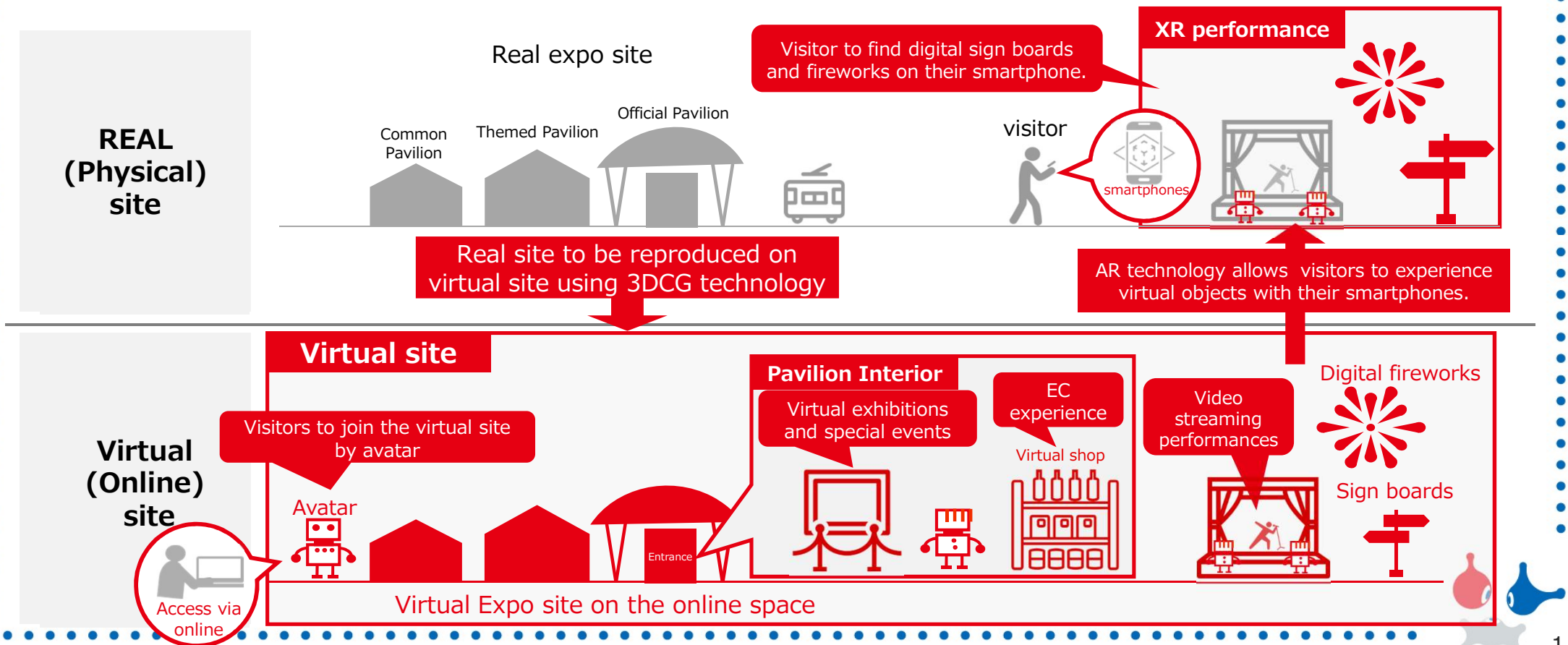# Outline of Virtual EXPO and Virtual Events

Japan Association for the 2025 World Exposition

September 2023

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

Entrance

EC experience

Virtual shop

Video streaming performances

Digital fireworks

Sign boards

Virtual Expo site on the online space

Features of Virtual EXPO 2025

The visual concept is "Yumeshima Islands in the sky". Make the expo more attractive and communicative by utilizing the virtual technology.

■**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 is recreated with 3DCG by organiser

