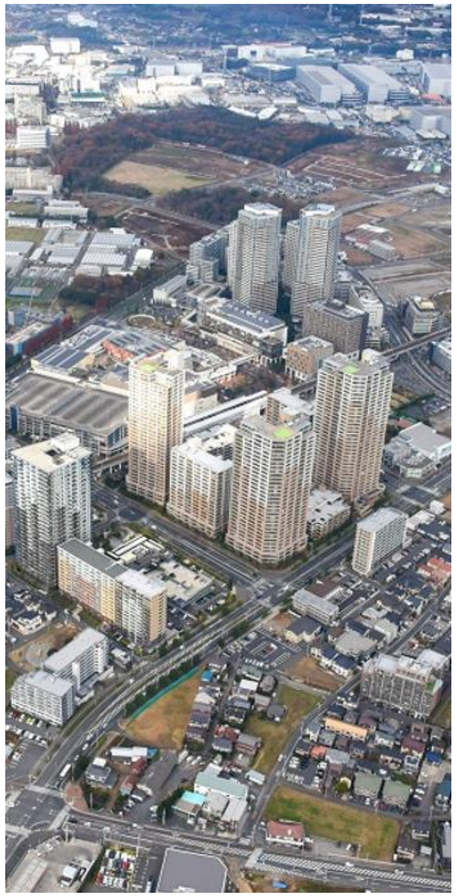
- **Integrated Data from Multiple Systems**
  - Combines data from urban OS, building OS, buildings, infrastructure, and transportations for comprehensive insights.

- **Automated Town Management**
  - Enables automated decision-making, eliminating the need for manual input from analysts or planners, ensuring continuous urban optimization.

Already utilized in smart city projects and town managements covering over $10B worth of urban areas.







Let's go!

Let's discuss tailored solutions to power your next / going urban development project.

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