

# iD Reader/Writer Pad

Shunji Yamanaka  
Industrial designer

Shunji Yamanaka, born in 1957, has worked at Nissan Motors and as an assistant professor at the University of Tokyo. In 1984, he became head of Leading Edge Design. Having worked on everything from wristwatches to railroad cars, he is especially enthusiastic about high-tech devices, such as thumb-keyboards, humanoid robots and advanced communications systems. He contributed significantly to the introduction of the Suica smartcard rail pass by testing human reactions to various designs, which led to fast user recognition and understanding of automatic ticket gates.

