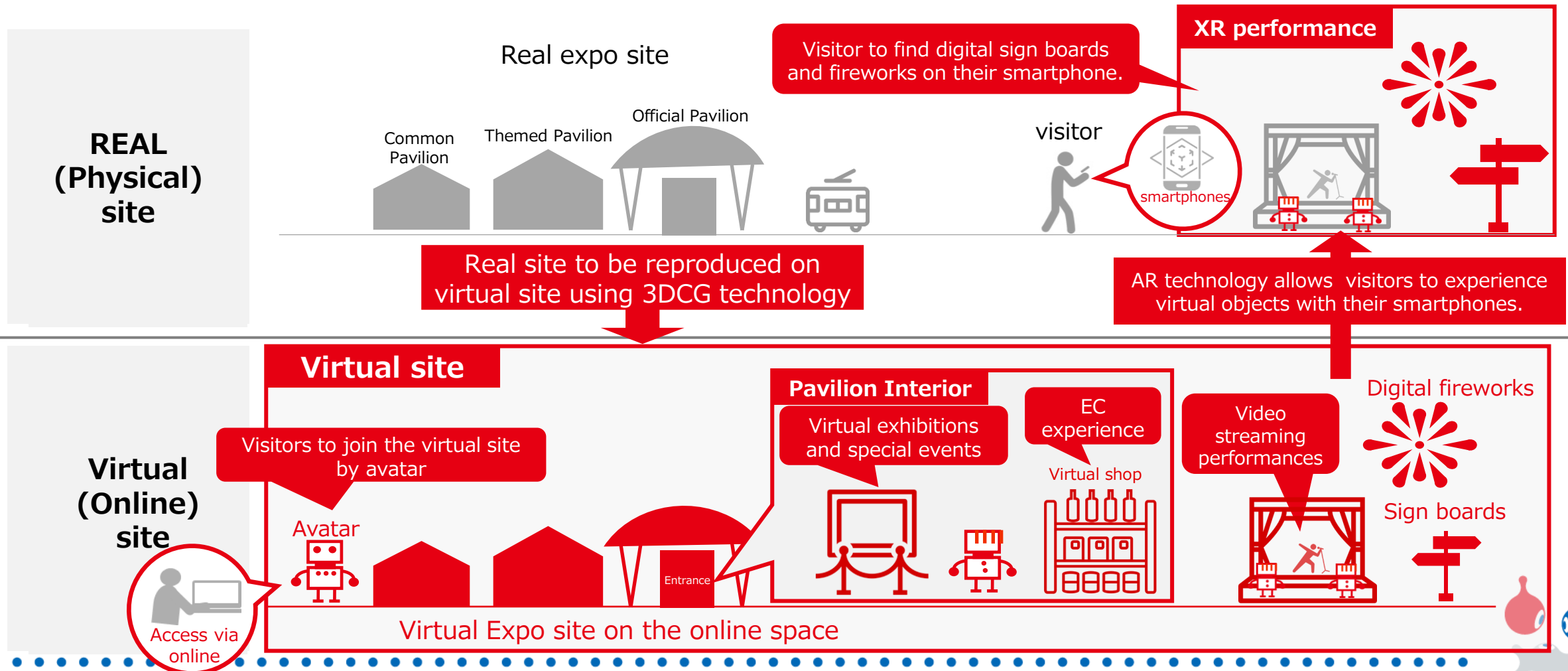# Outline of Virtual EXPO and Virtual Events

Japan Association for the 2025 World Exposition

January 2025

Virtual EXPO Site

The Yumeshima (real) site will be reproduced as a "virtual site" in the metaverse space.

REAL (Physical) site

Real expo site

Common Pavilion

Themed Pavilion

Official Pavilion

visitor

smartphones

Visitor to find digital sign boards and fireworks on their smartphone.

XR performance

Real site to be reproduced on virtual site using 3DCG technology

AR technology allows visitors to experience virtual objects with their smartphones.

Virtual (Online) site

Virtual site

Visitors to join the virtual site by avatar

Avatar

Access via online

Pavilion Interior

Virtual exhibitions and special events

EC experience

Virtual shop

Entrance

Video streaming performances

Digital fireworks

Sign boards

Virtual Expo site on the online space

Features of Virtual EXPO 2025

The visual concept is "Flying Yumeshima Islands". Make the Expo more attractive and communicative by utilizing the virtual technologies.

