

To members of the press

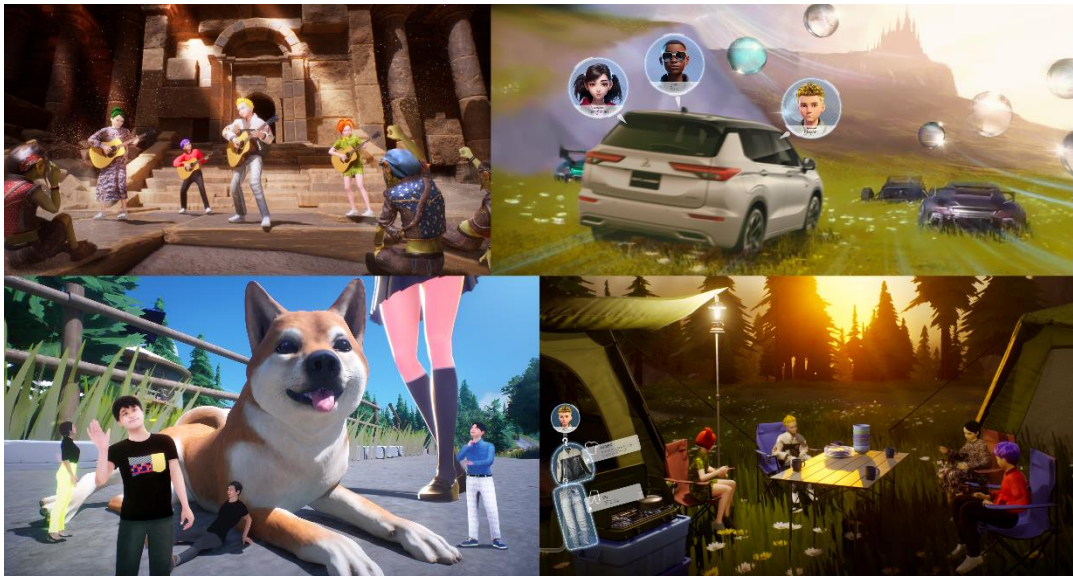
December 14, 2023  
JP UNIVERSE Inc.  
Takenaka Corporation  
TSI HOLDINGS CO., LTD.  
Toppan Inc.  
MITSUBISHI MOTORS CORPORATION  
Sumitomo Mitsui Financial Group, Inc.  
Yamaha Corporation

## **Japan Metaverse Economic Zone “RYUGUKOKU®” Launch of Demonstration Experiments for Experiencing Corporate Products in Virtual Spaces**

JP UNIVERSE Inc. (President and CEO: Hajime Tabata), Takenaka Corporation (President: Masato Sasaki), TSI HOLDINGS CO., LTD. (Chief Executive Officer: Tsuyoshi Shimoji), Toppan Inc. (President and Representative Director: Masanori Saito), MITSUBISHI MOTORS CORPORATION (Representative Executive Officer, President & CEO: Takao Kato), Sumitomo Mitsui Financial Group, Inc. (President and Group CEO: Toru Nakashima), and Yamaha Corporation (President and Representative Executive Officer: Takuya Nakata) announced today that they have launched a demonstration experiment to enable users to experience corporate products and content in the virtual space RYUGUKOKU®, an RPG project born out of the Japan Metaverse Economic Zone concept※1. In this experiment, we will work with partner companies to create a better game/metaverse experience to complement the corporate product experience and verify the technology to incorporate it into virtual spaces.



The world of “RYUGUKOKU®” allows users to participate in adventures with their favorite avatars and to use a variety of real-life products provided by the corporations in their play time. For users, it offers an opportunity to casually experience a company's products and content in the Game and Metaverse worlds, and for companies, it offers an opportunity to engage with new customers by supporting their users' gaming experiences.



These demonstration experiments will not only physically reproduce the company's products inside the space, but also experiment with how they are used and played with, to develop the Game/ Metaverse worlds into a new marketing venue for the companies.

