

September 9, 2025

To the press

TOKYO DOME CORPORATION

The Entertainment × Technology Festival Returns in Full Force! “enXross 3rd” to be held on Monday, September 29

10 finalist teams for the business idea contest and an all-star of judges announced!

Special guest Akihiro Nishino to take the stage for a keynote lecture



Tokyo Dome Corporation (Head Office: Bunkyo-ku, Tokyo; Representative Director President and COO: Tsutomu Nagaoka) will host enXross 3rd, a festival exploring the future of entertainment technology, on Monday, September 29, 2025, at Tokyo Dome City. Now in its third year, the event’s main program will be the “enXross AWARD 2025”, a competition where innovative business ideas combining the latest technologies—such as Web3, XR, and AI—with entertainment will be presented. We are pleased to announce that ten finalist teams from Japan and abroad have been selected. On the day of the event, these finalists will deliver their final pitches at Tokyo Dome City’s Theatre G-Rosso, where the prestigious winner of the enXross AWARD 2025 will be decided on the spot. We invite you to witness these cutting-edge ideas that aim to shape the future of entertainment.

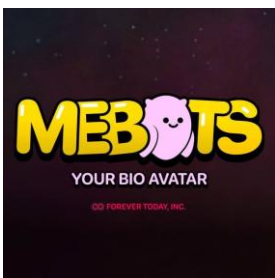


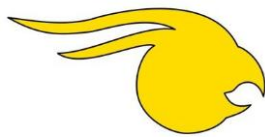



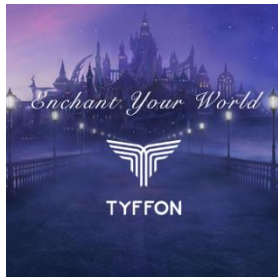
In addition, the event will feature a special keynote lecture by comedian and children’s book author Akihiro Nishino. Further details, including the distinguished panel of judges for the enXross AWARD 2025, are also being announced.

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



List of “enXross AWARD 2025” Finalists (in alphabetical order by team name)

Team CRAVES (Japan)	〈Idea Name〉 Synapse	Effisend (U.S. / Mexico)	〈Idea Name〉 Effisend
	〈Concept〉 Reality Intelligence (RI) that expands human memory and optimizes daily life for everyone		〈Concept〉 Pay with your face – the future of frictionless transactions

<p>Forever Today (U.S.)</p> 	<p>〈Idea Name〉 Mebots</p> <p>〈Concept〉 Social games that make healthy habits addictive</p>	<p>Kamakura International Inc. (Japan)</p> 	<p>〈Idea Name〉 Tokyo Dome FIELD NFT</p> <p>〈Concept〉 Turn cheers into assets with NFTs — a new wave of excitement starts from just 1 m²</p>
<p>LootGO (Canada)</p> 	<p>〈Idea Name〉 LootGO</p> <p>〈Concept〉 Turn your daily life into a treasure hunt</p>	<p>Parakeet Inc. (Japan)</p> 	<p>〈Idea Name〉 Hero Show 2.0: Bringing Interactive Communication with Characters to Life</p> <p>〈Concept〉 Voice Conversion AI Makes Talking with Characters a Reality</p>
<p>PLVR (U.S. / Hong Kong)</p> 	<p>〈Idea Name〉 PLVR</p> <p>〈Concept〉 Blockchain and AI-based Data and Financial Infrastructure for Live Entertainment</p>	<p>Roam (U.S.)</p> 	<p>〈Idea Name〉 Roam</p> <p>〈Concept〉 Streamlining complex venue operations with AI-powered management</p>
<p>Shumi ha Pineapple (Japan)</p> 	<p>〈Idea Name〉 cARtoon: A Platform for Creating and Sharing AR Comics</p> <p>〈Concept〉 AR Platform Bringing Manga to Life in Tokyo Dome City</p>	<p>Tyffon Inc. (Japan)</p> 	<p>〈Idea Name〉 My Familiar XR</p> <p>〈Concept〉 My One-of-a-Kind Tokyo Dome City Adventure with a Familiar</p>

Judges for the 'enXross AWARD 2025' (listed in no particular order)

Top Web3, XR, AI, and entertainment experts from Japan and around the world will unite as judges. Drawing on their deep expertise and extensive experience, they will rigorously evaluate groundbreaking ideas shaping the future of entertainment.