■ **Inclusive**
People around the world can participate in Virtual EXPO with smartphones and other devices

■ **Interactive**
Visitors can have **communication with others** through avatar

■ **Co-Creative**
Participants can **put exhibition contents** in the virtual pavilion which will be recreated with 3DCG by the Organiser
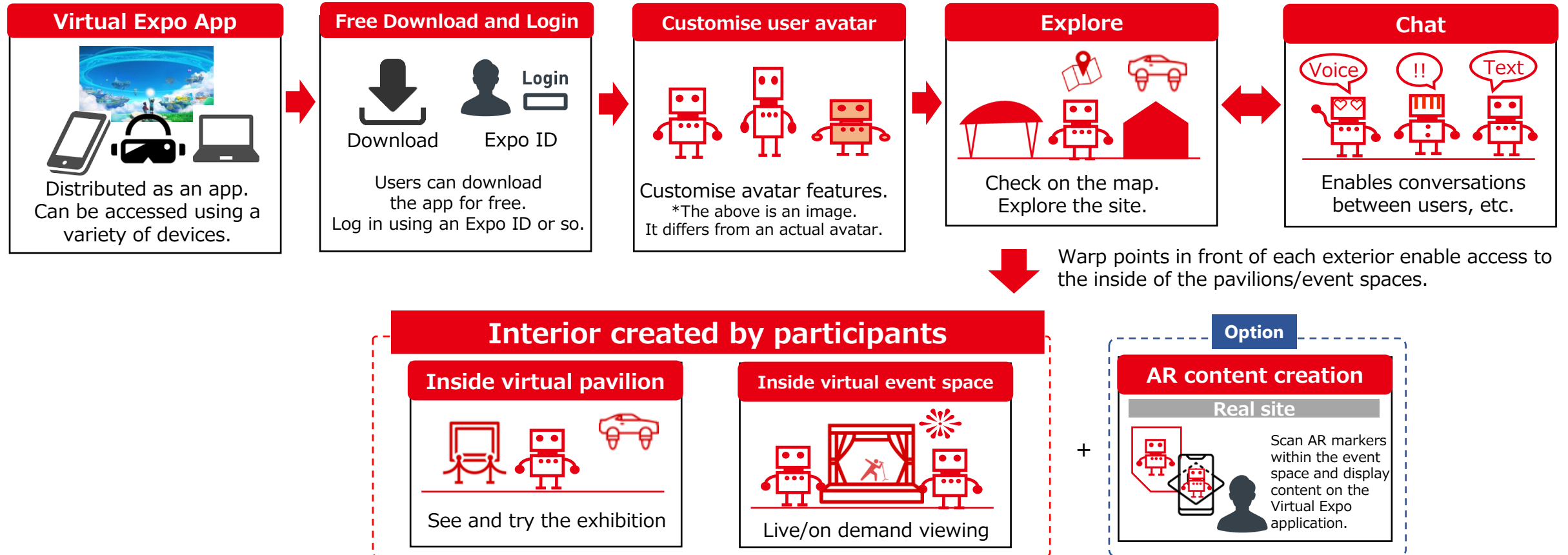
© NTT CORPORATION

Virtual Expo "Yumeshima islands in the sky"

※Check out the site below for the world view of Virtual Expo "Yumeshima islands in the sky"!
https://www.expo2025.or.jp/future-index/virtual/virtual-site/

