

September 13, 2022

Dentsu Group Provides Infrastructure System for the “Tokyo Game Show VR 2022” Virtual Venue at TGS 2022

— Realizing new UX such as 3D communication
within a metaverse space with expanded functionality —

Dentsu Group Inc. (Head Office: Minato-ku; President & CEO: Hiroshi Igarashi) has continued to develop and provide a virtual reality (VR) application system meant to adapt large-scale events to the metaverse for the virtual “Tokyo Game Show VR 2022” (hereinafter referred to as “TGSVR2022”) venue at this year’s TGS 2022, the world’s largest game festival.

Dentsu Group provided an infrastructure system for the first-ever conversion of the Tokyo Game Show into virtual reality last year in collaboration with ambr Inc. (hereinafter referred to as “ambr”)*1 for “Tokyo Game Show VR 2021.”*2 The virtual venue was attended by a total of approximately 210,000 visitors, and a visitor survey had 98.8% of respondents expressing a desire to visit again and holding high expectations for the following year’s venue.

At TGSVR2022, we will work with ambr to further strengthen the entertainment, interactivity, and marketing values of the metaverse space via a superior user experience achieved through improvements in the infrastructure product. The main improvements are as follows.

1. Expansion of content and functionality contributing to superior UX within the metaverse space

Users’ recreational experiences will be improved through further enhancement of items placed in the metaverse space, camera functionality, and avatar dress-up goods. Additionally, a new stamp function will be added with the aim of creating shared interactive experiences within the metaverse space. in order to further strengthen interactive communication between users.

<Avatar concept image>



<Avatar model change UI>



<Avatar Equipment UI>



<Stamp concept image>



2. Expanding the range of participating companies/industries

TGSVR2022 plans to further expand the range of participating companies/brands beyond game-related companies, including to beverage manufacturers and apparel companies. Furthermore, the XRX STUDIO*3 will utilize its accumulated knowledge on user analysis to create virtual experiences unique to the metaverse space to provide a place for high-added-value company brand experiences that cannot be realized in the real world.

<ZONE ENERGY>



< Boat Race Promotion Association >



<UCC>



<Ralph Lauren>



At the core of this initiative is the XR Team, part of Dentsu Innovation Initiative (hereinafter referred to as "DII"), a Dentsu Group Inc. in-house organization that promotes R&D across the entire dentsu group. DII is expanding its range of solutions, such as by starting to offer "Integrated Metaverse Solutions"*4 for companies' metaverse activities in May this year. Going forward, they will continue to contribute to

the expansion of the metaverse market while deepening their relationships with client and partner companies by collaborating with XRX STUDIO, a co-creative organization which was jointly formed with five Dentsu Japan Network*⁵ companies.

<Overview of TOKYO GAME SHOW VR 2022>

- Name: TOKYO GAME SHOW VR 2022
- URL: <https://tgsvr.com/en/>
- Organizer: Computer Entertainment Supplier's Association (CESA)
- Cosponsors: Nikkei Business Publications, Inc., DENTSU INC.
- Dates: 10:00 on September 15 (Thursday) to 24:00 on September 18 (Sunday), 2022
- Number of participating companies: 22 (Exhibiting companies: 18, Promotion supporting companies: 3, Apparel supporting companies: 1)
- Participation fee: Free of charge
- Compatible devices: Windows, Meta Quest 2 (App Lab/Link function), Oculus Rift/Rift S, HTC Vive/Vive Pro series, Valve Index
※Windows PC are also available as stand-alone.
- Available languages: Japanese, English

<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: ambr, Inc. Head Office: Nakano-ku, CEO: Takuya Nishimura <https://ambr.co.jp/en/>

*2: Recording of "TOKYO GAMESHOW VR 2021" PLAY MOVIE <https://youtu.be/a6GjI3teMhE>

*3: XRX STUDIO is composed of DII and five DJN companies.

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| · Dentsu Innovation Initiative | URL: https://innovation.dentsu.com/ |
| · DENTSU INC. | URL: https://www.dentsu.co.jp/en/ |
| · Dentsu Digital Inc. | URL: https://www.dentsudigital.co.jp/en/en-1p/ |
| · DENTSU LIVE INC. (In Japanese) | URL: https://www.dentsulive.co.jp/ |
| · Dentsu Promotion Plus, Inc. (In Japanese) | URL: https://www.dentsu-pmp.co.jp/ |
| · INFORMATION SERVICES INTERNATIONAL-DENTSU, Ltd. | URL: https://www.isid.co.jp/english/ |

*4: Solutions that comprehensively support marketing and business development utilizing the metaverse. Specializing in the areas of business development, owned media development, store development, and integrated promotion, four expert teams provide integrated support such as business plan formulation (monetization design), partner development, UI/UX planning, implementation, data acquisition and analysis, PDCA cycle, and investment.

<https://www.group.dentsu.com/en/news/release/000726.html>

*5: Dentsu Japan Network (DJN) is an in-house company within the pure holding company Dentsu Group Inc., and supports approximately 160 Dentsu Group companies operating in Japan. DJN also refers to the network itself consisting of those Group companies.

URL: <https://www.japan.dentsu.com/en/>

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