

Introduction

A NEW CITY INFRASTRUCTURE FOR URBAN TRANSIT STAY

Cubic Corporation., Troilus Corporation proudly announce the December 2009 launch of 9h/nine hours in Shimogyo ward, Kyoto, Japan.

The nation-wide hotel revenue market has grown to one trillion yen, 600 billion yen of which is yielded not by vacationing hotel guests, but by budget business travelers.

It is not hard to imagine that globally, the revenue derived from this market is on a scale many times more than the national figures. A large percentage of this 600 billion yen revenue is therefore acquired from budget hotels. If these hotels were nameless, could you distinguish between them, would you feel relaxed and refreshed after staying there?

Over the past few years a variety of “new hotel models” have been introduced, from London to Amsterdam, New York and Singapore. None of which conformed to a common lodging practice. To use the successfully growing Coffee chain franchise industry as an example, we predict that number of new hotel models will also grow and evolve to satisfy the needs of guests, in effect, creating a substantial portion of the accommodations market’s revenue.

Busy cosmopolitans, business people, need to make the most out of their 24 hours. We thought it would be innovating and conducive, if anyone, at anytime, for as long as they needed, with the things they need, could have a place to “transit “. It was then that 9h “transit stay” concept was born.

9h offers a refreshing innovative service concept focusing on the “value of time” in an urban area. It attempts to break down the well known, the traditional notion of hotel service and stay. We attempt to introduce a functional accommodation experience in an unprecedented manner for those who seek practicality and special aspects in a hotel stay.

There is a saying in Japan that change always happens in an outlying region.

December 2009, in Kyoto, a city that embodies originality in Japan, we will proudly launch 9h, a new category of hotel stay, “transit stay”.

Keisuke Yui, CEO
Cubic Corporation., Troilus Corporation,
Taito ward, Tokyo.

9h
nine hours

Concept

Business trips, travels or overtime work. What features are required for overnight stays in urban hotels? Resetting your day, from one day to the next, needs three basic actions: take a shower, sleep, and get yourself dressed. We simply replace these actions with the time spent: one hour + seven hours + one hour. Based on this most straightforward concept of staying in a hotel, 9h offers ideally simple urban stay unlike any other in the world.

SIMPLE

Sleep, relaxation, and grooming.
Your soul and body's,
time for rejuvenation.
“9h”, nine hours

It is said that the time of staying in a hotel for a business traveler is approximately nine to ten hours. Neither more nor less that. A hotel stay should preferably be simple, time when you can relax and be yourself. 9h is the concept of staying with seven hours sleep combined with an additional hour for sleeping and grooming.

$$1 + 7 + 1 = 9h$$



Shower



Sleep



Rest



9 hours

9h
nine hours

Concept →

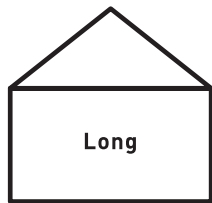
THEORY →

“9h”, nine hours

In the city, a short stay.

Hotels stay, a new way.

There are roughly two patterns of a hotel stay. One is a long stay designed for enjoyment or leisure: “relaxing and taking your mind off stress”, and the other is a short stay: “visiting a place for a certain purpose such as a business trip”. 9h will set up a new theory, finding satisfaction and contentment in “a short stay in an urban setting”.



Theory A



Theory B

+



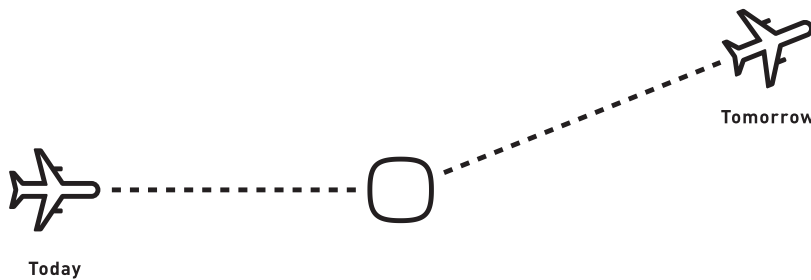
New Theory

TRANSIT →

“9h”, nine hours

It is a way station for today
and tomorrow, simple, a place
to stay where you can be yourself.

