

News Release



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Introducing Free High-Speed Internet “Shinoken Hikari” with up to 10 Gbps Line Rate, first in Japan as a Standard Specification for Newly Built Apartments!

Shinoken Group Co., Ltd. (Tokyo headquarters: Minato-ku, Tokyo, President and Representative Director Takashi Tamaki, hereinafter referred to as "our group") is pleased to announce that our subsidiary Shinoken Produce Co., Ltd. (hereinafter referred to as "our company"), have decided to install "Shinoken Hikari," an Internet service with a high-speed line rate of up to 10 Gbps*¹ that can be used free of charge by tenants, in all new buildings.



■ About “Shinoken Hikari”

"Shinoken Hikari" is a high-speed Internet service using fiber optic lines with a maximum transmission speed of 10 Gbps uplink and downlink. Residents can use the service as much as they want for free, with no application procedures or installation work required, and can start using Wi-Fi as soon as they move in.

Starting in February, the service will be introduced to newly built "Harmony Terrace" apartments, a brand of designer apartments that Shinoken operates in major cities throughout Japan. "Shinoken Hikari" is 10 times faster than the free Internet service that was previously available, and we believe that this will create a new customer experience for our residents and contribute to the improvement of the asset value of the apartments.

This is the first time in Japan*² that Fiber-optic Internet connection with a maximum speed of 10 Gbps has been adopted as a standard specification for rental apartments, and the first time in Japan that such a service is offered nationwide.

■ Background

As a pioneer in “Apartment management starting from the land” since its establishment in 1990, our company have been striving to develop products that continue to be chosen by residents. Since 2002, we have been providing services that meet the needs of our residents and are ahead of the times, such as the industry's first service to offer free, regular-connected Internet and the introduction of IoT terminals in all units, thereby enhancing the attractiveness of the properties and helping owners build assets through stable occupancy.

In recent years, the spread of remote work, and the spread of video viewing and online games have increased the need for large-capacity data communications in various aspects of daily life, and the problem of unstable communication quality due to network congestion has become an issue for residential complexes.

With "Shinoken Hikari," a fiber optical line of up to 10 Gbps is connected to the building, and each residential unit can achieve communication speed up to 1 Gbps, providing a high-speed and comfortable Internet environment even during congestion.

■ Future Prospects

Our group provides not only rental management, but also various services as a lifestyle infrastructure company including rent guarantees, gas & electricity supply and intermediation, and much more for over 50,000 single-person households.

Going forward, our Group will expand services for residents based on "Shinoken Hikari" to further improve the customer experience for residents and enhance the asset value of owners.

Service Overview

Name	Shinoken Hikari
Start Date	Introduced sequentially starting with properties completed in February 2025
Provided Series	Designer apartment brand “Harmony Terrace”
Fee	Free

About Shinoken Group

With the vision of "Life Support Company for All Generations Around the World," our group solves social challenges and provides services that accompany our customers throughout their lives. We provide safe and secure housing, energy supply and other lifestyle infrastructure, nursing care services, and after-school daycare services for children, youth, seniors, people with disabilities, and their families.

*1) Maximum communication speed is best effort. Communication speed may decrease depending on the usage environment.

*2) January 2025, based on our own research.

A life support company for every generation across the world



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