

First program in Kansai! Osaka Gas collaborates with the local government to allow its residents to participate in the RIZAP program from home

- Demonstration project for health promotion using Sumai LINK in Tawaramoto Town, Nara Prefecture -

November 1, 2023
Osaka Gas Co., Ltd.

Osaka Gas Co., Ltd. (Representative Director and President: Masataka Fujiwara, hereinafter "Osaka Gas") announced that it will carry out a demonstration project (hereinafter "the demonstration") to promote health in Tawaramoto Town (Mayor Akihiro Mori), Nara Prefecture, by encouraging town residents to participate in the health promotion program (hereinafter "the program") provided by RIZAP Group, Inc. (Representative Director and President: Takeshi Seto) through the use of "Sumai LINK TV Stick" (hereinafter "TV Stick"). Today, Osaka Gas, Tawaramoto Town, and the RIZAP Group signed a comprehensive partnership agreement regarding the demonstration. This is the first health promotion program targeting local governments in the Kansai region through online participation via TV^{*1}.



Signing ceremony of comprehensive partnership agreement held at Tawaramoto Town Hall

(From left: RIZAP Representative Director Kamaya, Tawaramoto Town Mayor Mori, Osaka Gas Managing Executive Officer Chikamoto)

In recent years, extending healthy life expectancy and revitalizing the entire region have become critical issues as the aging society has become a problem. Tawaramoto Town is one of the local governments that focuses on solving these issues.

The health promotion programs for local governments provided by RIZAP have a variety of contents, such as a program in which trainers are dispatched to local areas and provide exercise guidance, dietary guidance and management, physical age measurement, etc. at gymnasiums etc. over a period of about 3 months. So far, RIZAP's programs have achieved such effects^{*2} as improving physical strength age. The program will be introduced on a trial basis to the residents of Tawaramoto Town and increase the participation rate of the elderly as well as motivate a wider range of people beyond the elderly to start exercising even via TV with TV Stick.

Using a TV, available at many homes, will allow residents who are not used to digital services to easily participate in the program via their TV at home. They will be able to exercise at their own pace without being restricted by time, enabling them to easily participate in the program according to their lifestyles.

Additionally, contents related to the program, etc. will be displayed on the top screen of a TV Stick plugged TV, which will help residents to easily notice health-related information and enhance their health awareness.

Furthermore, by using avatars^{*3}, participants can not only consult with RIZAP's trainers who have know-how on health and exercise but also with qualified personnel, including nurses, on any health concerns during participation through medical support provided by Sumai LINK. The continuation of the program for each participants will be supported while closely working for avatars.

Participants in the demonstration project will be recruited sequentially from mid-May 2024. Tawaramoto Town, RIZAP and Osaka Gas will examine the impact of the program, which is to be implemented for several months, on the awareness and actions of the participants toward health improvement. We will address solutions to issues identified in the demonstration while pursuing the expansion of the demonstration to other local governments/organizations with interest in health promotion.

Osaka Gas has expanded its business domain as a one-stop provider in order to respond to the diversifying needs of its customers, staying close to the changes in the lifestyles and business styles of its customers and utilizing digital technologies and other means. As part of this effort, the company launched "Sumai LINK," a digital lifestyle platform that provides products and services useful in daily life, in March 2022, and it started selling "TV Stick" to use the service via a home TV set or PC monitor in August of the same year.

The Daigas Group proposes added value in quick and flexible response to changes in customer needs to keep a close eye on changes in customers' lifestyles and business styles, and it provides optimal services and solutions for individual customers, aiming to help them establish a lifestyle and business style that correspond to the new normal amid the changes.

- *1: Refers to the use of a "streaming media player" such as Amazon Fire TV Stick, which allows users to use digital services on the same device by plugging it into your TV at home
- *2: Past RIZAP health promotion programs have a track record of success in rejuvenating physical strength.
<https://www.rizapgroup.com/news/press-releases/20180515-05/>
- *3: For avatars, the online customer service "AVACOM" provided by AVITA, Inc. will be used.
<https://avita.co.jp/avacom>

1. Outline of the demonstration

The demonstration will provide residents in Tawaramoto Town, Nara Prefecture, with RIZAP's health promotion program through the use of TV Stick. Useful health-related information, etc. will be broadcast on their TV by connecting TV Stick to it, which will lead to their enhanced health awareness. In addition, the program allows residents to take the first step comfortably towards improving their health by easily participating in the RIZAP training through videos on a TV at their home. The program also allows the trainers, who have RIZAP's know-how on health and exercise, to support participants in continuing health-oriented activities while staying close to them by communicating with them through avatars on their TV.

The demonstration aims to encourage target residents to participate in the program as well as promote health-oriented activities toward "extending healthy life expectancy" and "reducing health disparities." The program's video viewing rate and the rates of health checkup and other medical consultations will be used as indicators that will contribute to the promotion of residents' health.



2. About TV Stick

Connected to a TV set or PC monitor at home, TV Stick will allow users to enjoy videos, entertainment content, and online shopping on a large screen. Moreover, this TV stick has a Google Assistant function installed, which enables users to search for weather forecasts, traffic reports, and videos and display them on a TV set or PC monitor just by using their voice, providing convenient services for customers of all ages.

スマイLINK TV Stick



Sumai LINK is a digital platform that makes people’s lives richer and more convenient through the everyday products and services Osaka Gas provides in collaboration with various business operators. You can use various services with one ID. (Some are not applicable.)

Sumai Link website (in Japanese): <https://smilink.osakagas.co.jp/>

当社だけでなく、全国のパートナー事業者様にも提供



<When using Sumai LINK (common to PCs, smartphones, and TV Sticks)>

To use the service, you need to register as a member of Sumai LINK from the member site “My Osaka Gas.” Initial settings are required for the TV Stick after it arrives.