

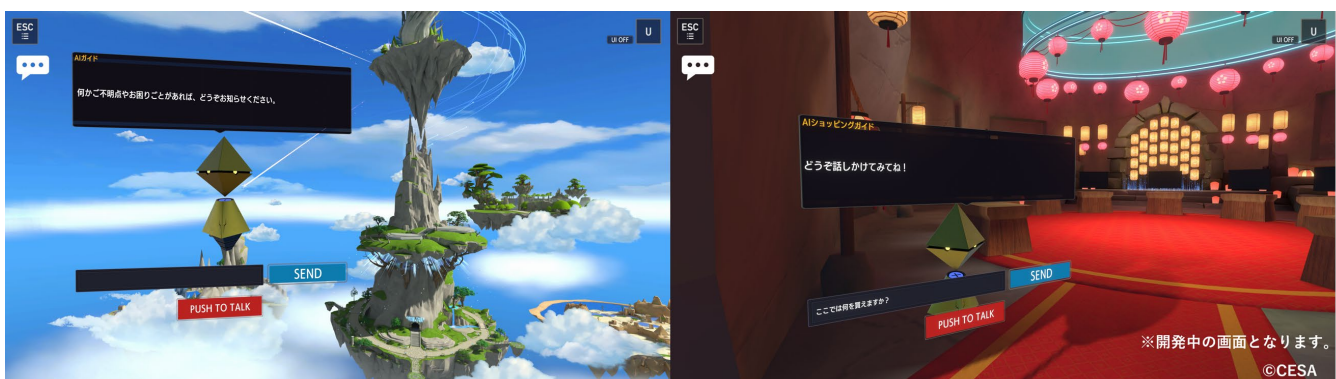
September 19, 2024

Dentsu to Provide Virtual AI Experience at “Tokyo Game Show Digital World 2024”

**—Improving customer experience with AI characters
and examining their effectiveness for e-commerce—**

Dentsu Group Inc. (Headquarters: Dentsu Group Inc.; Head Office: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi; hereinafter referred to as “the Company”) today announced that it will be providing an AI experience in a virtual space using the metaverse platform system “xambr” at the virtual venue “TOKYO GAME SHOW Digital World 2024” (hereinafter “TGSDW2024”), one of the largest game festivals in the world. The Company will provide AI characters for TGSDW2024 and verify the value of AI experiences in virtual events, as well as the effectiveness of AI in e-commerce promotions.

This verification will utilize the “Inworld” platform provided by Inworld AI^{*1}, which incorporates generative AI into NPCs (Non-Player Characters). This will be the first time a verification of the effects of Inworld AI has been conducted in Japanese at a large-scale virtual event such as TGSDW2024.



Left: TGSDW2024 venue and AI guide (concept); Right: TGSDW2024 EC website and AI shopping guide (concept)

Since 2021, the Company has been providing “xambr,” which allows large-scale events to enter the metaverse, in cooperation with ambr Inc. (hereinafter “ambr”)^{*2}, in which the Company has invested. Based on the analysis of user behavior from the previous year, “xambr” has been updated to improve the immersive user experience and enhance the entertainment value, interactivity, and marketing potential of the metaverse space. The number of participating companies has also increased year by year. The virtual venue, which has now truly established itself as “another Tokyo Game Show,” which attracted a total of approximately 310,000 people in 2023. This year, in response to calls for more entertainment at the virtual venue, TGSDW2024 will open on Friday, September 20, preceding the start of the in-person event on Thursday, September 26, and will be held for a record-breaking 17 days.

In addition, the event will introduce AI NPCs as a proof of concept (PoC) to create and improve experience value for both visitors and exhibiting companies at the virtual space, while also measuring the effectiveness of AI in e-commerce.

The main features of the three AI characters to be developed and introduced are as follows.

1. AI Guide

A convenient concierge AI NPC that can be summoned at any time and place within the TGSDW2024 space. It improves user experience by providing guidance for the entire event and responding to visitors' questions in real time.

2. Talent Avatar

Avatars modeled on celebrities that guide visitors around the EC website through conversation. They will enhance visitors' shopping experience on the EC website through humorous dialogue.

3. AI Shopping Guide

An AI NPC that guides visitors around the EC website selling official TGSDW2024 merchandise. It will provide product information and facilitate a seamless purchasing process.

The utmost importance and care will be placed on ensuring the safety and security of visitors' experiences, with quality assurance provided by ProVision^{*3} for each AI character developed and implemented by ambr.

Going forward, the Company will continue to work on improving the experience value of services in virtual spaces and the use of AI in metaverse platforms.

<Overview of TOKYO GAME SHOW Digital World 2024>

Name: TOKYO GAME SHOW Digital World 2024

TGSVR2024 Official Website: <https://tgsvr.com/en/>

Organizer: Computer Entertainment Supplier's Association (CESA)

Cosponsors: Nikkei Business Publications, Inc., Dentsu Inc.

Supported by: Ministry of Economy, Trade and Industry

Dates: 10:00 on September 20 (Friday) to 24:00 on October 6 (Sunday), 2024 (JST)

Participation fee: Free of charge

Compatible devices: Windows, Meta Quest 2/3, Oculus Rift series, HTC Vive Pro series, Valve Index, iPhone/Android smartphones



*Windows PC are also available as stand-alone

*Might not be available on some iPhone/Android smartphone models

*Requires installation of the dedicated app

*Participation instructions will be announced at 10:00 on Friday, September 20 on the official website

*1: For details on investment in Inworld AI, please see the following news release.

<https://www.group.dentsu.com/en/news/release/001043.html>

*2: ambr Inc. Head office: Bunkyo-ku, Tokyo; CEO: Takuya Nishimura

*3: ProVision Inc. Head office: Yokohama City, Kanagawa; CEO: Atsuyuki Senba

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