



July 12, 2018

To: Members of the Media

VAIO Corporation
Toei Company, Ltd.
CRAFTAR Inc.

A First in Japanese* Entertainment - “Movie Theater VR!”
Advance Experience Screenings Began in July 2018
Collaboration between VAIO, Toei, and CRAFTAR

VAIO Corporation (“VAIO”, President: Hidetoshi Yoshida), Toei Company, Ltd. (“Toei”, President and CEO: Noriyuki Tada), and CRAFTAR Inc. (“CRAFTAR”, President and CEO: Shoichi Furuta) announced the launch of the VRCC (VR Cinema Consortium) collaboration in December 2017. The Consortium is pleased to announce that advance experience screenings began on Monday, July 2. This is the first time in Japan* that a VR motion picture can be shown to large audiences at the same time using a theater. The VRCC is therefore creating a new industry for VR movie screenings in Japan. *VAIO survey as at May 2018

Movie Theater VR! This is amazing! VR experience delivering an all-consuming sense of realism and immersion

Previous VR experiences have been lacking in terms of audio. VR experiences at home or amusement arcades have used VR headsets to play audio. “Movie Theater VR!” uses the theater’s high-specification 5.1ch speaker system to deliver an audio environment with an all-consuming sense of realism, creating the experience of immersion in VR imagery.

Movie Theater VR! Business aim - creating a VR motion picture ecosystem

Created by three companies with strengths in hardware technology, theater screening, and content creation respectively, VRCC is now working to include a wide range of companies interested in showing VR to large audiences at the same time, as well as those outside of content creation, content holders, theaters, or movie theaters. There are many creators or video producers with ambitions to generate VR content. VRCC is building a system which enables theater installation at low cost, aiming to function as a platform to deliver VR motion pictures to consumers.

For inquiries regarding content production and theater screening, please contact info@vr-eiga.com



Movie Theater VR! Overview of Advance Experience Screenings

Screenings Planned For	Monday, July 2, 2018 onwards
Featured Theater	Shinjuku Wald 9, Theater 7
Featured Content	『evangelion:Another Impact (VR)』 『Mr. Osomatsu VR』 『Summer Again』
Ticket Price	1,500 yen
Screening Time	Approximately 30 minutes (including guidance video)
Notes	Attendants will hand out VR headsets at the theater entrance. Please put on your headset according to the guidance movie shown on the screen to watch the featured content.

■ Theater Poster



Introduction of Advance Experience Screenings Content

For this inaugural screening, animated content which is well suited to VR has been created.

■evangelion:Another Impact (VR)

Expressing with VR the all-consuming sense of scale of “evangelion: Another Impact (Confidential)”, which was released in the 2015 Japan Anima(tor)’s Exhibition.

Another time, another place. An activation test of a decisive weapon was underway. With its development and operational trials shrouded in complete secrecy, the Another Number - Unit Null, suddenly breaks free of human control and goes berserk.

For what purpose was Another Number - Unit Null created?

The story of an Evangelion's activation, rampage and howling in another world... (4:55)



■Mr. Osomatsu VR

The first VR work of the popular TV anime “Mr. Osomatsu.” An immersive VR experience of the everyday lives of sextuplets. The setting is the bathhouse that fans know and love. The same all-star lineup of voice actors as the TV anime talk to you, a player in the VR world. It seems that only you have the supernatural powers to grant the wishes of each of the sextuplets. What is it that the sextuplets want? And can you indeed fulfill their wishes...? (6:24)

■Summer Again

Under the scorching summer sun, the chirping of cicadas can be heard at a school building. A young girl is crouching down with her back turned to you. The girl notices you there, stands up, and starts talking to you. “Ever since that summer, I've been waiting for you...” The truth about “that summer” slowly becomes clear as she speaks. The person I wanted to see was the person I must not see... An original work created for VR. The theme song, “Summer Again,” is by the three-piece band “Kerakera” (Universal Music Japan), which is quickly gaining popularity. (5:44)

Movie Theater VR! Business Features and Roles of the Three Companies

The collaboration of three companies with diverse strengths has enabled a VR motion picture to be shown to large audiences at the same time using a theater for the first time in Japan*.

