

For Immediate Release

## Creative Studio Mzo to Assist Special Stage Production at 32nd Tokyo International Film Festival (TIFF)

Japan (September 24<sup>th</sup>, 2019) - DMM RESORTS Co., Ltd. ("DMM RESORTS") announces that its video development team Creative Studio Mzo ("Mzo") will assist in the production of the VR stage, "32nd TIFF Virtual X Real X Tech Live Show featuring Live Animation Heart X Algorhythm" at Roppongi Hills Arena on Saturday, November 2<sup>nd</sup> and Sunday, November 3<sup>rd</sup>, 2019.

The project is subsidized by J-LOD (Japan Content Localization and Distribution) funding under the FY2018 supplementary budget, aiming to provide visitors with first-hand experiences and promote "Cool Japan" both domestically and internationally through 32nd TIFF, one of the large-scale international events in Japan. Japan's unique culture will be portrayed using the latest virtual technology by NTT DOCOMO INC. ("DOCOMO").



■A Real × VR fusion stage realized by experimental 5G devices

The special stage has a large-sized LED screen where participants can enjoy the performance. By using a high-speed 3D scanning system called ANATOMe™<sup>1</sup>, participants will be able to create their own CG avatars and watch them dancing on the large screen along to “Live Animation Heart X Algorhythm” music.

Virtual characters will perform together with the emcee at the VR stage (free admission). A total of four performances will be held at 16:00 and 18:00 on both days. The VR event will adopt a specially built 5G network and head-mounted displays (HMD) enabling participants to experience innovative 5G entertainment ahead of it going into full swing in 2020.

By running the virtual live app INSPIX LIVE on a 5G smartphone, participants can enjoy performance with HDM. The app, developed by Pulse Inc., a subsidiary of IGNIS LTD., was officially released in August this year enabling next-generation live performance experiences. The CG creation, made in collaboration with Just Production Inc. (“Just Production”), will entertain both the participants watching on HMD and large LED screen. Brilliant visuals and state-of-the-art technology come together to deliver a variety of unique experiences celebrating the film festival.

The performance will not end in virtual world, it will also be streamed around the world. Alice Inc., which has experience in planning domestic events for “Live Animation Heart X Algorhythm,” will broadcast the event on the day of the performance. Event includes screening of the performance and participative booths is also scheduled to be held on a later date. Mzo is delighted to deliver this cutting-edge experience to more people.

■The virtual interactive experience “Live Animation Heart X Algorhythm” continues to pursue “Live Animation Heart X Algorhythm<sup>2</sup>” is an animation with a theme featuring virtual idols. It was created in 2017 as a collaboration between DOCOMO and Migu Comic Co., Ltd., a group company of China Mobile Communications Group Co., Ltd. After the 2nd Season in 2018, it has continued to provide innovative interactive experiences and simultaneous streaming in Japan and China.

Latest motion capture, VR, AR, and MR technologies make it possible to do live streamings and live viewings through the platform, not only to broadcast the animation program but also allow broadcasting of related events holding in Japan and China. The project will continue to connect the world and virtual space to establish a “brand new entertainment experience” where characters and fans can create screenplay together.

This project was realized in cooperation with various active creators and executive producer Just Production, an expert in live streaming animation production. Mzo, having experience in visual production and facility operation utilizing pioneering 3D hologram technology, was in charge of motion capture and 3DCG production. The team will continue to support DOCOMO and China Mobile on the project through provision of visual technology and content creation.

Notes:

<sup>1</sup> A 3D scanning system created by 1→10, Inc. which turns scanned object into moving 3D model.

<sup>2</sup> A live streaming animation using motion capture and real-time CG technology to create CG animations from the movements of performers (voice actors). The screenplay can change depending on real-time interactions between characters and audiences.

**■About the Event**

Name : 32nd TIFF Virtual X Real X Tech Live Show featuring Live Animation Heart X Algorhythm  
Date : Saturday, November 2<sup>nd</sup> - Sunday, November 3<sup>rd</sup>, 2019  
Reception of ANATOME : 10:00 - 15:00  
Stage Performance : 16:00 / 18:00  
Venue : Roppongi Hills Arena  
Admission Fee : Free  
Host : UNIJAPAN  
Sponsor : NTT Docomo Inc.  
Official Site of Animation : <http://project-algorhythm.com/special/tiff.php> (Japanese)  
Official Site of TIFF : <https://2019.tiff-jp.net/en/>

**■About the Animation**

Title : Live Animation Heart X Algorhythm (2<sup>nd</sup> season)  
Official Site : <http://project-algorhythm.com/> (Japan)  
<http://project-algorhythm.cn/> (China)  
Planning : CMCC, DOCOMO, Migu Co., Ltd.  
Executive Producer : Just Production (<http://www.just-pro.jp/>)  
Technical Cooperation : Creative Studio Mzo (<https://dmm-resorts.co.jp/en/>)  
DOKI DOKI Factory Co., Ltd. (<http://d-f.jp/>)  
Animation Production : W-Toon Studio (<https://w-toonstudio.com/>)  
Interactive / Streaming : DWANGO (<http://dwango.co.jp/>)  
Released Date : 2017 (1st season) Japan & China  
2018 - 2019 (2nd season) niconico live, bilibili, Migu Quan Quan (咪咕圈圈), YouTube Live

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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.