

April 2, 2025

(Original Release Date: February 26, 2025)

JTB Corp.

fly Inc.

Japan Airlines Co., Ltd.

**Launch of SKYPIX,
Japan's First Unmanned Aerial Drone Photography Service**
Aiming to Create a Sustainable Tourist Destination,
Bringing Spectacular Scenery Within Reach

JTB Corp. (Headquarters: Shinagawa-ku, Tokyo, President & CEO: Eijiro Yamakita, hereinafter referred to as "JTB"), fly Inc. (Headquarters: Meguro-ku, Tokyo, President: Hiroki Funatsu, hereinafter referred to as "fly") and Japan Airlines Co., Ltd. (Headquarters: Shinagawa-ku, Tokyo, President & Group CEO: Mitsuko Tottori, hereinafter referred to as "JAL") will launch "SKYPIX", Japan's first*¹ automated unmanned aerial photography service using drones with AI-powered automated video editing (hereinafter referred to as "The service"), to create attractive sightseeing spots.

The service will be demonstrated from March 1 to May 6 in Kankakei, Shodoshima, Kagawa Prefecture, and will be officially launched on August 1, 2025.

■HP : <https://www.skypix.world>

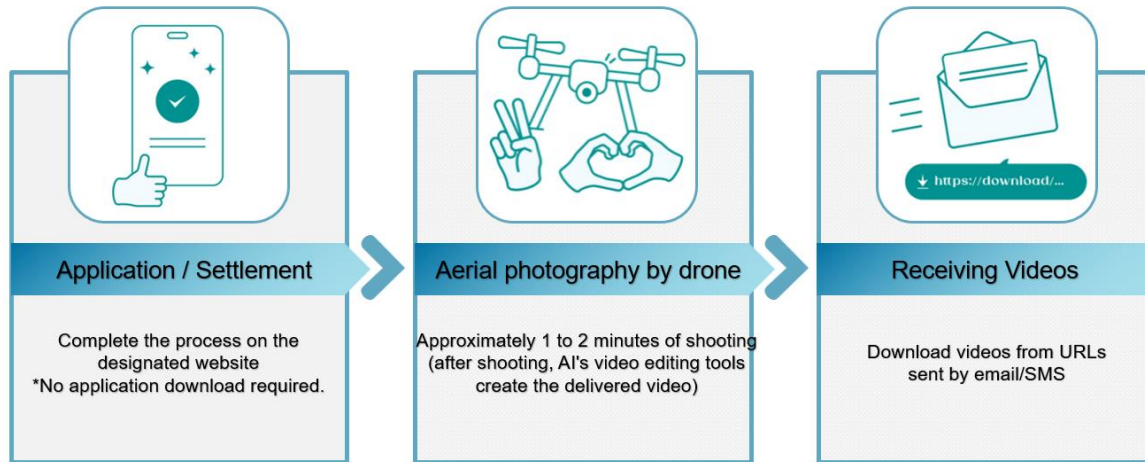
*¹According to a survey conducted by fly, Inc.



~Stunning Views, Right in Your Hands.~

While a tourist destination may possess attractive and spectacular scenery, it can still face challenges in terms of generating revenue. The new service is a strategic initiative designed to enhance the region's appeal, helping tourist attractions evolve into sustainable, revenue-generating destinations. The three companies have collaboratively applied for a business model patent for the service and will continue to work together to create tourism content, promoting regional tourism.

■Outline of the Service



It will be the first service of its kind in Japan, allowing anyone to enjoy taking and viewing videos from an aerial perspective that is usually out of reach. When a customer scans the installed QR code with their smartphone and makes a payment, the drone takes off and automatically films the beautiful scenery from the sky and the customer along an optimal route that has been programmed in advance. The images captured by the drone are automatically edited by AI to deliver high-quality, high-impact images to the customer. There is no need to download an app, and the service is available in multiple languages^{*2}, making it easy for overseas customers to use.