● **Feature 1: Showing to large audiences at the same time**

By adjusting the balance between hardware performance and content quality, VRCC has achieved showing a motion picture to large audiences at the same time using wireless networks and technology interconnection linkages. In addition to using the theater’s high-specification 5.1ch speaker system to deliver an audio environment with an all-consuming sense of realism, the experience of immersion in VR imagery is further heightened by the cheers and screams of other cinema viewers.

● **Feature 2: Can be installed at low cost**

Large-scale installation work is unnecessary - installation only involves adding wireless antennas and servers to existing theaters. VRCC provides the entire system, including standalone VR headsets.

● **Feature 3: Easy system operation**

The standalone VR headsets can be easily put on while watching the guidance movie shown before the main feature. The hardware is customized so that guidance by theater staff and operation by viewers is minimal.

● **Roles of the three companies in the VRCC business**

VAIO	Building the VR environment in which large audiences can comfortably watch VR content wirelessly at the same time through hardware procurement and optimization as well as system development including software and networks Also carries out sales, maintenance, and software licensing of the entire package of solutions.
Toei	Providing a high-grade experience which defies conventional VR wisdom by distributing content to cinema complexes with comfortable customer seating and premium audio. Also in charge of procuring VR content and supervising in-house production.
CRAFTAR	Using its well-established reputation in 3DCG animation creation capabilities to create content optimized for VR motion pictures. Also in charge of procuring VR content and supervising in-house production.



Movie Theater VR! Future developments

The timing and featured theaters etc. of the full-operation screenings will be considered based on the reception of these advance experience screenings. Planned future content includes animation, horror movies such as “Ju-on” (director: Takashi Shimizu), special-effects productions such as “Masked Rider,” live music performances, documentaries, full-length feature films, etc.

Movie Theater VR! Communication

The latest news and how to enjoy VR motion pictures are available on the official website and social media channels.

Official website	http://www.vr-eiga.com/
Facebook	https://www.facebook.com/vrcc.vr.eiga/
Twitter	https://twitter.com/vrcc_vr

Please feel free to download and use materials such as logos and poster images from here.

<http://bit.ly/2IVWoK0>



Inquiries:

For inquiries regarding the press release , please contact info@vr-eiga.com



Company Overviews

VAIO Corporation

Representative: Mr. Hidetoshi Yoshida, President

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Tokyo Office: HITACHI Solutions Tower B 14F, 4-12-6 Higashi-Shinagawa, Shinagawa-ku, Tokyo, 140-0002 Japan

Capital: 1,026 million yen

Founded: July 2014

Business Activities: VAIO Corporation was established in July 1, 2014, spinning off from Sony's PC business. With its headquarters and manufacturing base located in Azumino City, Nagano Prefecture, it is engaged in planning, design, development, manufacturing, sales and ancillary services in the PC business and EMS business. As the first initiative in the solutions business - intended to become its third core business - VAIO Corporation announced in August last year that it would establish the VR Solutions Business.

Website: vaio.com/top

Toei Company, Ltd.

Representative: Mr. Noriyuki Tada, President and CEO

Address: 3-2-17 Ginza, Chūō-ku, Tokyo, Japan

Capital: 11,707.09 million yen

Founded: October 1949

Business Activities: Over the more than 60 years since its establishment, Toei has continually provided high-quality entertainment by developing a wide range of businesses creating and leveraging a variety of audio-visual content including motion pictures, television, video, and animation. Through close coordination between Toei Company, Ltd. and the other companies in the Toei Group, the Group aims to be a "comprehensive video company Group," promoting the creation of new value and new businesses.

Website: www.toei.co.jp

CRAFTAR Inc.

Representative: Mr. Shoichi Furuta, President and CEO

Address: Akasaka Park Building, 5-2-20 Akasaka, Minato-ku, Tokyo

Capital: 180 million yen

Founded: April 2011

Founded as the video consulting company of the Hakuholdo Group. As a "company which resolves problems through video," CRAFTAR provides solutions to corporate or social problems using video. CRAFTAR's latest high-quality animation using 3DCG has been highly rated, and the company is engaged in video content creation across many fields, such as in theater animated motion pictures, TV series, TV commercials, and web videos.

"Moom," a 2017 short animated motion picture produced by CRAFTAR, received 32 awards including Best Picture at international film festivals around the world. In addition, "Smart CG Animation," CRAFTAR's proprietary animation technology, utilizes the latest digital technology to create animation which appears to be hand drawn. Its expressiveness as well as its applicability to VR and games have been highly rated.

Website: www.craftar.co.jp