2

Outline of Virtual EXPO App

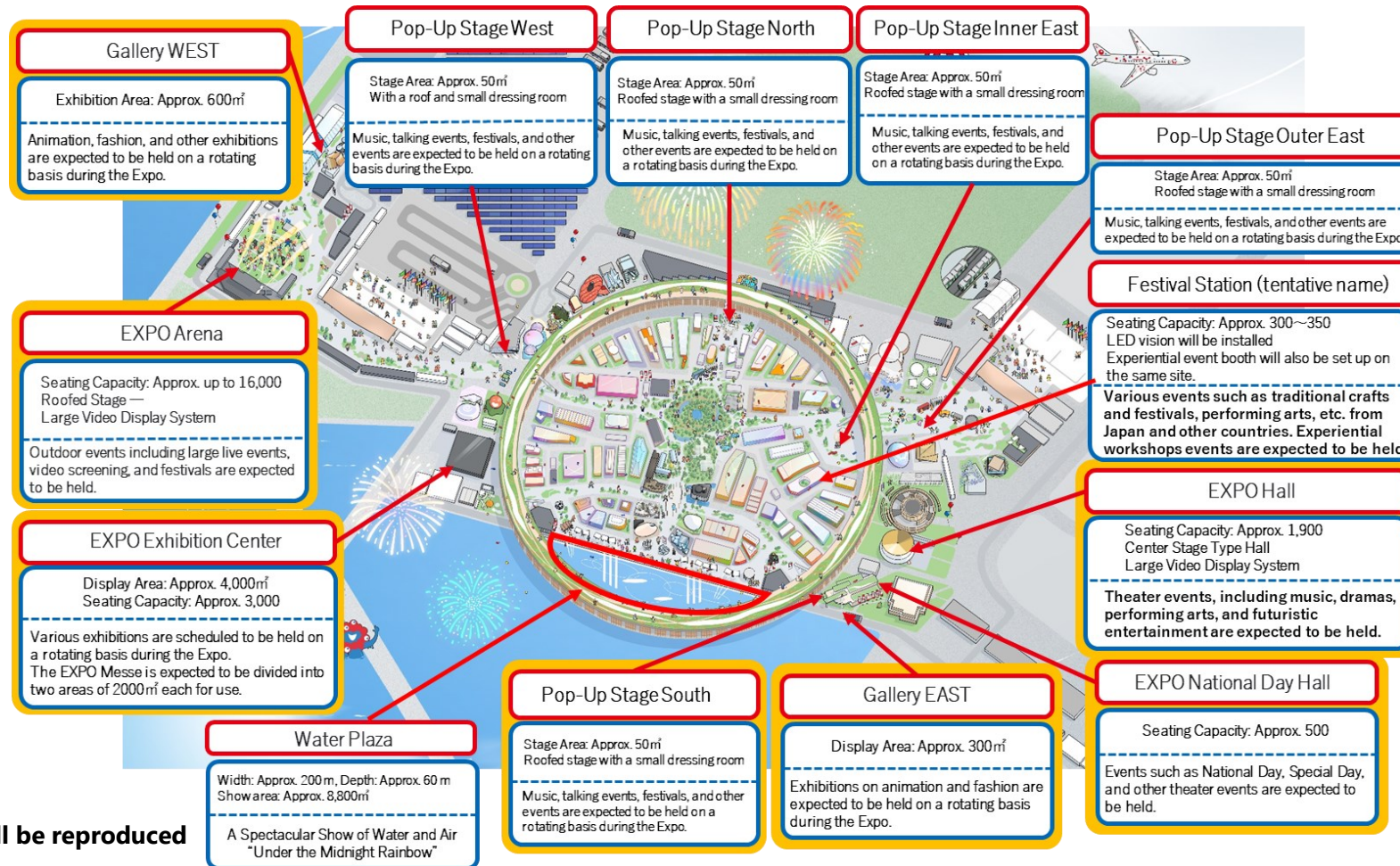**Users can use various functions to enjoy the content while exploring the Flying Yumeshima Islands.**

Virtual Expo App	Free Download and Login	Customise user avatar	Explore	Chat
Distributed as an app. Can be accessed using a variety of devices.	Download Expo ID Login. Users can download the app for free. Log in using an Expo ID or so.	Customise avatar features. *The above is an image. It differs from an actual avatar.	Check on the map. Explore the site.	Voice !! Text. Enables conversations between users, etc.

Warp points in front of each exterior enable access to the inside of the pavilions/event spaces.

Interior created by participants

Inside virtual pavilion	Inside virtual event space
See and try the exhibition	Live/on demand viewing

Option

AR content creation

Real site

Scan AR markers within the event space and display content on the Virtual Expo application.

The exterior of the pavilions is reproduced by the Organiser.
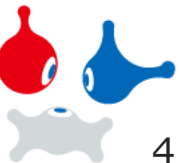The interior is created by the exhibitors/event participants.

*AR content creation is an option for the event participants who will hold event in both Yumeshima Island site and virtual event space.

3

Virtual Event Spaces

Part of the event spaces (seven venues) are reproduced on the virtual expo site.

