

OSAKA, KANSAI, JAPAN

**EXPO**  
**2025**

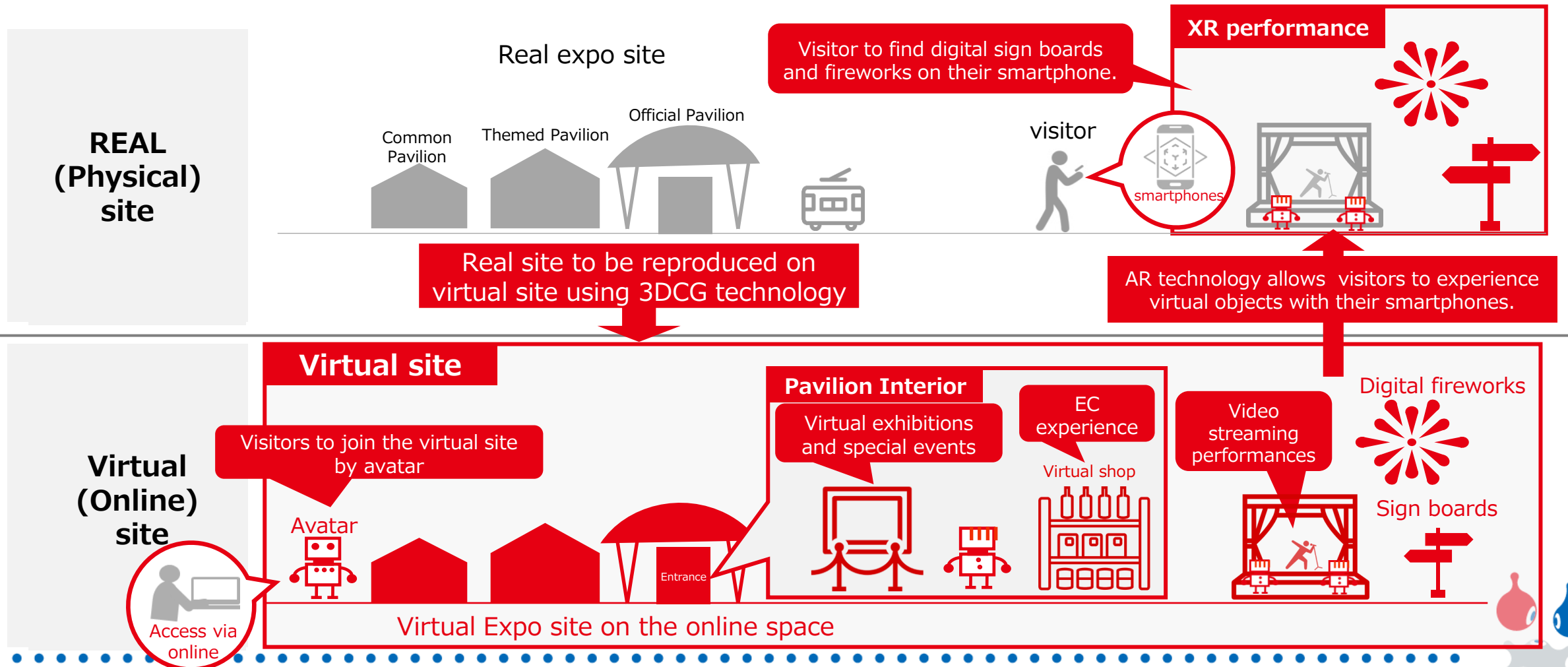
# **Outline of Virtual EXPO and Virtual Events**