*2 Reference: The following languages are supported as of March 2025: English, Chinese, and Thai.

The use of automated unmanned aerial photography by drones will make it possible to communicate the rich seasonal charms of Japan's tourist attractions throughout the country. This will also minimize the burden on tourism operators and enable them to disseminate information to the international community.

■The Role of Each Partner Company

The drones will be operated by fly and JTB. The role of each company is as follows:

○JTB Corp.

- Planning and designing the SKYPIX business by utilizing the knowledge of content development in tourist attractions.
- Creation of a business plan and a profit-and-loss plan, forming a business structure, and establishing an operating method.
- Developing regions where SKYPIX will be introduced and developing a horizontal deployment flow for nationwide expansion.

○fly Inc.

- Developing, operating, and maintaining SKYPIX core systems in the creative and industrial fields, leveraging expertise in drone operations management.
- Establishing a management system for drone operations, including compliance with laws and regulations, and providing guidance and support to local operations managers.

○Japan Airlines Co., Ltd.

- To enhance customer usability, JAL will leverage the expertise of its applications and provide customer-centric advice from cabin attendants.

- Disseminating information on the attractiveness of each tourist destination and using the JAL website and other tools to attract visitors.

■**Demonstration Overview**

- Duration: March 1, 2025 – May 6, 2025

- Hours of Operation: From 9 AM to 5 PM on Fridays, Saturdays and Sundays (including Japanese public holidays)* except for closing day of Kankakei ropeway

- Place: Shodoshima, Kagawa Prefecture, Japan National Park Kankakei Mountain Summit No. 2 Observatory

- Price: JPY2,000 (including tax) / 1 flight

- Webpage : <https://www.kankakei.co.jp/> *Japanese Language Only

- SKYPIX in Kankakei is operated by Shodoshima General Development Co. which also operates the Kankakei Ropeway and the product shops.



■**Future outlook**

This service will be expanded both domestically in Japan and internationally. The target for 2027 is 47 locations in Japan, with at least one photo booth per prefectural area. The aim is to promote the popularization of the service and turn commemorative photography into a new category of "experiential content."

●JTBCorp

JTB is one of Japan's leading travel solutions providers, offering a diverse range of services and products tailored to meet the evolving needs of its clients. With a rich history dating back to 1912, JTB has consistently adapted and innovated to maintain its position at the forefront of the industry. From individual travel and the promotion of regional tourism to business meetings and sporting events, JTB offers support for a wide spectrum of travel-related activities. Guided by its vision "Perfect moments, always," JTB is committed to delivering personalized experiences to individuals, businesses and institutions worldwide. With a global presence spanning 159 locations across 35 countries, JTB seamlessly connects people, places and possibilities, all while fostering a sustainable future.

<https://www.jtbcorp.jp/en/>

- fly Inc.

fly Inc. is a group that continues to take on challenges through its production, education, and consulting businesses, using drones and other technologies to co-create "heart x excitement x future." By maximizing the potential of drones and promoting their use in new fields, we will provide experiences that move people's hearts and contribute to the creation of a more prosperous society.

<https://teamfly.jp/>

- Japan Airlines Co., Ltd.

Japan Airlines (JAL), Japan's first private aviation company, was established in 1951 and is a member of the oneworld® Alliance. The airline operates a fleet of 227 aircraft (as of March 2024) and began renewing its international long-haul aircraft with the Airbus A350-1000 starting 2023 Winter Schedule. Together with other JAL Group and partner airlines, JAL offers an extensive domestic and international network that serves 384 airports across 66 countries/regions. The airline has received numerous accolades for its exceptional service, including being recognized as a certified 5-Star Airline by Skytrax and being awarded the prestigious "World Class" Airline title by APEX, the Airline Passenger Experience Association. The airline is dedicated to ensuring the highest standards of flight safety and overall service quality, striving to be the most preferred airline by customers worldwide.

For details and to learn more, visit JAL's official website at <https://www.jal.com/en/>.