Top row, from left:

- **Rehito Ray Hatoyama** CEO, Hatoyama Studio Corporation
- **Rabindra Ratan** Professor, Michigan State University / Visiting Scholar, Stanford University
- **Mike Fraietta** Founder, EmpireDAO / Gargoyles Systems
- **Masatane Muto** Representative Director, General Incorporated Foundation WITH ALS / Advisor, Metaverse Japan

Bottom row, from left:

- **Anna Matsumoto** Creative Technologist
- **Yoshiyuki Ojira** Chairman and CEO, pluszero
- **Radcliffe Takashi Onishi** Chief Strategy Officer, TECHFUND Inc. / CEO, the Babels inc.
- **Sho Akagi** Head of enXross Project / Section Chief, New Business Development Dept. Tokyo Dome Corporation

Featured Guest Speaker

We are pleased to welcome Akihiro Nishino as a special guest to deliver a special lecture on the theme of 'Entertainment × Business.' Please note that the lecture will not be available as an archived stream, so we encourage you to attend in person.



Akihiro Nishino

Born in 1980 in Hyogo Prefecture, Japan.

He served as the original creator, screenwriter, and executive producer for the film *Poupelle of Chimney Town* (2020), which became a major hit, attracting 1.97 million viewers despite the COVID-19 pandemic. The film won numerous awards, including the Japan Academy Prize and various international film awards. In 2024, he was also the original creator, screenwriter, and executive producer of the stop-motion short film *Bottle George*, which was shortlisted for the Academy Awards and received many accolades worldwide. In New York on Broadway, he is working on the production of the musical *CHIMNEYTOWN*. In 2025, he served as co-producer for the stage play *OTHELLO* (starring Denzel Washington and Jake Gyllenhaal), which ranked No. 1 in Broadway's weekly box office for three consecutive weeks. He is currently producing *Poupelle of Chimney Town: The Promised Clock Tower*, scheduled for release in spring 2026.

Overview of enXross 3rd

The “enXross 3rd” event will be held in two parts: the “enXross AWARD 2025” business idea competition, and a special lecture by a guest speaker.

Date & Time: September 29, 2025 (Mon) 15:00–21:00 (free entry and exit)

Venue: Theatre G-Rosso

(Geopolis, Tokyo Dome City, 1-3-61 Koraku, Bunkyo-ku, Tokyo)

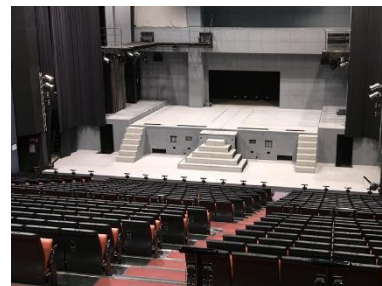
Admission Ticket: ¥5,000 (**¥3,500 if purchased by September 15**)

How to Apply for Admission: Please apply via the link below.

<https://enxross3rd-event-tokyodome.peatix.com/>

Streaming: An archived stream will be available on YouTube at a later date

*The special lecture will not be included in the stream



○Timetable

3:00 PM Doors Open

3:30 PM Opening / Welcome Address (Yoshikazu Kitahara, Representative Director Chairman and CEO, Tokyo Dome Corporation)

3:45 PM Presentations by Business Contest Finalists

6:00 PM Guest Speaker: Akihiro Nishino

7:30 PM Awards Ceremony

9:00 PM Venue Closes

*Times are subject to change.

Overview of enXross AWARD 2025

This contest, themed “Entertainment × Technology (EntertainTech)”, invites business ideas that utilize the latest technologies to enhance and update the entertainment experiences at Tokyo Dome City. We are seeking innovative technologies, services, and products that bring new value to our visitors.

Winners of enXross AWARD 2025 will receive prize money as well as a one-year membership to “enXross DAO”, a members-only co-working office scheduled to open this winter.

Type: Business idea contest in the field of “Technology × Entertainment”

Theme: Technologies, services, and products focusing on three cutting-edge tech areas — Web3, XR, and AI

Eligibility: Startups, aspiring entrepreneurs, and individuals involved in the above three fields

Prizes: Grand Prize – ¥3,000,000 / Total Prize Pool – ¥3,500,000

Additional Award: One-year membership to the members-only co-working space “enXross DAO”

Reference

Highlights from “enXross 2nd / enXross HACKATHON” held in July 2024

<https://note.com/enxross/m/m1f276cad98d0>



*Please note that the details in this release are subject to change.

— Contact for Inquiries —

enXross 3rd Team : <https://x.gd/Az8G7>