

May 10th, 2024

To Whom It May Concern

TOKYO DOME CORPORATION.

TOKYO DOME CORPORATION presents, with special supports from Niantic, Inc., the hackathon and event themed "XR × Entertainment," "enXross 2nd," happening on July 4th!

In "enXross HACKATHON," a contest with a top prize of 3 million yen, Tsuburaya Productions will serve as an IP sponsor, lending 3D data of ULTRAMAN and others.

TOKYO DOME CORPORATION (Location: Bunkyo-ku, Tokyo, COO: Tsutomu Nagaoka) launched "enXross," an entertainment and innovation project that provides new value and inspiring experiences to society last year. In addition, our company has been working to update the inspiring experiences of its customers. Now, with special support from Niantic, Inc., world-renowned for AR/location-based games, enXross 2nd will be held on Thursday, July 4th, 2024, at Tokyo Dome City.

This second event will be held simultaneously with "enXross HACKATHON," an international development event for XR engineers and designers, and the "enXross EXHIBITION," where you can experience the world's cutting-edge technologies. Under the theme of "XR × Entertainment", that inspire innovation, featuring ideas and talk sessions, as well as exhibitions of cutting-edge technologies. Tsuburaya Productions Co., Ltd., part of the Tsuburaya Fields Holdings INC, and Metafield Co., Ltd., will participate as IP sponsors in the "enXross HACKATHON." Hackathon participants will be lent with 3D data of Ultraman and various unique monsters upon request. Using these freely, they can create their own unique works set in Tokyo Dome City. Please pay attention to this major event that combines Japan's esteemed spaces, intellectual properties (IP), and technology to create the entertainment of the future.



*The image of Ultraman(right) is for illustrative purposes only and may differ from the 3DCG data for the actual hackathon.

*XR stands for Extended Reality, a technology that blurs the line between the virtual (digital) and the physical worlds, merging them together.

■ "enXross 2nd" Event Outline

Date & Time(JST): Thursday, July 4, 2024, 10:00~18:30 (tentative)

Venue: Tokyo Dome Hotel B1F "Tenku" (1-3-61 Koraku, Bunkyo-ku, Tokyo)

Format: In-person event and live streaming on YouTube

How to participate: Attendance at the venue and viewing of the live stream are free.

Pre-registration for participation expected to start in late May 2024.

Official website: <https://www.tokyo-dome.co.jp/enxross-en/>

Substances:

“enXross HACKATHON”

is an international development event inviting participants worldwide to showcase their ideas and development skills at the Tokyo Dome. This year's theme is 'XR × Entertainment,' with eligible entries including XR products aimed at enhancing the Tokyo Dome City experience. The 1st place prize is cash award of 3 million JPY (approximately 20,000 USD, depending on exchange rates). Additionally, the winner will obtain the right to participate in AWE Asia 2024 (Augmented World Expo Asia 2024), a global XR exhibition in Singapore this August, and receive a booth area for product exhibition. For more details, please refer to the next section.

“enXross EXHIBITION”

features the "Future Session" panel discussion, which invites guests who embody the spirit of entertainment and innovation, as well as booth exhibitions by sponsoring companies. Details will be updated on the official website as soon as they are finalized.

■enXross HACKATHON Call for Entries

【HACKATHON Theme】

“Utilizing XR to Upgrade Experiences in Tokyo Dome City

In enXross HACKATHON, participants are invited to create entertainment experiences that make people want to visit Tokyo Dome City again and again, using XR technology. XR has a natural affinity with the real-life sports and attractions currently offered at Tokyo Dome City. We encourage you to leverage cutting-edge technology to construct next-generation experiences and create new values that will make an impact worldwide.

【Eligibility】

- Individuals who can attend Tokyo Dome City during the hackathon period and on the day of the event (DAY2).
- Individuals with an interest in the entertainment offered at Tokyo Dome City and a willingness to contribute to creating a better experiential value.
- Individuals with no issues regarding the public disclosure of submitted ideas/products.
- participant names, affiliations, etc., in various promotional materials.
- Individuals who are the age of majority where they reside as of the time of entry.
- Individuals able to receive prize money in Japanese yen or have a bank account capable of receiving transfers from Japan.

【DAY1(briefing session and on-site tour)】

Date & Time (JST): June 4, 2024, 10:00~18:00

Venue: Tokyo Dome Roller Skate Arena

*An archive will be made available for streaming to those unable to attend.

Deadline First Submission Period (JST): June 17th, 2024, at 23:59

Announcement of screening results: June 21st, 2024

【DAY2(final presentation and evaluation session)】

Date (JST): July 4th, 2024

Venue: Tokyo Dome Hotel B1F "Tenku"



Final Presentation Venue: Tokyo Dome Hotel

【Prizes】

1st Place

- 3 million JPY
- +Exhibition and invitation to AWE Asia

2nd Place

- 1 million JPY

For more information, please refer to the official website.

* As a result of the judging process, there may be cases where no suitable candidates are found for the awards.

*Particularly outstanding ideas submitted may be considered for collaboration with the organizer, TOKYO DOME CORPORATION, for commercialization purposes. *The contents of this release are subject to change.

【Reference】

Detailed Report of the 1st "enXross AWARD/EXHIBITION" held in December 2023

<https://drive.google.com/file/d/1DMAUVDuXwFW94U6S09PH-EnUz9FWGLxz/view>



The 1st "enXross AWARD/EXHIBITION" in December,
2023

-Inquiries about application and booth opening-
TOKYO DOME CORPORATION. New Business Department

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