Gallery WEST
Exhibition Area: Approx. 600㎡

Animation, fashion, and other exhibitions are expected to be held on a rotating basis during the Expo.

Pop-Up Stage West
Stage Area: Approx. 50㎡
With a roof and small dressing room

Music, talking events, festivals, and other events are expected to be held on a rotating basis during the Expo.

Pop-Up Stage North
Stage Area: Approx. 50㎡
Roofed stage with a small dressing room

Music, talking events, festivals, and other events are expected to be held on a rotating basis during the Expo.

Pop-Up Stage Inner East
Stage Area: Approx. 50㎡
Roofed stage with a small dressing room

Music, talking events, festivals, and other events are expected to be held on a rotating basis during the Expo.

Pop-Up Stage Outer East
Stage Area: Approx. 50㎡
Roofed stage with a small dressing room

Music, talking events, festivals, and other events are expected to be held on a rotating basis during the Expo.

Festival Station (tentative name)
Seating Capacity: Approx. 300~350
LED vision will be installed
Experiential event booth will also be set up on the same site.

Various events such as traditional crafts and festivals, performing arts, etc. from Japan and other countries. Experiential workshops events are expected to be held

EXPO Arena
Seating Capacity: Approx. up to 16,000
Roofed Stage —
Large Video Display System

Outdoor events including large live events, video screening, and festivals are expected to be held.

EXPO Exhibition Center
Display Area: Approx. 4,000㎡
Seating Capacity: Approx. 3,000

Various exhibitions are scheduled to be held on a rotating basis during the Expo.
The EXPO Messe is expected to be divided into two areas of 2000㎡ each for use.

EXPO Hall
Seating Capacity: Approx. 1,900
Center Stage Type Hall
Large Video Display System

Theater events, including music, dramas, performing arts, and futuristic entertainment are expected to be held.

Water Plaza
Width: Approx. 200 m, Depth: Approx. 60 m
Show area: Approx. 8,800㎡

A Spectacular Show of Water and Air
"Under the Midnight Rainbow"

Pop-Up Stage South
Stage Area: Approx. 50㎡
Roofed stage with a small dressing room

Music, talking events, festivals, and other events are expected to be held on a rotating basis during the Expo.

Gallery EAST
Display Area: Approx. 300㎡

Exhibitions on animation and fashion are expected to be held on a rotating basis during the Expo.

EXPO National Day Hall
Seating Capacity: Approx. 500

Events such as National Day, Special Day, and other theater events are expected to be held.

■ **: Virtual event space will be reproduced**

4

Contents Distribution Formats

Virtual events can be held by using a variety of distribution formats.

Distribution Format	3D Content Exhibit	2D video distribution	8KVR	Volumetric Video	Motion capture free-looking live video streaming	Other (brought in by producer)
Conceptual image of event in virtual site	**3D Content Production**	**Embedded movie**	**360 degree angle camera**	**Special equipment for 3D filming**	**motion capture**	Virtual Expo platform (Virtual Event Hall) → **transition** → Your own platform
Implementation method	Creating freely by the Content Creation support tools	Embedding of video file or video playback website URL	Installation of fixed 360-degree camera in the real event site	Record 3D video in advance and show in 3D at the virtual site	Attach motion sensors to performers and synchronize their movements with avatars.	Methods for connecting to the virtual site will be prepared on an individual basis
Content Creation	Please place your own order and bear the cost. No provider specified					
Distribution support fee※ Specified service provider	Free		Starting from one million yen, and depends on distribution format and period. For more details, please refer to the "Provider and Price List for Virtual Expo Event Facilities (Events participated by general public)"			
Facility fee※ Specified service provider						
Service provider's scope of production (planned)	Virtual site PF operation (equivalent to facility fee)	Virtual site PF operation (equivalent to facility fee)	Distribution support Virtual site PF operation	Distribution support Virtual site PF operation	Distribution support Virtual site PF operation	Expo ID linkage, etc. System connection support (individual estimate)

※Facility fee is for synchronous engines and communication infrastructure.
※Distribution support fee is the cost of using the server, the Content Delivery Network (CDN) and is added for 8KVR, Volumetric Video and Motion Capture distribution formats.