Imagine you are in an airport. People from all over the world, they stop here and then they fly away. 9h is a place like that for people traveling around Japan. It is a gentle way station, imagine a place to transit .



9h
nine hours

Concept →

DIFFERENCE →

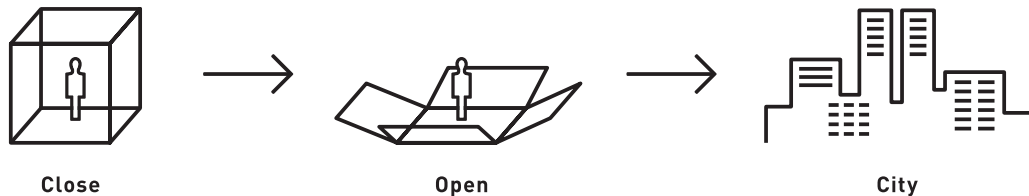
“9h”, nine hours.

A business trip is travel.

Time to change the way you travel.

Time to find something new,
even on business.

Many hotels compete with each other to create a relaxing atmosphere within the walls of a hotel. Urban cities offer a uniquely interesting and exciting experience, stepping outward, making people more accessible to this, is 9h. It would be a shame to miss out on visiting the city.



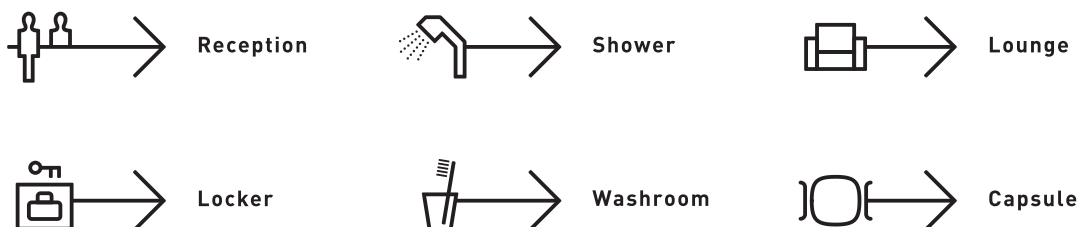
QUALITY →

“9h”, nine hours.

Look beyond past preconceptions.

Quality suited to these times.

The term “Capsule hotel” conjures up images of unease, confinement and discomfort. “9h” has well thought of suitable services on hand and each comfortable unit makes for a restful sleep. 9h aims at defying the traditional vision of “Capsule Hotels” through the creation of realistic functions and the flow of people. We believe that eliminating preconceptions helps at building new qualities.



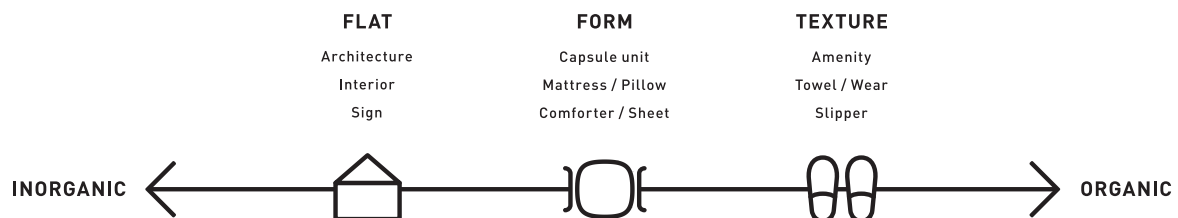
9h
nine hours

Concept →

DESIGN →

“9h”, nine hours
Oblivious to it,
We are living within design.

9h offers organic and inorganic elements of a hotel conceptualized in a consistent design manner. Simply designed, 9h has neither inconsistency nor meaningless decoration. All the objects fit into one of three design categories: FLAT, FORM and TEXTURE. Each category has its own appropriate value, simple and satisfying. No luxuries and yet contentment is created by a new form of (design) practicality.



VALUABLE →

“9h”, nine hours.
9h is for adults who know
their own value. Simplicity is
a close path to happiness.