**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.



# 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



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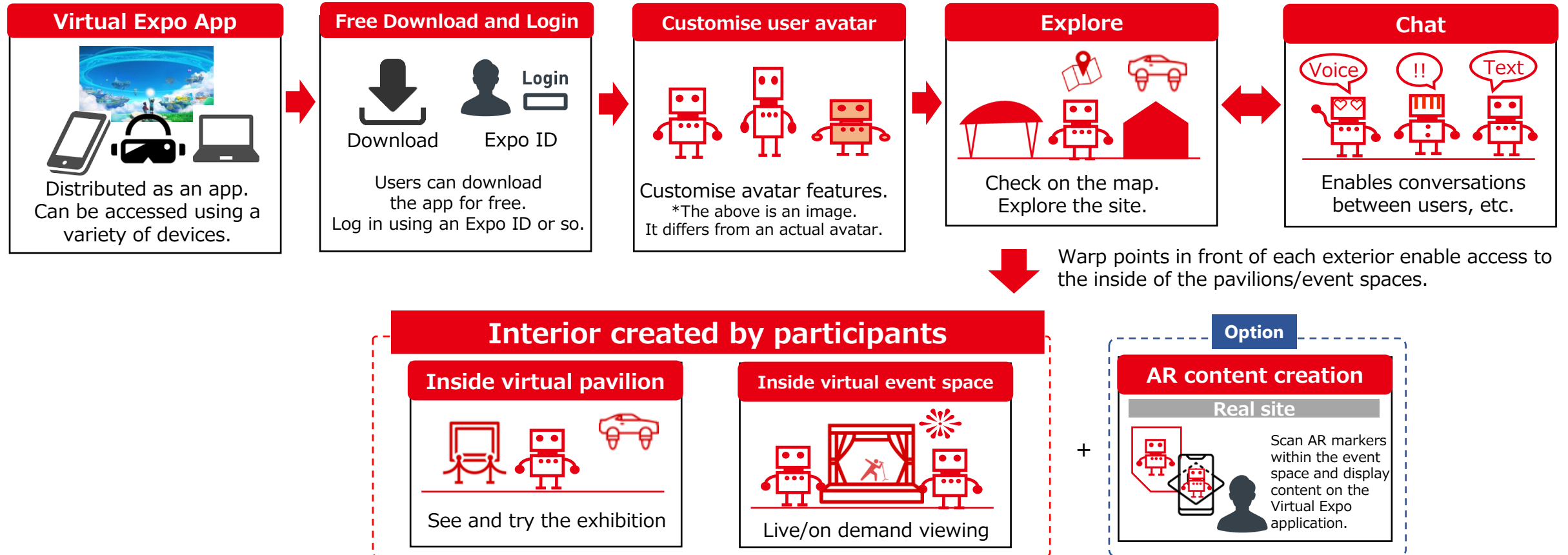
Virtual Expo "Yumeshima islands in the sky"