※1 Japan Metaverse Economic Zone: An ecosystem formed by interoperability among different Metaverse services and Metaverse platforms utilizing the open Metaverse infrastructure “RYUGUKOKU®.” On February 2023, JCB Co., Ltd., Mizuho Financial Group, Sumitomo Mitsui Financial Group, Inc., Mitsubishi UFJ Financial Group, Inc., Resona Holdings, Inc., Sampo Japan Insurance Inc., Toppan Inc., Fujitsu Limited, Mitsubishi Corporation and TBT Lab Inc. entered into a basic agreement.

■ Overview of “RYUGUKOKU®” and the various services that comprise RYUGUKOKU

( 1 ) What is “RYUGUKOKU®?”

“RYUGUKOKU®” is an RPG project under development that utilizes the “PEGASUS WORLD KIT®.” In the future, JP UNIVERSE will conduct various demonstration experiments using “RYUGUKOKU®.”



( 2 ) What is the “PEGASUS WORLD KIT®” (PWK)?

PWK is RPG/Metaverse production middleware developed by JP GAMES, a game development studio under the JP UNIVERSE Group. All the functions needed to develop virtual spaces are available. UGC features such as “RIV TECHNOLOGY®,” which allows users to easily create Metaverse spaces from photographs, are also included. For more information, please visit our website.

Website : <https://www.pw-kit.com/>

<About JP UNIVERSE inc.>

Company name	JP UNIVERSE inc.
Representative	CEO: Hajime Tabata
URL	<a href="https://www.jpuniverse.com/">https://www.jpuniverse.com/</a>
Business	Providing a game commerce platform using gamification

<About Takenaka Corporation>

Company name	Takenaka Corporation
Representative	President: Masato Sasaki
URL	<a href="https://www.takenaka.co.jp/">https://www.takenaka.co.jp/</a>
Business	<ol style="list-style-type: none"> <li>1. Undertaking, design, and supervision of architectural and civil engineering works</li> <li>2. Studies, research, surveys, planning evaluation, diagnosis and other engineering and management services for construction, regional and urban development, ocean development, space development, energy supply, environmental improvements, and other projects</li> <li>3. Land preparation and housing construction</li> <li>4. Sales and purchasing, leasing, brokerage, maintenance, management, and appraisal of real estate as well as real estate investment management</li> </ol>

<About TSI HOLDINGS CO., LTD.>

Company name	TSI HOLDINGS CO., LTD.
Representative	Chief Executive Officer: Tsuyoshi Shimoji
URL	<a href="https://www.tsi-holdings.com/">https://www.tsi-holdings.com/</a>
Business	Management of business activities of subsidiaries and group companies and other related activities

<About Toppan Inc.>

Company name	Toppan Inc.
Representative	President and Representative Director: Masanori Saito
URL	<a href="https://www.toppan.com/ja/">https://www.toppan.com/ja/</a>
Business	Information Systems/Lifestyle Systems/Electronics Businesses

<About MITSUBISHI MOTORS CORPORATION>

Company name	MITSUBISHI MOTORS CORPORATION
Representative	Representative Executive Officer, President & CEO: Takao Kato
URL	<a href="https://www.mitsubishi-motors.co.jp/">https://www.mitsubishi-motors.co.jp/</a>
Business	Motor vehicle production and sales

<About Sumitomo Mitsui Financial Group, Inc.>

Company name	Sumitomo Mitsui Financial Group, Inc.
Representative	President: Toru Nakashima
URL	<a href="https://www.smfg.co.jp/english/">https://www.smfg.co.jp/english/</a>
Business	Management and administration of banks and other companies that may be made subsidiaries under the Banking Law, and other operations incidental thereto

<About Yamaha Corporation>

Company name	Yamaha Corporation
Representative	President and Representative Executive Officer: Takuya Nakata
URL	<a href="https://www.yamaha.com/en/">https://www.yamaha.com/en/</a>
Business	Musical instruments, audio equipment, and others

**«For inquiries from the press regarding this release, please contact:»**

JP UNIVERSE Public Relations : [info@jpuniverse.com](mailto:info@jpuniverse.com)

※ This English translation is offered for reference purposes only. In the event of any discrepancies, the Japanese original will take precedence as the primary text.