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To the Press

TOKYO DOME CORPORATION

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Exhibits at the World's Largest AR/VR Event “AWE Asia 2024”
Wins Prestigious “Auggie Awards: Best in Show, VR”

TOKYO DOME CORPORATION (Location: Bunkyo-ku, Tokyo, COO: Tsutomu Nagaoka) exhibited at “Augmented World Expo (AWE) Asia 2024,” one of the largest conferences and expos for augmented reality (AR) and virtual reality (VR), held in Singapore from August 26 to 28, 2024. The company received prestigious “Auggie Awards: Best in Show, VR,” one of the most recognized awards in the global AR & VR industry.



Tokyo Dome Team at Exhibition Booth



Receiving “Auggie Awards”

Augmented World Expo (AWE)

is a globally recognized conference and exhibition focused on AR, VR, and wearable technologies. Organized by nonprofit organization AugmentedReality.org since 2010, its mission is to drive human progress through advancing AR and VR technologies. Forbes has called it “XR’s¹ Most Essential Conference,” bringing together outstanding XR experts, investors, developers, media, and companies. This year’s AWE Asia 2024 attracted over 1,000 participants from 34 countries and regions.

¹ XR refers to Cross Reality or Extended Reality, encompassing VR, AR, MR, and SR technologies.

Tokyo Dome Corporation is committed to developing products that utilize the latest technologies to create new, heart-moving entertainment experiences. With the aim of expanding innovative initiatives internationally, the company participated in AWE Asia 2024. At its exhibition booth, the company held product demos of the latest XR attractions under development, which garnered significant attention from participants. As a result, Tokyo Dome team was recognized as the most outstanding in VR category, selected from over 80 exhibitors and more than 100 speakers, and awarded the globally renowned “Auggie Awards,” the most prestigious accolade in the AR and VR industry.

【Award Comment: Sho Akagi, New Business Development Dept., Tokyo Dome Corporation】

“At AWE Asia 2024, we received great interest and expectations from participants for our vision of future entertainment using XR. Our goal is to offer unprecedented experiential spaces through XR technology, and we are delighted that our products and concepts, developed to realize this vision, received high praise throughout this exhibition.

Moving forward, we are committed to further enhancing the presence of XR in Japan and expanding its influence globally. By utilizing XR technology, we also aim to create unique entertainment spaces that leave a lasting impact on the world.

Additionally, through this event, we have successfully built a network with domestic and international partners who have a similar vision, marking a significant step toward realizing the future we envision.”

【Exhibition Overview】

OenXross HACKATHON Exhibition and Demo

Tokyo Dome Corporation launched the “enXross” project in 2023 to deliver new value and heart-moving experiences through entertainment and innovation, utilizing digital technology to create a new digital economy and enhance customer experiences. At AWE Asia, we held a demo session of the prototype “Ultra Investigators”, which won Best Award at “enXross HACKATHON” held in July 2024. This next-generation attraction allows participants to take on various missions using AR glasses and NFC (near-field communication) cards. It was praised for the excitement and engagement of collecting cards and inserting them into a gadget, as well as for its flexibility in freely adapting different IPs.



Speech on Main Stage: XR Initiatives and Products
at TOKYO DOME CITY



Presentation of AR Attraction,
“Ultra Investigators,” on Side Stage

OXR Attraction Demo

Tokyo Dome Corporation showcased a demo of an XR attraction currently under co-development with Nihon XR Center (Headquarters: Shibuya, Tokyo, CEO: Taiga Kobayashi). This product is a free-roaming shooting attraction where players can walk around a vast game world. This attraction was praised for its innovative use of Meta Quest 3’s MR and VR technologies, as well as for its immersive world-building and the high-quality 3D technology throughout the entire game.

Teaser Video for XR Attraction: <https://www.youtube.com/embed/zIWG6VTtf64?feature=oembed>



120 people participated over two days, with many questions raised by attendees.



Image of XR Attraction Video

OSpace Travelium TeNQ Pre-Launch Experience

Tokyo Dome Corporation will open a new space-themed experience facility, “Space Travelium TeNQ,” in November 2024. At AWE Asia, the company offered an early preview of the main attraction, a VR space travel experience. Utilizing free-roaming VR with head-mounted displays, participants enjoyed an unprecedentedly realistic experience, attracting significant interest in this space-themed content.

Facility Information: <https://www.tokyo-dome.co.jp/tenq/>



Interior Image of the New Space Experience Facility "Space Travelium TeNQ"

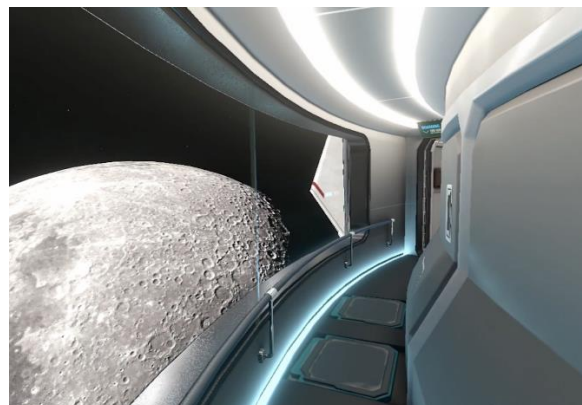


Image of Free-Roaming VR Experience

【Comment from David Weeks, COO and Content Director, AWE Asia】

“Tokyo Dome was selected as the winner of the Best in Show, VR Auggie Award at AWE Asia 2024 based upon positive participant feedback from the expo, a high volume of expo foot traffic, as well as positive reviews from our selection jury which included members of the AWE USA and AWE Asia organizing committee. We commend Tokyo Dome on the win, and we look forward to seeing more XR innovations from the Tokyo Dome Corporation team in the coming years.”

【AWE Asia 2024】

Official Website: <https://www.awexr.com>

Event Report: <https://x.gd/B9AhY>

[Reference]

July 5, 2024: Tokyo Dome Hosts “enXross 2nd,” XR & Entertainment Festival with Niantic, Inc. as Special Partner
<https://www.tokyo-dome.jp/upload/54c00282f74eb138ccfdb27d1428a6ee.pdf> [JPN]

August 20, 2024: Tokyo Dome and Nihon XR Center Develop Original XR Attraction
<https://prtimes.jp/main/html/rd/p/000000013.000110387.html> [JPN]

August 30, 2024: Tokyo Dome City’s New Space Experience Facility Named “Space Travelium TeNQ”
<https://www.tokyo-dome.jp/upload/1013d9f19b2b6925496796fc6eda42c3.pdf> [JPN]

—Contact Information for These Initiatives—

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