※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/>



# Outline of Virtual EXPO App

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



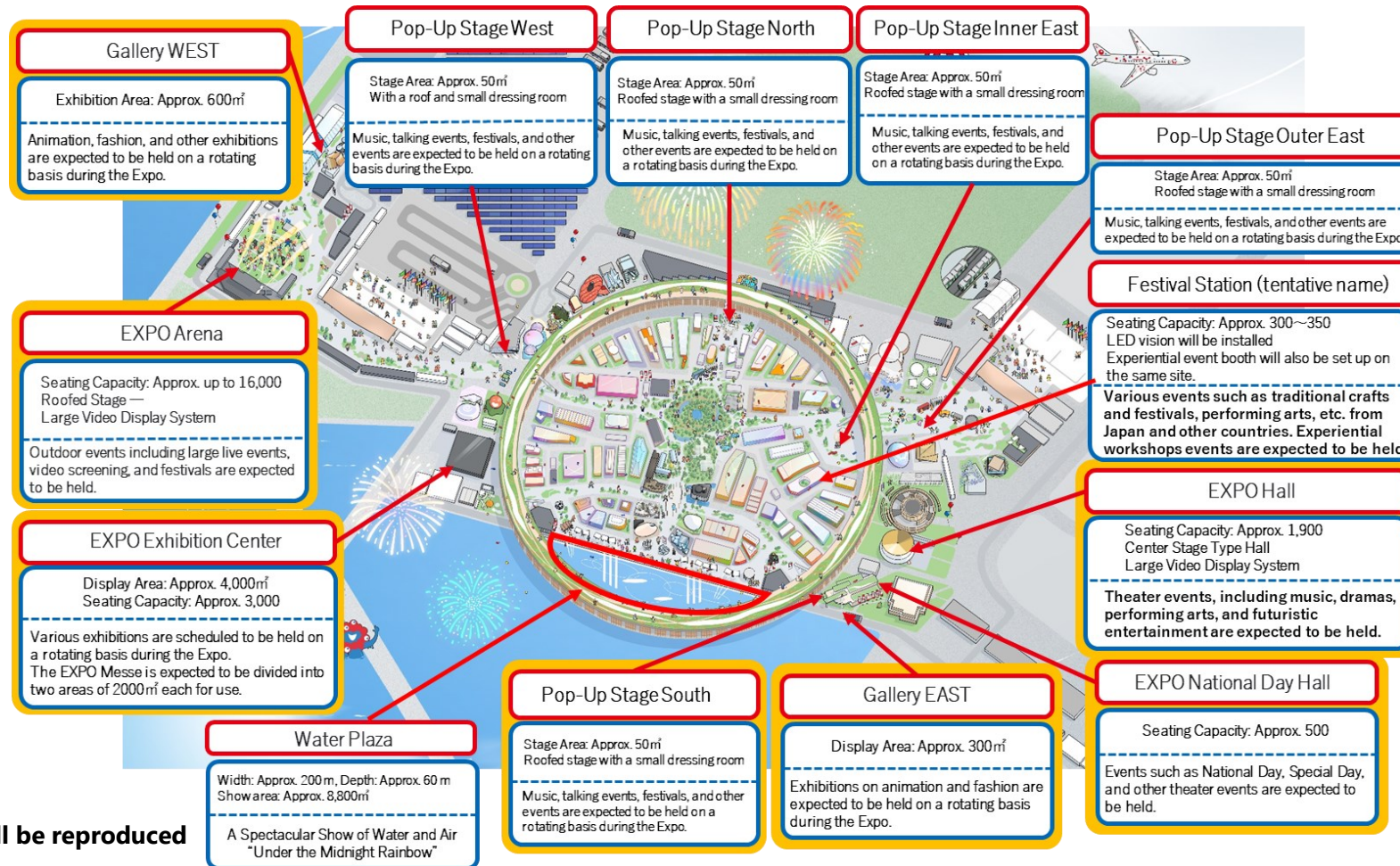
The exterior of the pavilions is reproduced by the Organiser.  
The interior is created by the exhibitors/event participants.

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



# Virtual Event Spaces











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



**Virtual event space will be reproduced**

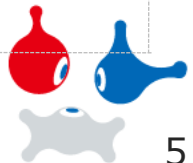
# Contents Distribution Formats

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.





# Distribution Image at Virtual Event Spaces

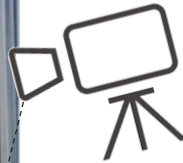
Events held in the physical event space can be live-streamed in the virtual event space.

Live Staging  
(in the physical event space)



Physical event space

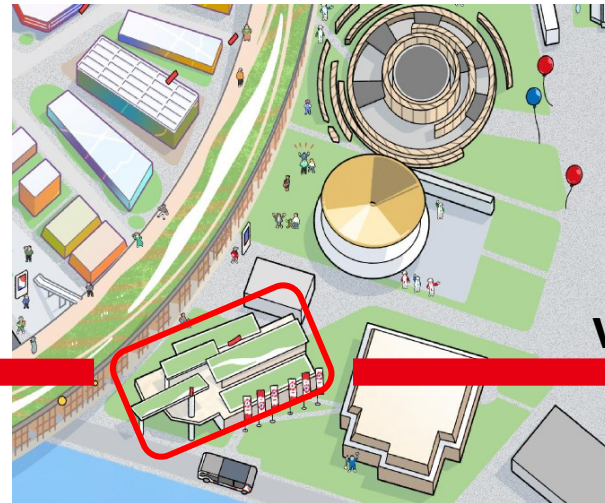
Live feed



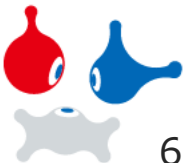
2D video streaming  
(in the virtual event space)



