

ANA's Innovation Booster



“I could see no border
on Earth from the space.”

Digital Design Lab
ANA Holdings Inc.

November 9, 2018

A Snapshot of ANA



Employees

42,000



Fleet

295

175

120

Domestic

International

Flights per Day

1,260

1,080

180

Domestic

International

Passengers

53.9 mil

44.1

9.7

Domestic

International

Airline Awards



On-Time Rate

85.2%

《Ranking》

14th

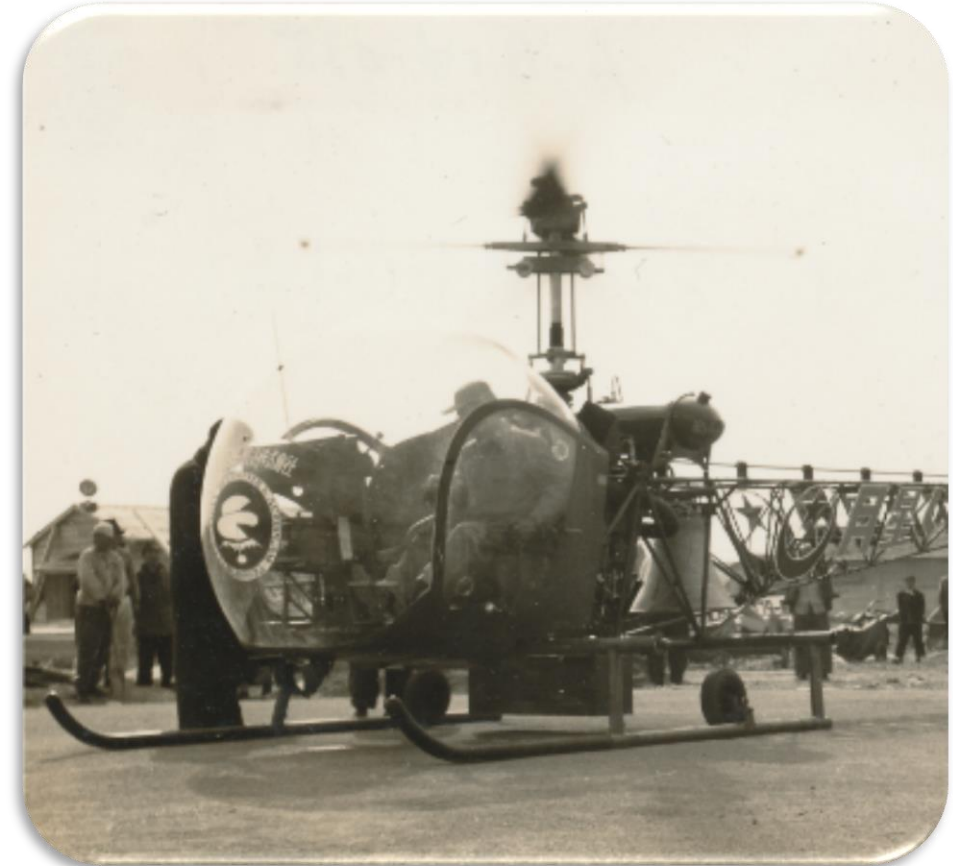
8th

51th

Domestic

International

NH : Nippon Helicopter



A small helicopter company started its operation with just 2 helicopters in 1952.

ANA's Pioneering DNA



2016

Digital Design Lab

2013

Established ANA Holdings

2012

Launched LCC service

peach

Vanilla Air

2011

Introduced the Boeing 787



2010

Launched "Inspiration of Japan"
(New Staggered Seats)

2009

Okinawa Cargo Hub introduced



1999

Joined Star Alliance

1993

"Marine Jumbo" painting
(Special Airplane Livery)

1986

International service inaugurated



1952

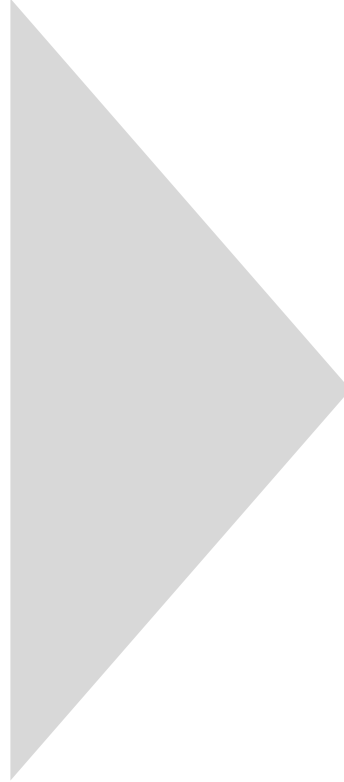
Nippon Helicopter (NH) established



ANA Digital Design Lab



What could disrupt ANA?



