
For Immediate Release

Henn na Hotel Asakusa Tawaramachi to Open as the World's First Hologram Hotel - Technology Provided by Creative Studio Mzo

Japan (August 22nd 2019) - DMM RESORTS Co., Ltd. ("DMM RESORTS") announces that its video development team Creative Studio Mzo ("Mzo") provided spatial representation and video production technology for the front desk and lobby of Henn na Hotel Tokyo Asakusa Tawaramachi, a new hotel set to open on Sunday September 1st 2019.



■Characters welcome visitors at the world's first hologram hotel

Henn na Hotel Asakusa Tawaramachi, opening on Sunday September 1st 2019, provides a unique entertainment space combining Japanese culture with holograms and other cutting-edge technologies.

Using the latest holographic technology, a dinosaur, a ninja and a butler welcome guests at the front desk. Each character can help guests check in and out in Japanese, English, Chinese, and Korean. Be sure to stop by to see what they are up to in their free time as well.



■Projection mapping visuals guide guests to the elevators

After checking in with one of the characters, guests are guided to the elevators by projection mapping visuals. Guests will enjoy various projected images including shuriken (hidden hand blade) and large footsteps, depending on the character they checked in with.



■Entrance depicts Japan's four seasons

The entrance boasts projection mapping visuals that change depending on the season. It will be decorated in autumn colors when it opens in September and is planned to shift to snowflakes in

the winter. Guests can enjoy beautiful visuals that are linked to their actions during check in and check out.

■Information

Hotel Name : Henn na Hotel Asakusa Tawaramachi
Address : 〒111-0042 3-19-8 Kotobuki, Taito-ku, Tokyo, Japan
Access : 9 minutes walk from Asakusa station, 2 minutes walk from Tawaramachi station

Check In / Out Time : 15:00 / 11:00

No. of Rooms : 217

URL : <https://www.hennnahotel.com/asakusa-tawaramachi/>

*There is no parking lot on premises. Please use parking facilities nearby.

Planning and Production : H.I.S. Hotel Holdings

Technical Support : Creative Studio Mzo (<https://dmm-resorts.co.jp/en/>)
SPIN Inc. (<http://www.spin-inc.co.jp/>)

■About Henn na Hotel

Henn na Hotel is the world's first robot hotel, offering an exciting and comfortable experience using innovative technology. Guests will be intrigued by their encounter with multilingual robots at the front desk. The robots will handle check in and check out to delight guests with warm hospitality. The hotel is named "Henn" with the wish to continuously "change (henka)", aiming to go beyond common sense as well as providing unprecedented excitement and comfort. All guests staying at the Henn na Hotel are invited to take a step into the future to experience surprises like never before. Henn na Hotel Asakusa Tawaramachi will open on Sunday September 1st 2019.

▼Official Website

<https://www.hennnahotel.com/>

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For Media Related Inquiry

Contact : Josephine Kwan
Email : aquarium-info@dmm.com
Head Office : 3-59, Toyosaki, Tomigusuku-Shi, Okinawa 901-0225, Japan
Tokyo Office : Sumitomo Fudosan Roppongi Grand Tower 24F
3-2-1, Roppongi, Minato-Ku, Tokyo 106-6224, Japan
(Marketing Department)

▼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.