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To the press

TOKYO DOME CORPORATION

Tokyo Dome and XR technology company STYLY to jointly exhibit at the world's largest XR conference, "AWE USA 2025"

They will present the futuristic space travel experience
"THE MOON CRUISE" to a global audience!

Tokyo Dome Corporation (Head Office: Bunkyo-ku, Tokyo; hereinafter "Tokyo Dome") jointly exhibited with STYLY, Inc. (Head Office: Shinjuku-ku, Tokyo; hereinafter "STYLY") at the "Augmented World Expo (AWE) USA 2025," one of the world's largest XR technology conferences, held in Los Angeles, USA from Tuesday, June 10 to Thursday, June 12, 2025.

The two companies began collaborating with the goal of creating innovative entertainment experiences using cutting-edge technology. To showcase the value of their jointly developed next-generation content to a global audience, they participated together in this international XR conference.

Their co-developed free-roaming VR experience, "THE MOON CRUISE," which was also available at the space-themed facility "Space Travelium TeNQ" inside Tokyo Dome City, attracted significant attention. Many industry professionals and XR enthusiasts visited the booth. The experience was also selected as a finalist for the "AUGGIE AWARDS 2025," receiving high praise for its ability to create new value in real-world entertainment through technology.

This exhibition provided a major opportunity to globally promote "THE MOON CRUISE," a space travel experience so immersive it feels like you're actually visiting the moon.

Tokyo Dome and STYLY plan to continue their collaboration and deliver top-tier content that positions them as leaders in entertainment innovation.



Visitor reactions and feedback

At this year's "AWE USA 2025," approximately 250 companies from around the world exhibited, with over 450 speakers hosting sessions and more than 5,000 attendees participating. Among them, "THE MOON CRUISE" stood out by offering an immersive exhibition using extended reality content that combined visual transitions with audio and video guides. Throughout the event, more than 200 people experienced the attraction, and it received widespread acclaim, along with many comments such as the following.

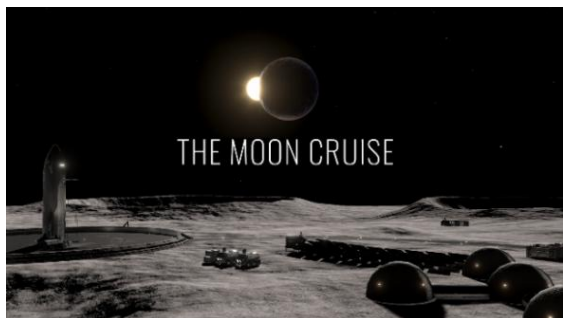
- "A completely new exhibition format rich in storytelling."
- "It sparked ideas for business development as a method of spatial expansion."
- "The explanation of the experience and technology was compact and clear."
- "It made me want to try it in Tokyo for real."
- "An expression I've never seen before—truly moving."



About the jointly exhibited VR experience “THE MOON CRUISE”

“THE MOON CRUISE” is a free-roaming VR experience available at “Space Travelium TeNQ” inside Tokyo Dome City.

Participants suit up in space gear and board a rocket to explore a layered lunar world mapped onto real physical space. The experience includes interactions with other travelers, riding a moon rover, tossing moon rocks, and taking selfies—content designed to be memorable and shareable even after returning to Earth. Spanning approximately 20 minutes, the experience offers overwhelming immersion and interactivity, delivering a sense of realism that makes participants feel as if they truly “went to the moon together.”



About the exhibition at “Augmented World Expo (AWE) USA”

Tokyo Dome has long operated a wide range of entertainment facilities centered around Tokyo Dome City. As one of Tokyo’s leading large-scale leisure complexes, the company sees the development of attractive facilities and content as a social mission and continues to take on new challenges. In pursuit of delivering cutting-edge entertainment experiences at Space Travelium TeNQ, Tokyo Dome partnered with STYLY, leading to the development of the futuristic space travel VR experience, “THE MOON CRUISE.”

To share this special experience with people around the world, Tokyo Dome and STYLY jointly exhibited at “Augmented World Expo (AWE) USA 2025.”



Furthermore, this content was submitted to the prestigious “AUGGIE AWARDS 2025,” held within AWE USA 2025 and recognized globally in the AR (Augmented Reality) and VR (Virtual Reality) industries. Out of a total of 466 entries, “THE MOON CRUISE” was selected as one of the 106 finalists, and became a final nominee in the BEST LOCATION-BASED ENTERTAINMENT category, which received 41 submissions—the second-highest number among all categories.

Although it narrowly missed winning an award, its selection as a finalist serves as strong validation of its world-class quality.

About Augmented World Expo (AWE)

“Augmented World Expo (AWE)” is a conference and exhibition focused on augmented reality (AR), virtual reality (VR), and wearable technologies. It has been held since 2010 by AugmentedReality.org, a nonprofit organization whose mission is to advance AR and VR technologies and contribute to the progress of humanity.

About the AWE AUGGIE AWARDS

The AUGGIE AWARDS are a globally recognized set of honors in the AR and VR industries, held within the world's largest XR conference, "AWE." First launched in 2010, the awards celebrate excellence in augmented reality (AR), virtual reality (VR), and mixed reality (MR). Now in their 16th year, the AUGGIE AWARDS recognize the most outstanding works across immersive technology categories.

About Space Travelium TeNQ

At "Space Travelium TeNQ," visitors can enjoy a wide range of space-themed entertainment experiences—including exhibits and VR that spark intellectual curiosity, galleries and classrooms for art and learning, as well as a café and shop—all designed to connect people with the wonders of space.

- Facility Name: Space Travelium TeNQ
- Location: 6th Floor, Yellow Building,
Tokyo Dome City, 1-3-61 Koraku, Bunkyo-ku, Tokyo
- Opening Date: Friday, November 22, 2024
- Hours of Operation:
Weekdays: 11:00 AM – 9:00 PM
Weekends & Holidays: 10:00 AM – 9:00 PM
(Last admission: 8:00 PM)
- Admission Fees:
Adults: ¥2,500 on weekdays / ¥3,000 on weekends,
holidays, and special days
Junior High & High School Students: ¥1,800 (all days)
Elementary School Students: ¥1,300 (all days)
Preschool Children (ages 3 and up): ¥800 (all days)
- Website: <https://www.tokyo-dome.co.jp/tenq/>



Notes:

*Children under 2: Free

*Children under 7 and individuals who fall under the VR usage restrictions may not be able to partake in VR content.

*Please check the official website in advance if you plan to experience VR attractions.

About Tokyo Dome Corporation

Tokyo Dome Corporation operates the entertainment city "Tokyo Dome City," which includes the home stadium of the Yomiuri Giants, "Tokyo Dome," as well as "Tokyo Dome City Attractions," "LaQua," and "Korakuen Hall." As one of Tokyo's leading large-scale leisure complexes, the company focuses on developing attractive facilities and planning engaging events—including original XR attractions. In addition to its core operations, Tokyo Dome also expands externally through ventures such as the retail business "shop in," resort development in Atami, and the management of public and private sports facilities.

About STYLY, Inc.

STYLY, Inc. is a company that provides the spatial layer platform "STYLY," which connects the digital and physical worlds. With the mission of "unlocking humanity's superpowers," the company offers spatial production and solutions to landowners and urban developers through technologies centered on XR and spatial computing.

Looking ahead, STYLY aims to collaborate with creators and businesses around the world to unleash human and corporate creativity and to contribute to the evolution of humanity by fostering new cultures and industries.