Disrupting the Aviation Industry



LCC

peach

Vanilla Air

ROCKET



DRONE



AVATAR



Full Service Carrier



Low Cost Carrier

peach



2019

Vanilla Air



DRONES



Japan Unmanned System Traffic & Radio Management Consortium

Industry-Government-Academia Collaboration Team



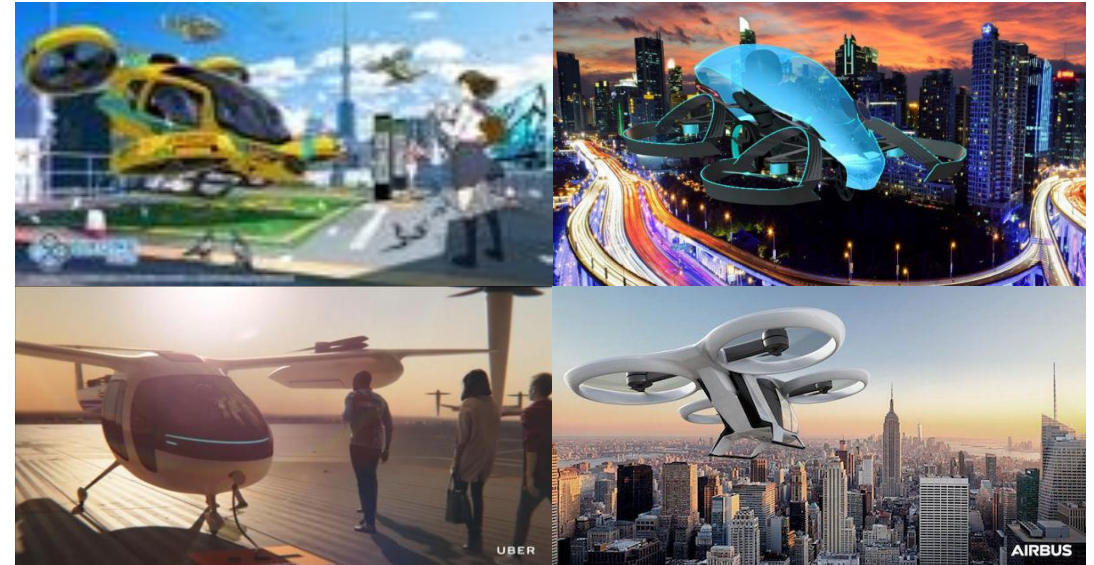
Aircraft Inspections via Drones



Testing of a Drone Control System



Air Mobility (Public-Private Council)



SPACE

Investment in space startups



SPACE TRAVEL



Space Business Model Competition



An ANA employee won the Grand Prize!!