Do countless possessions make you happy? 9h believes in seeking out the essentials. It is not only a process of elimination, but one also of development, improving the necessary items to their optimal forms. If a traditional hotel is like a luxury liner, a good comparison of 9h can be a 15 feet cruiser.



9h
nine hours

Concept →

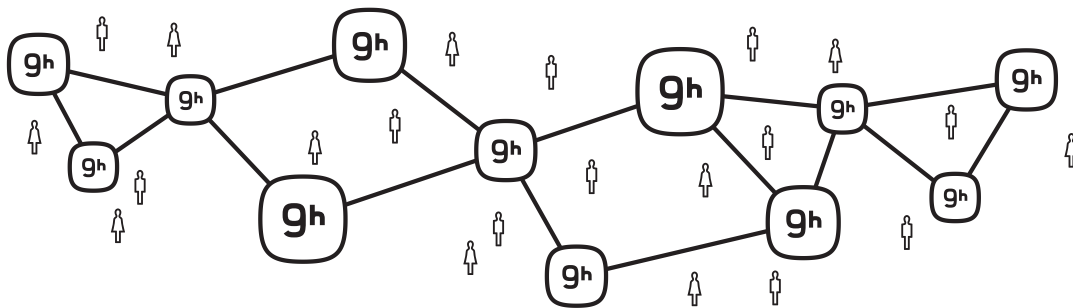
INFRASTRUCTURE →

“9h”, nine hours.

Like water, like air.

9h aspires to serve as
a lifeline for business people.

An infrastructure is defined to be a key urban structure. It remains constant, unchanging and reliable, even over the course of time. 9h aspires to be an infrastructure to supporting business lifestyles. Situated across Japan, 9h has 55 branches, all offering the same consistent services and facilities. In the city a place, offering, space and comfort.



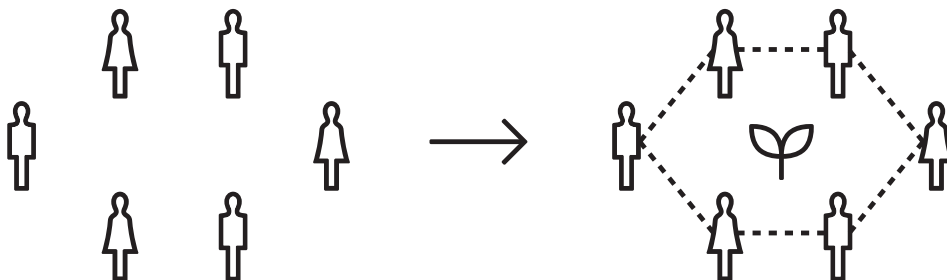
MANNER →

“9h”, nine hours.

No pressure to follow rules,
just common courtesy.

A sense of manner evolves in 9h.

Manners come to light in any places where people interact. They help to foster good relations. Rules can be forced and restricting, but manners act as a union, bringing people together. 9h is a communal space for people to relax and be comfortable. 9h begins as a place for people who appreciate and share common courtesy.



9h
nine hours

How to use →



1. Registration & Reservation

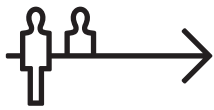
First register as a member at the 9h website and then make a reservation.



5. Lounge Area

To eat, drink or to use computers, please use the lounge area.

*A "Ladies Only" lounge area is available for the comfort of our female guests.



2. Check-In

After checking in, get your locker key and capsule number.



6. Shower Rooms

Bath towels, shampoo and conditioner are provided, feel free to use them.



3. Floors

At 9h Ladies and Gentlemen Floors are different and have separate elevators. To reach the Locker Room, take the elevator accordingly.



7. Amenities

Toothbrush sets and hairdryers are also available for use.



4. Lockers

Put your luggage in the locker and change into "9h loungewear".



8. Capsules

Rest well with the Sleep Ambient Control System in your capsule unit.

Equipment

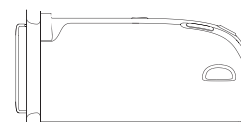
Capsule

The capsule is made of FRP, fiber-reinforced plastic. FRP offers a constraint-free yet robust molding, which isn't at all industrial; it creates a cozy space that promotes peaceful sleep.

