

For Immediate Release

Creative Studio Mzo will cooperate with NTT DOCOMO, INC. at DOCOMO Open House 2018

Japan (December 6th 2018) - DMM RESORTS Co., Ltd. ("DMM RESORTS") announces that its video development team Creative Studio Mzo ("Mzo") will cooperate with NTT DOCOMO, INC. ("DOCOMO") in DOCOMO Open House 2018. Mzo provided technology of animation and video production for DOCOMO in the "Live Animation Heart X Algorhythm" exhibition booth. The exhibition of DOCOMO Open House 2018 will be held at Tokyo Big Sight (Tokyo - Odaiba) from December 6th to December 7th 2018.



■Booth

At the "High Five" section of the booth, visitors can high-five the virtual idols Kilin and Xi, main characters in "Live Animation Heart X Algorhythm". Furthermore, "Baozi Game", which can be participated by both visitors at the venue and the audiences watching through the live streaming platform, provides an interactive experience to see the world of "Live Animation Heart X Algorhythm".

Additionally, at 19:45 on Thursday December 6th, a joint performance with Virtual Youtuber's “Siro” and “Shinonome Megu” is due to be showcased at the live event space of the venue. Performance contents include a talk session to review the second season of “Live Animation Heart X Algorhythm”, a Q&A session with the characters, a “Live Animation Heart X Algorhythm” live song performance. These contents are all exclusive to these live events.



▲ “Live Animation Heart X Algorhythm” exhibition booth

■Event Overview

Title : DOCOMO Open House 2018
 Date & Time : Thursday December 6th 2018 - Friday December 7th 2018
 Door Open: 9:00 / Curtain Time: 10:00 / Close: 18:00
 “Live Animation Heart X Algorhythm” live event:
 Thursday December 6th 19:45 - 21:00
 Venue : Tokyo Big Sight (East Hall 7-8) Booth No.: F-01
 Entrance Fee : Free (Pre-registration required)
 Organizer : NTT DOCOMO, INC.
 Official Site : <http://docomo-rd-openhouse.jp/eng/>



■Live Animation Heart X Algorithm

It is a live streaming animation with a theme featuring virtual idols. It is created as a collaboration between Mzo, DOCOMO and Migu Comic Co., Ltd., the group company of China Mobile Communications Group Co., Ltd. operating animation related businesses. Moreover, Just Production Inc., an expert in producing live streaming animation; and DWANGO Co., Ltd., the pioneer of network entertainment in Japan, also collaborated in this project.

Looking ahead into the era of 5G, the project is to provide further developed interactive experiences and to deepen the interaction between users in Japan and China. The team will apply the latest motion capture, VR, AR and MR technologies to provide live streamings and live viewings through the platform, not only to support the program but also related events held in both Japan and China. Such integration of new technologies helps to create a “new entertainment experience” which connects Japan, China, and the virtual space, where fans and characters can create their own story together.

■The 2nd season of “Live Animation Heart X Algorithm” is available in Japan and China!

Title	: Live Animation Heart X Algorithm (2 nd season)
Air Date	: from Monday October 8 th 2018
Broadcast Time	: Every Monday 21:00 JST
Media Provider	: niconico live, bilibili, Migu Quan Quan (咪咕圈圈), etc.
Official Site	: http://project-algorithm.com/ (Japan) http://project-algorithm.cn/ (China)
Planning	: CMCC, NTT DOCOMO, Migu Co., Ltd.
Executive Producer	: Just Production
Technical Cooperation	: Creative Studio Mzo (https://dmm-resorts.co.jp/en/)
Animation Production	: W-Toon Studio (https://w-toonstudio.com/)
Interactive / Streaming	: DWANGO (http://dwango.co.jp/)

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▼ Creative Studio Mzo Official Facebook (Japanese)
<https://www.facebook.com/Creative.Studio.Mzo/>

▼ DMM RESORTS Co., Ltd.
<https://dmm-resorts.co.jp/en/>

Note to Editors:

About Creative Studio Mzo

Mzo, a part of DMM RESORTS Co., Ltd., is a team of creatives that aim to create the future of entertainment space by combining various technologies. The team integrate their know-how of motion capture, the technique of 3DCG synched with lighting and sounding in their video production. They also involved in the production of "DMM VR THEATER", a 3DCG focused theater in Yokohama, Japan.