

NEWS RELEASE

December 8, 2022
IMAGICA GROUP Inc.

Notice of Joint Release with NTT

IMAGICA GROUP (President and CEO: Nobuo Fuse, "IMAGICA GROUP") has today announced the issue of a joint release, dated December 8, 2022, with NTT Corporation (President and CEO: Akira Shimada; "NTT") regarding the launch of a comprehensive joint study on expression and production techniques for the real-cyber fusion space of the IOWN (*) era.

Detailed information is contained in the joint release "IMAGICA GROUP and NTT Launch a Comprehensive Joint Study on Expression and Production Techniques for the Real-Cyber Fusion Space of the IOWN Era"

1. Objectives of participation in the joint study

This joint study is aimed at the creation of spaces where the real and cyber fuse and coexist, and at the development of new media experiences and communication, not limited to the conventional field of video production and provision, by combining IMAGICA GROUP's creativity and technology with NTT's advanced technology. Through the joint study, IMAGICA GROUP seeks to expand and enhance the Live Entertainment Business that is a key strategy in the company's G-EST2025 Mid-Term Plan.

2. The role of IMAGICA GROUP in the joint study

- (1) Creation of a new form of communication that integrates the real and cyber
IMAGICA GROUP will utilize its know-how of high-definition and highly realistic images and content production to construct a photorealistic cyberspace
- (2) Adding value to entertainment content through ICT
IMAGICA GROUP will leverage its entertainment planning and production know-how to create unprecedented and attractive media experiences in virtual live spaces, to produce using three-dimensional space display and expression, to replicate traditional skills and performing arts, and to utilize these skills for the expression and production in live entertainment
- (3) Examining methods of providing diverse content and media based on the Umwelt
IMAGICA GROUP will utilize its entertainment planning and production know-how to provide new value beyond the conventional provision of video and audio

(*)IOWN (Innovative Optical and Wireless Network) is a network and information processing platform that includes terminals that can provide high-speed, large-capacity communication and enormous computational resources, etc., using innovative optical technologies advocated by NTT.

Please refer to the NTT website for details. URL: <https://www.rd.ntt/iown/>

For inquiries regarding this matter, please contact:
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