Material: FRP (fiber-reinforced plastic) / Kotobuki Corporation.



Front



Side

Sleep Ambient Control System

The Sleep Ambient Control System was designed to help you sleep more comfortably. The system supports your rhythm of sleep-wake that associates with your daily rhythm and light.

Panasonic Electric Works Co. Ltd.

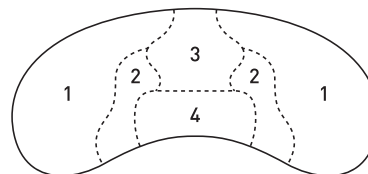


Control Panel

Pillow

This pillow is designed to help you roll over comfortably and get quality sleep. Reasonably divided in six areas, the pillow is made of four different materials. This ensures a natural posture while you are sleeping.

Material: Refer to the right. / Sizes: S, M / Kitamura Japan Co. Ltd

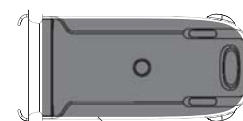
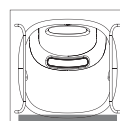


- | | |
|---------------------|--------------------|
| 1 Polyethylene Pipe | 3 Clear Pipe |
| 2 Phanes Corma | 4 Polyester-cotton |

Mattress

The mattress was the creation of a joint project between Toyobo Co. Ltd. and Panasonic Electric Works Co. Ltd. The "Breath Air" material was curved to match the shape of the 9h capsule unit, offering excellent functionality as listed below.

Toyobo Co. Ltd & Panasonic Electric Works Co. Ltd



Mattress

High Desorption — High desorption keeps the proper moist and temperature of the mattress during sleep.

Easy Maintenance — The mattress is washable, ensuring cleanliness.

High Resilience — Excellent distribution of body pressure and a reduction of stress concentration to ensure uninterrupted sleep.

Recyclability — Fused polyester is an eco-friendly recyclable material.

Item



Shampoo / Conditioner / Body Wash

Silicon free and containing natural materials that are gentle on your hair and skin. Natural scented, for use by both men and women. This special formula and fragrance is a 9h original.

Fragrance: Linden blossom / Tamanohada Soap Corporation.



Toothbrush / Toothpaste

This clear toothbrush has a firm, easy-to-grip handle helps you brush your tooth thoroughly.

Toothpaste (contains Xylitol) / Medicated / JTB Trading Corporation.



Mineral Water

Taken from springs at the foot of Mount Fuji, this natural mineral water contains a lot of Vanadium. Nishikatsura, the bottling site is an area surrounded by springs, mountains and lush green nature.

Fuji Pure Ltd.



Towel

Made of Egyptian cotton, this towel has a silky, soft texture. After taking a shower, wrap yourself comfortably with this high absorbing towel.

Bath towel 78cm×155cm / Face towel 40cm×85cm / Material : 100% Cotton / Toyobo Living Service Co. Ltd.



Room Slippers

Disposable slippers to be used for a 1 day stay are a hygienic solution.

Material: Nonwoven fabric / Sizes: for Men and Women / Suntomik Co. Ltd

Slipper bag

Instructions on how to enjoy your stay at 9h are written on the bag. It is recommended that you use the bag to carry small personal effects during your stay.