5
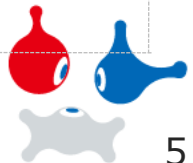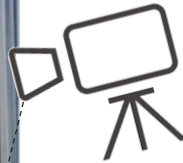
Distribution Image at Virtual Event Spaces

Events held in the physical event space can be live-streamed in the virtual event space.
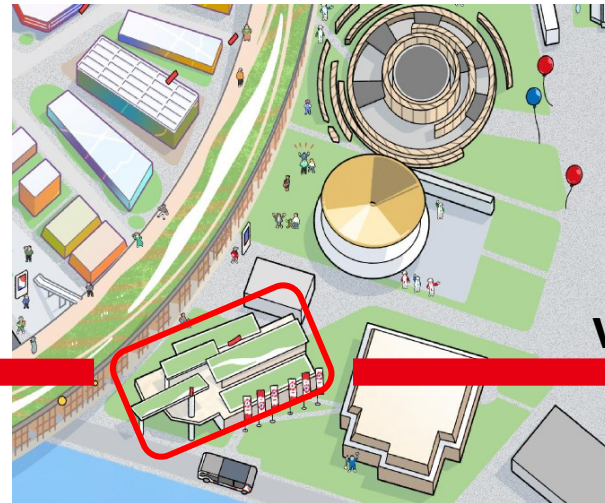
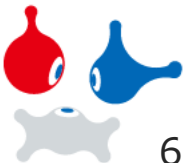**Live Staging**
(in the physical event space)

2D video streaming
(in the virtual event space)

Live feed

Physical event space

Virtual event space

Events "outside" the Yumeshima site can also be live-streamed into the virtual event spaces.

6

Overview of Content Creation Tools

Two types of content creation support tools are available for free

Simplified web-based authoring tool
~ For exhibitors who are building in a specific format ~

- Edit with Web browsers
- Simple object layout interface
- Layout and configuration of prepared materials
- Lighter weight content registration than Unity-based production tools

Unity-based authoring tool
~ For exhibitors who do full-scale production ~

- Edit with UnityEditor + SDK※
- Layout interface of UnityEditor
- Gimmick and movement control by **visual scripting**.
- High-def content registration than the simplified tool

> In general, Unity Engineers can handle this function
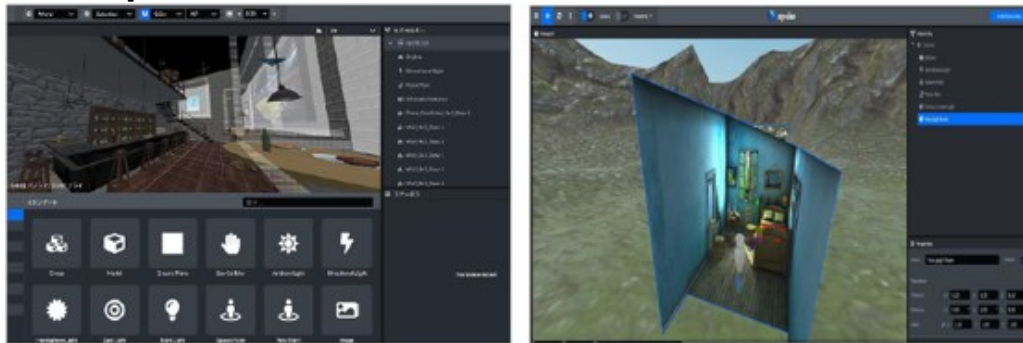
Image of Web version of Simplified Production Tool
*Tools based on the open source "SPOKE BY MOZILLA" (TBD)

**Image of Unity Editor + Visual Scripting**
*SDK : Software Development Kit
*Participants are required to prepare Unity software (paid software).
*Participants must install the SDK, which the Organiser will provide with.

Miscellaneous :We will plan to provide an app for developers to check the user's visibility and experience on the Virtual EXPO app (to be compatible with iOS, Android, PC ,MAC , and HMD).

※"The name "Unity," the Unity logo, and all other Unity trademarks are trademarks or registered trademarks of Unity Technologies or affiliated companies in the U.S. and other countries.

7
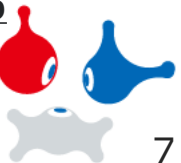
Important Points to Note for Event Participation (1/2)

Please carefully read the following points and apply for Virtual Events.

- **The application period and process**
  Same as that for the event participation at Yumeshima Island (physical) site.

