

News Release

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Shinoken Intelligent Apartment Evolution in UX (User Experience)! Implementing the function of Face Recognition

Shinoken Intelligent Technology Co., Ltd. (Further referred to as SKiT) , a Real Estate Tech specialized subsidiary of Shinoken Group Co., Ltd. (Tokyo Headquarters: Minato-ku, Tokyo, President Hideaki Shinohara, TSE 8909, further referred to as Shinoken, including the whole group) has decided to install the function of Face Recognition to the “Shinoken Intelligent Apartment” series. Hereafter, Shinoken will continue to provide urban and stylish apartment life, and establish a standard for next-generation rental homes.



UX1: “Safety/Security” A next standard for rental homes

Face Recognition itself is expanding in various business fields due to increasing demands of security, and in Real Estate, there are cases where it is used in the main entrance for condominiums for sale, but it is not yet a standard in normal rental homes. Shinoken, after starting the installation of “Intelligent Apartment” for all new apartments, and while achieving many positive reactions from both owners and residences, continued the development and modification for UX improvement especially in the field of safety and security that has a high demand in urban single residences, thus led to Face Recognition. Shinoken will produce a new standard for rental homes, by continuously installing advanced technology and equipment that were only installed in condominiums for sale and high-end rental homes at a reasonable price, without increasing financial burden for the residences.

UX2: “Comfortable/Convenient” for Family and Friends

In addition to Face Recognition, the newly added Key Sharing function can be controlled by an application downloaded onto a smartphone, and the user can provide the authorization for the Key to another person. Authorization for a limited time period is also possible, so the user can share a duplicate key over the smartphone, or stop the authorization at will. For instance, when family members visit while the user is out, or when friends stay over for several days, only a smartphone is necessary, without having to handle an actual Key.



“Asset development at ease” for more people

For 30 years, since the establishment in 1990, Shinoken has proposed and continued the business model of Apartment Investment for “Asset Development”, with the intention of resolving social anxiety and financial worries of the retirement life for paid workers. Having innovated Real Estate Investment to become possible for normal paid workers instead of only the wealthy class, Shinoken will proactively use Real Estate Technology to propel “REaaS”, where more people, regardless of their attribute, can feel free to make use of Real Estate.



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