Material: Paper / Sizes: for Men and Women / Mochizuki Printing Co. Ltd

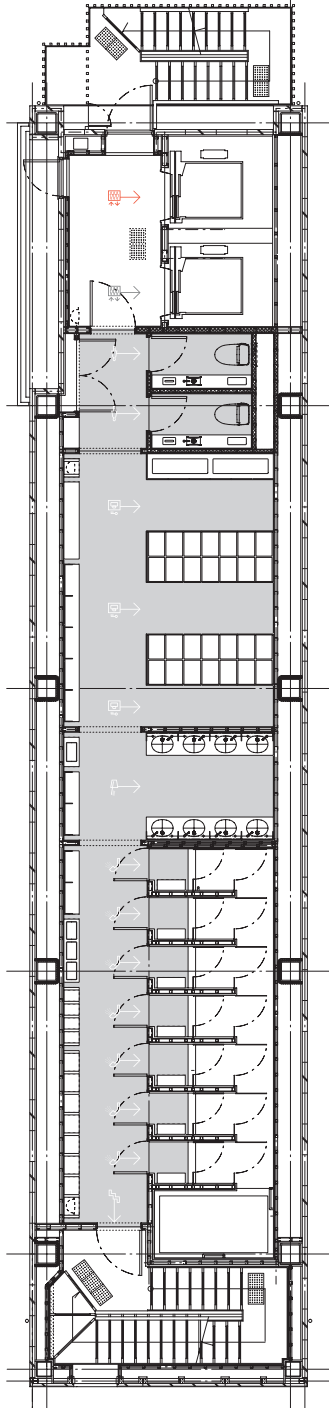


Lounge wear with high desorption

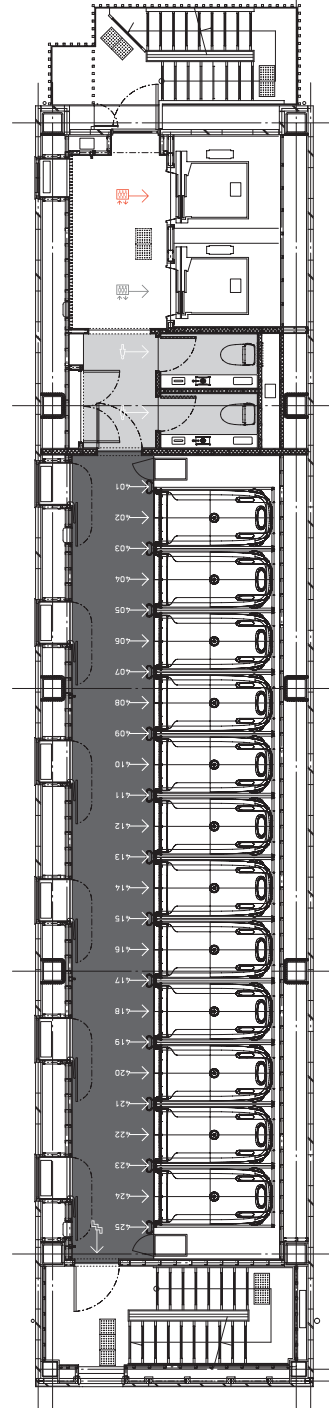
Developed and designed to be worn for long hours, made of stretchable and breathable material similar to sportswear. Stylish and very comfortable to wear while you are relaxing and even sleeping.

Material: Polyester / Sizes: S M L XL XXL / Suntomik Co. Ltd

Plan →



3F: Locker Floor



4F: Capsule Floor

Information

Room Rate: 4,900yen (All year round)

Hours of stay: 9 hours (Recommended) – up to 17hours

System: Free 24 hour Check-In and Check- Out service.

Number of Rooms: 125 rooms (9 floors)

Open: Scheduled for early December, 2009

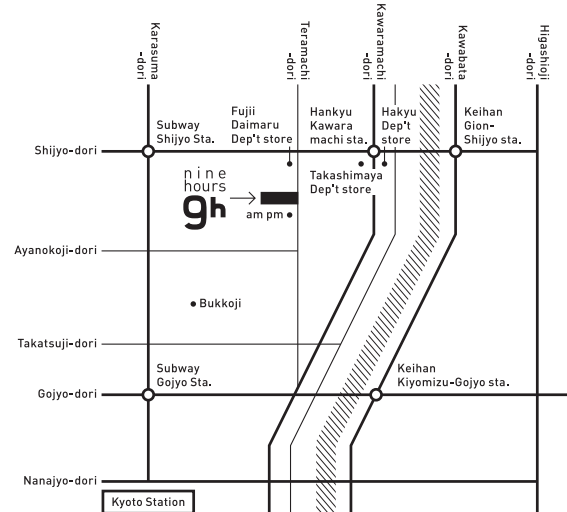
Nine Hours Kyoto Teramachi

588 Teianmaeno-cho, Shijyo, Teramachi-dori,
Shimogyo-ku, Kyoto, 600-8031 Japan

2 minutes on foot from Hankyu Kawaramachi Station

5 minutes on foot from Keihan Gion Shijyo Station

5 minutes from Subway Shijyo Station



<http://9hours.jp>

Events will be held prior to the hotel opening, one of which is a trial stay at 9h, from November 15th through to the opening day in early December. Inquiry: Cubic Corporation., +81-3-5827-1652[Toshikazu Odajima/Aya Shigeto]

