

19, July, 2017
TAIYO KIKAKU co.,ltd.

Release a next generation of entertainment MR content, "HOLOBUILDER™", by using HoloLens※.

TAIYO KIKAKU co.,ltd. a production company mainly producing TV commercials, and HoloLab Inc. engaging in reserch and developoment for VR/AR/MR collaborate and produce a mixed reality content, "HOLOBUILDER™" using Hololens. HoloLens is just-released device in this January, a half month for planning and a month for producing to be quick off the mark in releasing this entertainment mixed reality content in Japan.

■ 「HOLOBUILDER™」 PV

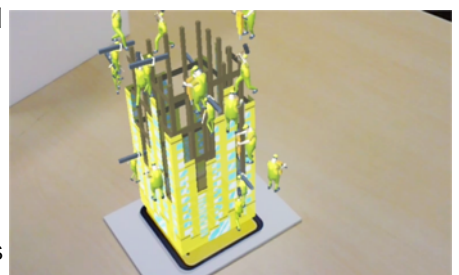
<https://www.youtube.com/watch?v=oXE5XmOVAWI>

■ Press kit Download : <http://xfs.jp/u28pu>



"HOLOBUILDER™", released at Contents Tokyo 2017, eliminates original gesture operating to be able to directly experience distinctive features of MR like spatial mapping and its interactivity.

Symbols are drawn on cards that are markers for HoloLens. You choose one card out of five cards and put it on a table; wear HoloLens and see the marker saying "start", then tiny AR workers pop out all together. They can recognize real objects on a table and avoid them. They even can build a certain product such as a building, a camera, a cake, a plastic bottle or a ship instantly. You can lift it up and see. If you come closer, you can look inside of a product.



HOLOBUILDER™ perfectly fits your needs by changing the symbols on the cards; you can present a structure and mechanism of products by visualizing with this device. In addition, HOLOBUILDER™ enables you to provide entertainment experiences in a variety of ways. We incorporate cutting edge technologies and will create unprecedented digital contents based upon our knowledge and techniques we have developed along the way.



※ HoloLens

HoloLens is a pair of mixed reality smartglasses developed and manufactured by Microsoft.

▲ Take a look inside and you'll see how workers work hard.

< Please contact us at >

TAIYO KIKAKU co., ltd. PR PR@taiyokikaku.com

TAIYO KIKAKU co.,ltd. <http://www.taiyokikaku.com/>

19, July, 2017
TAIYO KIKAKU co.,ltd.

■ STAFF CREDIT

Planning / Direction : Ryo Ihara (TAIYO KIKAKU co.,ltd.)

Produce : Akira Oishi (TAIYO KIKAKU co.,ltd.)
Keisuke Nishina (TAIYO KIKAKU co.,ltd.)

Coding : Keizo Nagamine (Jolly stics)
Takesen Ito (HoloLab)
Akihiro Ueyayama (HoloLab)

Character modeling and animation : Yosuke Yuyama (CROME)
Erika Abe (CROME)

Sound design : Yosuke Kikuchi (Invisible Designs Lab.)
Kiminori Takaki (Invisible Designs Lab.)