Yumeshima Islands in the sky

Where every life shines

Expo 2025 Osaka, Kansai, Japan Virtual EXPO

Source : NTT

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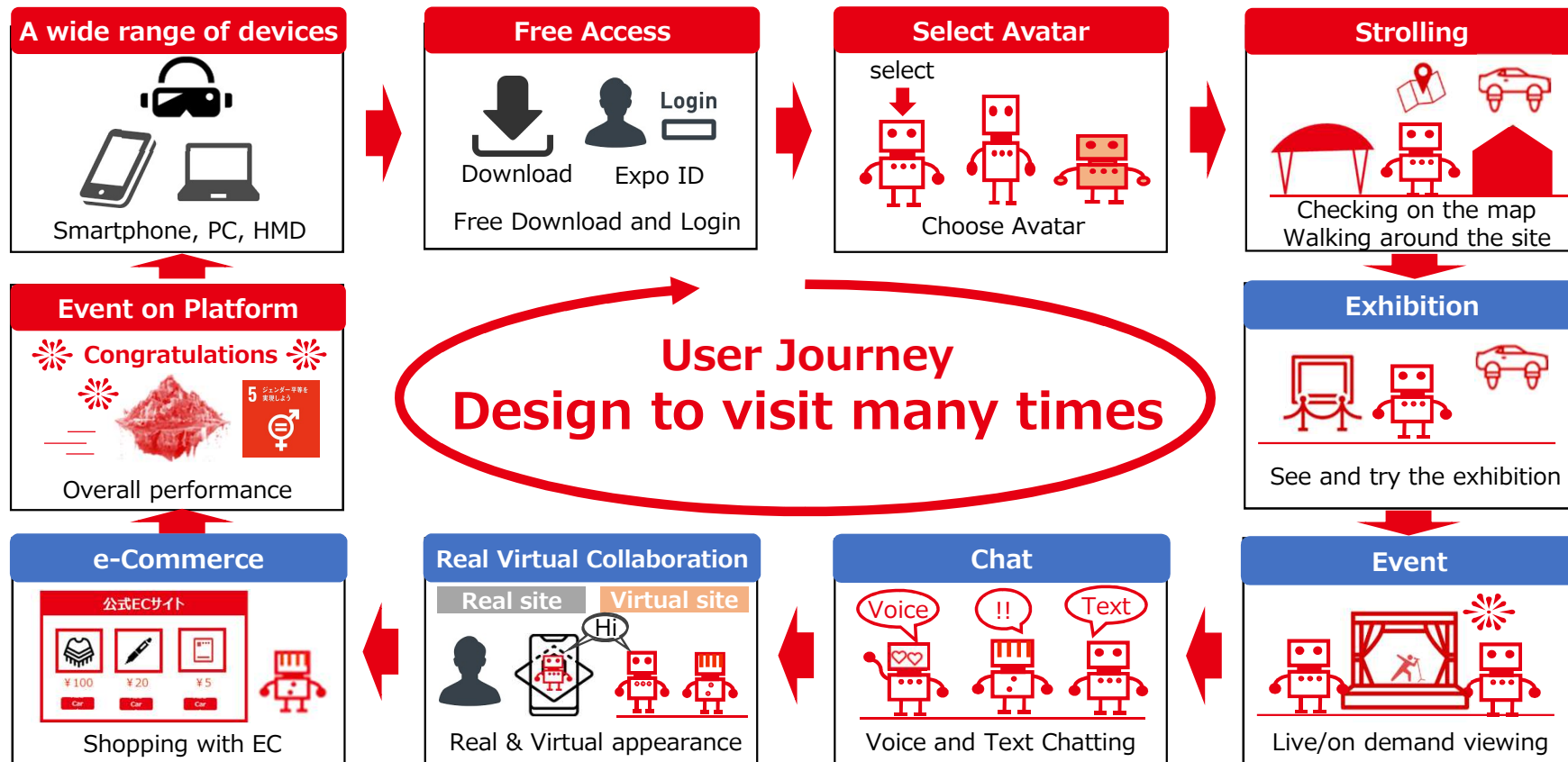
Virtual Event Spaces

Organiser will reproduce some of the event spaces of Yumeshima site on the virtual site (reproduction of the exterior).

Overview of Content Creation Support Tools

Two types of content creation tools will be released in October 2023

Web version simplified 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
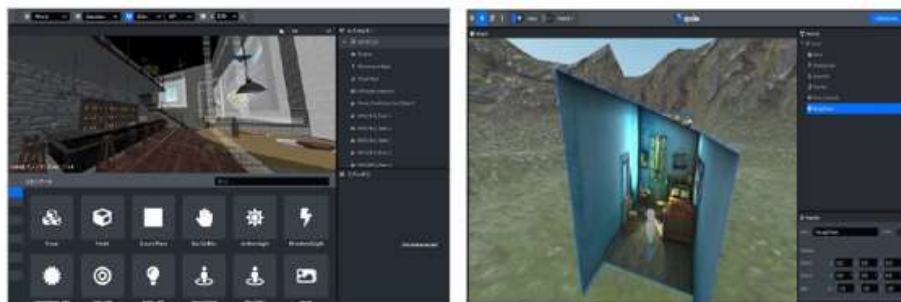- Lighter weight content registration than Unity-based production tools

Image of Web version of Simplified Production Tool
*Tools based on the open source "SPOKE BY MOZILLA" (TBD)

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

In general, Unity Engineers can handle this function

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

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.

<u>Miscellaneous :</u>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).
※"Unity" and Unity logos are trademarks or registered trademarks of Unity Technologies or its affiliates in the U.S. and elsewhere.

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Contents distribution format

**Virtual events can be held by using a variety of distribution format.
The expenses are depending on the format chosen.**

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 (General Public Events)"			
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)	Arrangement, installation and operation of equipment Distribution support Virtual site PF operation	Arrangement of equipment ※Dedicated Studio Filming and editing of video 3DCG interior view production Distribution support Virtual site PF operation	Arrangement of equipment ※Dedicated Studio Filming and editing of video 3DCG interior view production 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.
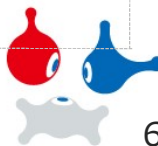
Notes

Please note the following points.

● **Virtual Event Participating Formats**
You can apply for it as an option for the real events, or stand-alone events at the virtual event sites.

● **Eligible event sites**
The virtual event sites that will be reproduced on the Virtual Expo site are Event Hall 1, Event Hall 2, Japanese Traditional Culture Area (Outdoor Small Stage), Japanese Traditional Culture Area (Exhibition Space on the First Floor), Gallery, Messe, and Outdoor Event Space.
※**Small stages are excluded.**

● **Event period**
It will be equivalent to the time slot of the real events.

● **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.) For content creation, the organiser will distribute two types of tools: a Unity-based production tool and a simplified web-based production tool.
For more details, please refer to the "Virtual Event Planning and Creation Procedure".

● **Expenses**
In addition to the facility fee for the virtual event sites (rooms), the distribution support fee is charged if selected 8KVR, Volumetric Video, and Motion Capture.
For more details, please refer to the "Provider and Price List for Virtual Expo Event Facilities (General Public Events)".

● **Others**
・Both the optional virtual event and the virtual stand-alone event can be applied using the same entry form as the real event.
 There is no need to apply individually.
・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 the virtual event. Please confirm the feasibility of your project before applying.

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