Profile

Fumie Shibata[Creative Direction/Product Design]

Director of Design Studio S. She takes center stage in industrial design fields from electronics product to daily goods. Her works have received acclaim in various design awards worldwide including, Red Dot Design Award, Gold Prize of If Award, in Germany and the Good Design Award.



Masaaki Hiromura[Sign & Graphic Design]

Director of Hiromura Design Office. He has expanded his design activities in graphic design to special design. He has received various design awards prizes in Japan and overseas, these include, New Designer Prize from the Japan Graphic Designers Association, Silver prize from the New York Art Directors Club, Good Design Award, Best prize of SDA Designs, KU/KAN (space) Award, Mainichi Design Award.



Takaaki Nakamura[Interior Design]

Director of Nakamura Design Office. He expresses his design ideas through interior furnishing and displays in restaurants, a variety of stores and shops, showrooms, and commercial complexes. He has received the Silver Prize of JCD and the Best Design prize of DDA.



Hiroshi Mitsui[Copy Writing]

Director of Mitsui Advertising Office. Mr. Mitsui is involved in advertising projects in variety of fields, these include, distribution, finance, electricity, beverage and sports goods. His work extends to naming for brands and facilities. He is recognized for his numerous achievements and has received the Grand Prix in Nikkei Advertising Awards, Asahi Advertising Award, and Yomiuri Advertising Awards. He is a member of Tokyo Copywriters Club.

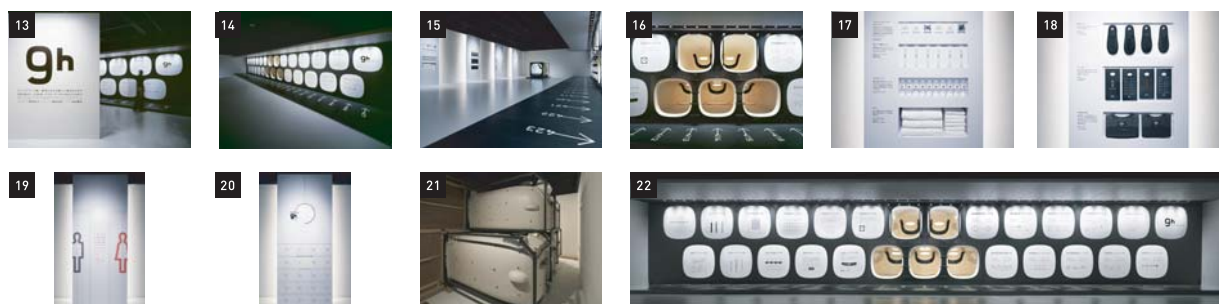
9h
nine hours



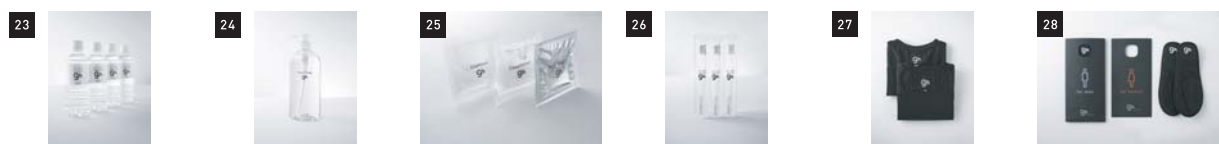
Capsule / Slippers bag / 9h logo (photo01-10:Akihiro Yoshida)



Exhibition (photo13-21:Nacása & Partners / photo22:Akihiro Yoshida)



Amenity (photo23-28:Akihiro Yoshida)



Space (photo29-46:Nacása & Partners)



Designer's works

*Please state credit when you use the photograph.

9h
nine hours