Flight Path Optimization System using Doppler Radar in Low-altitude Satellites



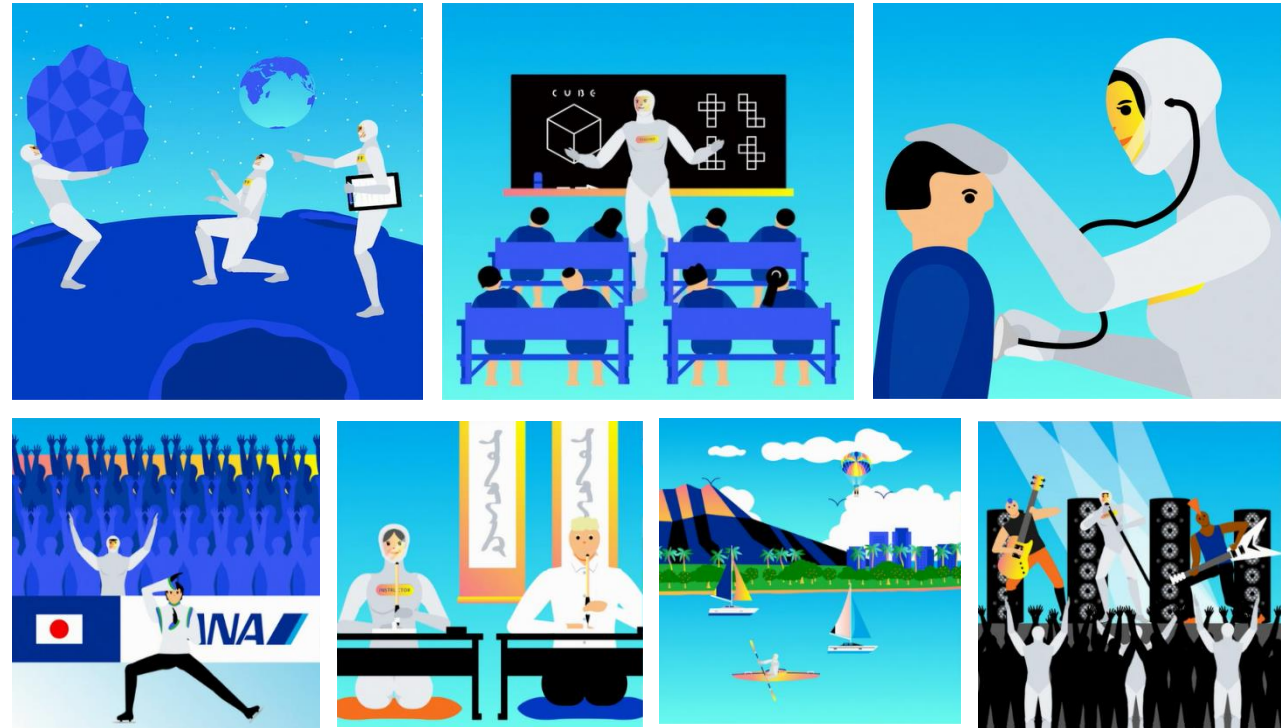
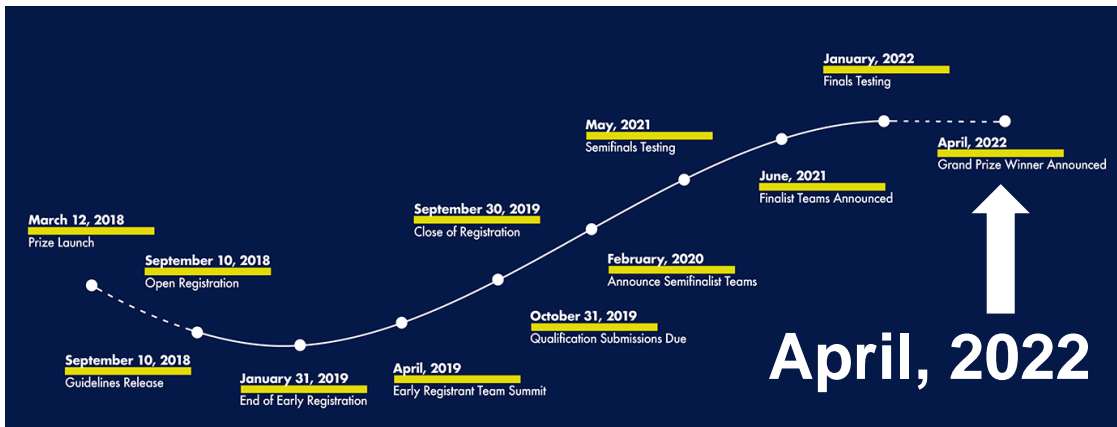
SPACE DEBRIS REMOVAL