Virtual event space



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



# 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

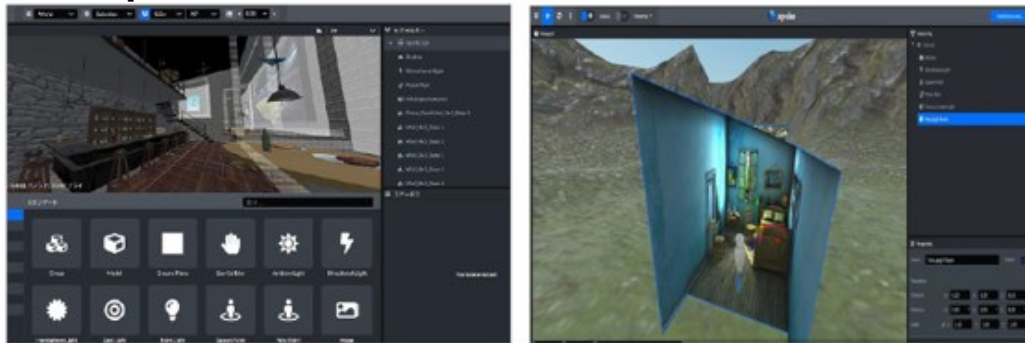


Image of Web version of Simplified Production Tool

\*Tools based on the open source "SPOKE BY MOZILLA" (TBD)

## Unity-based authoring tool

~ For exhibitors who do full-scale production ~

- 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 Unity Editor + Visual Scripting

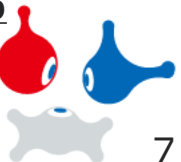
\*SDK : Software Development Kit

\*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.





# 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](mailto:virtual-expo-support@expo2025.or.jp)) for inquiries regarding virtual event.



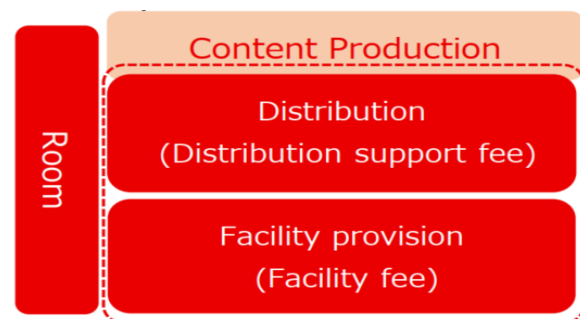
# Important Points to Note for Event Participation (2/2)

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

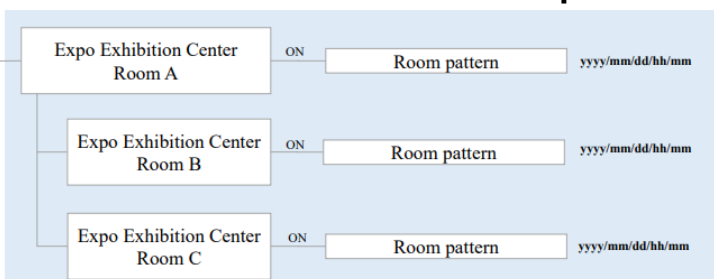
## ● Expenses

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

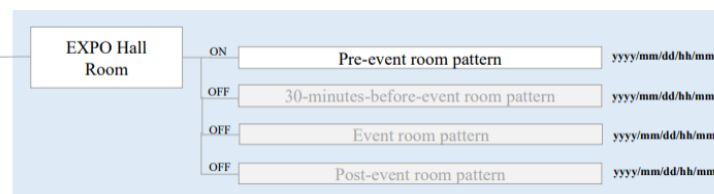


### Exhibition event: suitable for implementing general exhibitions at virtual event spaces



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.