- **Virtual event participating formats**
  You can apply for a virtual event as an option for the events held at Yumeshima Island (physical) site. Applications for standalone events that will be held exclusively at the virtual site are also accepted.

- **Contents Creation**
  The contents (including the interior of the virtual event sites) are to be created by the event participants. （The Organiser will create only the exterior.) The Organiser will offer two types of content creation tools; the Unity-based authoring tool and the simplified web-based authoring tool. For details, please refer to the "Virtual Event Planning and Creation Procedure".

- **Others**
  - After your pre-entry, you will receive an e-mail with a link to a "Virtual Event Planning and Creation Procedure" that will provide you with the information you need to implement virtual event. Please confirm the feasibility of your idea before applying.
  - In the virtual site, priority will be given to assigning the same virtual event space as the one selected in Yumeshima Island (physical) site. However, if the event space selected in the physical site is not the site that is reproduced in the virtual site, you will be able to select a virtual event space listed on page 4.
  - Standalone virtual events are also possible. Please complete the entry using the link provided in the email sent after your pre-entry.
  - Please contact Virtual Expo Operation Centre (virtual-expo-support@expo2025.or.jp) for inquiries regarding virtual event.

8

Important Points to Note for Event Participation (2/2)

Please carefully read the following points and apply for Virtual Events.

● **Expenses**
In addition to the facility fee for the virtual event sites, the distribution fee will be charged for selecting 8KVR, Volumetric Video, and Motion Capture. For more details, please refer to the "Provider and Price List for Virtual Expo Event Facilities (Events participated by general public)" attached to "Virtual Event Planning and Creation Procedure".

**Cost structure necessary for participating in virtual events**
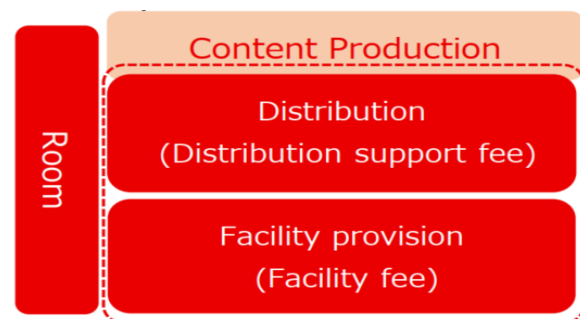
Exhibition event: suitable for implementing general exhibitions at virtual event spaces
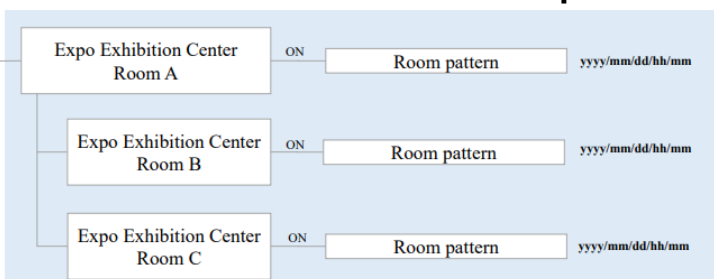
Exhibition events include permanent exhibitions and repeated seminars that are distributed on a screen set up in a virtual event space. Up to three contents can be shown simultaneously (using three rooms), and the maximum number of connections is 1,500 users in total for the three rooms.

Performance event: suitable for conducting time-limited events on virtual event spaces
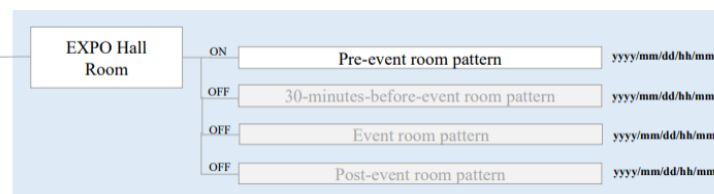
Performance events include time-sensitive events such as live shows that attract a large number of visitors at once. There is only one content that can be simultaneously shown (each room pattern will be shown sequentially). Content can be shown before and after the event, utilising previous room pattern/after the program room pattern, however the maximum number of connections during these time period will be 1,500 users.
*Event sites where multiple events are held in one day are excluded.

● **Evaluation / Selection**
Selection will be based on the same criteria as for the event participation at Yumeshima Island (physical) site.
The timing of notification of evaluation results will be the same as that for the event participation at Yumeshima Island (physical) site.

9