AVATAR



\$10 Million Prize



AVATAR

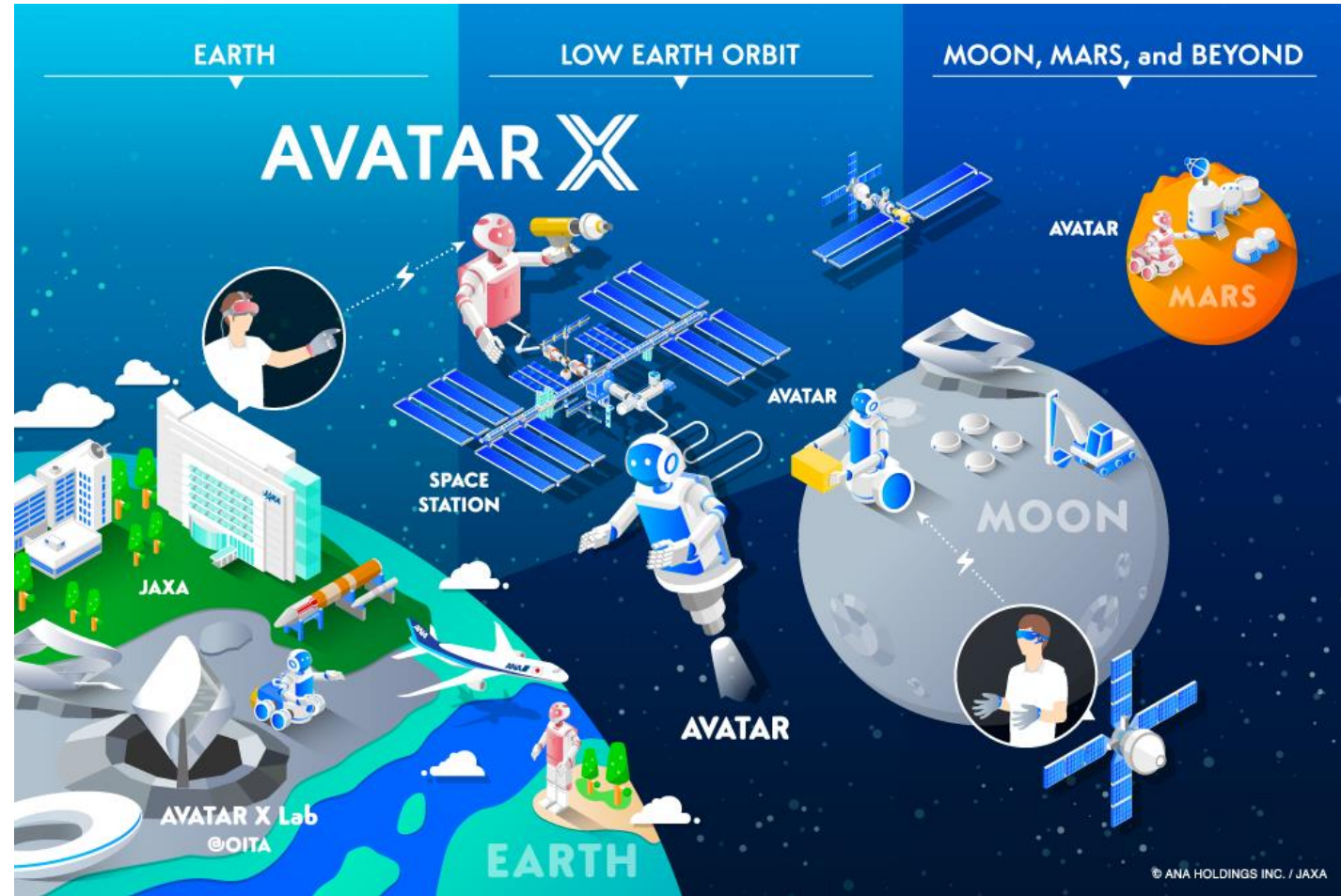


ANA AVATAR OITA Test Field

おんせん県おおいた

AVATARサービスの実証実験

教育 医療 観光
農林水産 宇宙開発



2018 2019 202X in the future

STEP1 Consortium

STEP2 On Earth

STEP3 Low-altitude

STEP4 Moon & Mars

“Cry-Free” Airplane

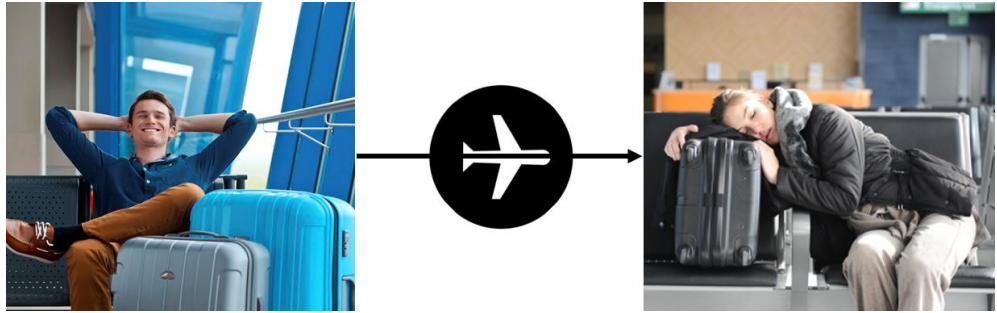
Recharge While in Flight

NTT × **‘TORAY’** × **Combi** × **ANA**
 Bio Data Monitoring Nano-fiber (hitoe) Baby Goods Demonstration Field



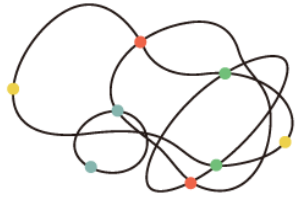
Crying Prediction APP

Ear Pain Relief Aids



DD-Lab is focusing on...

Sharing Economy



SHARING ECONOMY
ASSOCIATION JAPAN

Airline × Sports



New Inflight Service



Airline × Education



Community Currency



Multi-Site Life

VR Travel



Millennials

High Performance Team



Future Entertainment



Airline × Agriculture

Thank you!!