

September 16, 2021

The Dentsu Group Provides an Infrastructure System for the First-ever Conversion of the Tokyo Game Show to Virtual Reality

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has developed and provided a virtual reality (VR) application system that attractively and effectively promotes the conversion of large-scale events to virtual reality (VR) for the further evolution of TOKYO GAME SHOW 2021 ONLINE, the world's largest game festival, in collaboration with its investee company ambr Inc. (CEO: Takuya Nishimura, Head Office: Tokyo; hereinafter "ambr").



With the full-scale introduction of 5G (fifth-generation mobile communications system) and the increasing need for the adoption of digital technology in the "living with COVID-19 / post COVID-19" society, the use of VR in events and communication is attracting increasing attention.

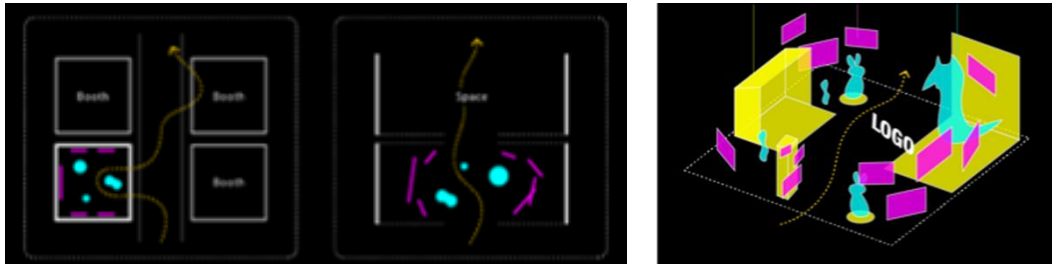
The Dentsu Group has developed a VR system solution on xambr (read as "cross ambr"), ambr's roaming virtual infrastructure, which creates new experiences and values unique to VR while taking advantage of both the excitement and serendipity values that the event has provided in the real world and the efficiency and remote participation values added online. Furthermore, by combining the know-how and execution capabilities cultivated in the production of real world events, which are the strengths of the Group, the network created with client companies and partner companies, and the creativity that straddles real world, online and virtual spaces, the Group offers an appealing VR experience for more immersive large-scale events. The three main features are as follows.

(1) Evolution of interactivity

In a virtual venue, you can experience the exhibition space and content more interactively

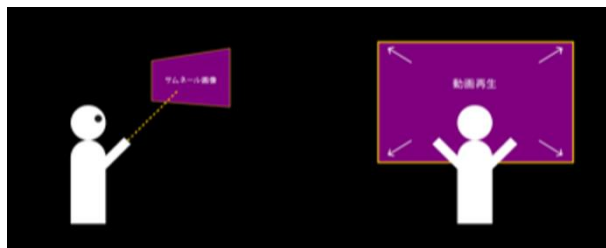
- From a booth to an exhibition space

Instead of a conventional booth, the exhibitor's worldview is built in an exhibition space.



- Grab & Play viewing experience

The pull-in type display unique to a virtual world makes the promotional videos and brands shown on a big screen more appealing to the user.



(2) Evolution of synchronous communication

You can share places, times, and memories with people who are far away while feeling a virtual connection

- Voice chat / HELLO / T-shirt function

In addition to voice communication, you can use the HELLO function to display a message overhead. You can also use the change T-shirt function to put your favorite game on your avatar's T-shirt.



- Room ID system

You can use the Room ID system to meet up with friends and go around with them.



(3) Evolution of roaming and participation

In the virtual space you can add a game element to the event itself and use motivation design to move around and participate more

- Treasure hunt and item collection functions

Treasure hunts and the collection of items placed in the VR and exhibition spaces encourage roaming.



- A monument made by everyone

The monument changes according to the actions of all the users, and this strengthens participation.



Based on the infrastructure system built for this TOKYO GAME SHOW VR 2021 event, its management knowhow of VR events and VR space design knowledge, the Dentsu Group will build two new solution lines: Virtual EXPO Solution™ and Owned VRPF Solution™, promote the VR transformation of events both within Japan and overseas, provide global support for the new business development and marketing of client companies and partner companies, and accelerate the promotion of R&D measures such as 3D advertising, commerce and data management in the XR domain.

At the core of this initiative is Dentsu Innovation Initiative (DII), a Dentsu Group Inc. in-house organization that promotes R&D for the entire Dentsu Group across 145 countries and regions around the world, and XRX Studio*¹, a co-creative organization that was jointly launched by five Dentsu Japan Network*² companies, namely Dentsu Inc., Dentsu Tec Inc., Dentsu Live Inc., Dentsu Digital Inc., and Information Services International-Dentsu Ltd., and they will continue to engage in co-creation with client companies and partner companies and thereby realize their business growth.

<Virtual EXPO Solution™>

VR transformation of events
both within Japan and overseas



<Owned VRPF Solution™>

Building of owned VRPFs for client
and partner companies



<Overview of TOKYO GAME SHOW VR 2021>



Dates: September 30 (Thursday) to October 3 (Sunday), 2021

Organizer: Computer Entertainment Supplier's Association (CESA)

Number of participating companies: 20

Compatible devices: Oculus Quest 1 & 2, Oculus Rift, HTC VIVE, Windows, Macintosh

Participation fee: Free of charge

URL: <https://tgsvr.com/en/>

DII: R&D policy in the XR domain

- What the XR team believes



We believe that XR technology will expand dimensions, senses and spaces, making people's lives around the world richer and more convenient. We will continue to work globally with outside partners to create valuable business foundations and solutions for the future.



*1 For more information on XRX STUDIO, please visit <https://www.xrx.jp/> (Japanese language only)

*2 Dentsu Japan Network (DJN) is an in-house company of Dentsu Group Inc., and supports around 130 operating companies in Japan. DJN also refers to the network itself consisting of these companies. URL: <https://www.japan.dentsu.com/en/>

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