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Digital Garage, Inc.

NEWS RELEASE

DG Lab Provides AR Technology for a SOUND RPG Event Collaborated with an Eminent Musician in Japan ~Auditory AR Experience Combining Location Information and Music Content~

DG Lab—an R&D organization operated by the four companies of Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG); Kakaku.com, Inc. (TSE first section: 2371; HQ: Tokyo; President and Representative Director: Shonosuke Hata); Credit Saison Co., Ltd. (TSE first section: 8253; HQ: Tokyo; President and CEO: Hiroshi Rinno); and KDDI CORPORATION (TSE first section: 9433; HQ: Tokyo; President, Representative Director: Makoto Takahashi)—is providing its Auditory Augmented Reality (AR) technology in cooperation with a SOUND RPG collaborated with an eminent musician, SEKAI NO OWARI (<https://sekainoowari.jp/en/>), organized by The Hokkaido Shimbun Press (HQ: Hokkaido; President and Representative Director: Kenzo Hirose; Hokkaido Shimbun) and FM Hokkaido Broadcasting Co.,Ltd. (HQ: Hokkaido; President; Hirofumi Kimura).

DG Lab is conducting R&D on Auditory AR as a new user experience (UX) for AR not limited to visual information. AR is typically considered as visual annotation of the real world. In contrast, DG Lab's development is focused not only on visual content, but also on combining sound and location information. Furthermore, DG Lab also developed web-based system to enable AR experiences on web browsers without requirement to download dedicated app, which is advantageous for deployment across various platforms and ease of use for potential participants.

In SEKAI NO OWARI SOUND RPG, five "Sound Spots" are established near the Sapporo Snow Festival venue and surrounding area. The festival consists of hundreds of snow sculptures and playgrounds, attracting more than 2 million people in a week. The SOUND RPG participants visit the Sound Spots to obtain music content linked to the location, and can listen to SEKAI NO OWARI songs from their latest recording album for a limited time.

DG Lab will continue its R&D efforts focused on five fields (Blockchain, AI, VR/AR, Security, and BioHealth), striving to create technologies for the new era through R&D and proof-of-concepts.

■SEKAI NO OWARI SOUND RPG outline

Schedule: February 4 (Monday) to 11 (Monday/holiday), 2019

Venue: Sapporo Snow Festival Hokkaido Shimbun Snow Plaza (Odori 5-chome), other locations

Organizers: The Hokkaido Shimbun Press; FM Hokkaido Broadcasting Co.,Ltd.

Cooperation: DG Lab, TOY'S FACTORY, TOKYO FANTASY

Sponsors: Secoma, SAPPORO PARCO, Sony Store Sapporo

Service URL: <https://sound-rpg.com/>

[About DG Lab] <https://www.dglab.com/en/>

An open innovation R&D organization jointly operated by DG, Kakaku.com, Credit Saison, and KDDI.

[Reference URL] <https://www.dglab.com/en/works/sound-augmented-reality/>

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