

IBM Web Documentary
Mitsukoshi (6min)
OGILVY & MATHER

Young Japanese man

Subtitles: When I'm 74 or 75, I'll be surfing the net at home.

Young Japanese woman 1

Subtitles: I'll be surviving with the same soul I have now.

Young Japanese woman 2

Subtitles: I think I'll be playing with my grandchildren.

Young Japanese woman 3

Subtitles: maybe I won't exist anymore.

(Music)

Introduction: IBM PRESENTS

Title: Life begins at 65.

Voiceover

Japan is bracing itself for the strain of carrying an aging society. Soon, there won't be enough young to look after the old. Japan is not alone; the world you grow old in is also going to be different, very different.

Kozo Kitamura - IBM

Subtitles: in Japan over 20% of people are now over 65.

Prof. Ooe – Keio University

Subtitles: The aging population problem is increasing rapidly.

Masahiro Sakigawara – Future Robotics Technology Center

Subtitles: That's because with advanced medicine people are now living longer. And also in Japan, there's a problem with not many babies being born.

Prof. Ooe – Keio University

Subtitles: According to the United Nations report, Spain, Italy and Germany are the countries following Japan.

Voiceover

Global trends indicate alarming rates of aging population growth in developed countries. By 2050, an astonishing 40% of Japan's population is projected to be over the age of 65.

Prof. Ooe – Keio University

Subtitles: 40% of the population means two in every five people.

Masahiro Sakigawara – Future Robotics Technology Center

Subtitles: When society is aging, it's inevitable that the number of people with physical disabilities will increase.

Elderly woman

With my knees and lower back hurting, even walking is hard. I can't straighten up anymore, so I have to use a walking stick.

Masahiro Sakigawara – Future Robotics Technology Center

Subtitles: There are two solutions. One is to bring people in from outside; the other is to assign robots to help.

Prof. Saito – Tokyo Electric University

Subtitles: A lot of expectations for robots were nurtured by Astro Boy in the minds of people who are now entering old age.

Elderly man

Subtitles: Oh, I like the idea of robots. Cute robots would be much easier for me to deal with than stern old ladies. So I think robots would be a great idea.

Voiceover

While robotics may provide a future solution in assisting the elderly with their lives, other new technologies are already making a difference. IBM and Mitsukoshi department store have developed a helpful new innovation of their own.

Kozo Kitamura – IBM

IBM has taken up the challenge of Japan's biggest problem – an aging society.

Takashi Saito - IBM

Subtitles: Recently we realized that technology developed for people with disabilities can also be applied to the elderly.

*Nobuyuki Mae – Mitsukoshi Corporate Branding and CI Control -
Mitsukoshi*

Subtitles: We provide an environment in which elderly people as well as ordinary people can use our website.

Elderly lady

Subtitles: Mitsukoshi's homepage has big letters and colors that make it easy to see. It even talks to me.

Mitsukoshi website

Subtitles: "Gift... We deliver anywhere in the country free of charge."

Elderly lady

Subtitles: I can't believe what a difference a website can make. I don't need to rely on family and friends for shopping all the time.

*Yoshitaka Shibata – Mitsukoshi Direct Marketing Division – Cross Media
Promotion Manager*

Subtitles: The happiest moment was when I heard a customer say... "I can shop by myself!"

Kozo Kitamura – IBM

Subtitles: We ask people with disabilities to use the Mitsukoshi website and gathered data on how many steps were required to conduct shopping online. As a result, we diagnosed operational aspects that were difficult to use.

Yukiko Minaoka – Mitsukoshi Direct Marketing Division – Cross Media Promotion

Subtitles: By applying accessibility measures, we aim at improving the usability for everyone, across the board.

Takashi Saito - IBM

Subtitles: Our research activities are entering the domain of social service.

Hitoshi Ueno – Mitsukoshi Direct Marketing Division – Deputy General Manager

Subtitles: In that regard, part of our philosophy is to always be accessible for our customers. We couldn't carry on doing business in the traditional way. When general trends change, we need to respond to those changes. Our collaboration with IBM has enabled us to do that.

Takashi Saito - IBM

Subtitles: Technology has made things convenient, but it can be hard for people with disabilities to access. So a gap has opened. We call it the 'digital divide'.

Kozo Kitamura – IBM

Subtitles: If elderly people can't use the internet, they'll miss out on services and suffer inconveniences in everyday life. We want to avoid that, which is why we're developing solutions.

Voiceover

As we grow old, mental and physical independence will be something we'll all want to hold on to. Yet as the mind and body face the inevitable, it

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can be the simple, thoughtful innovations that help us breathe new life into old age.

(Music and credits)