

## BANDAI NAMCO Group's "NAMJA TOWN x MR Project" Introducing MR(Mixed Reality) Attraction in NAMCO's Theme Park First Adoption of "Microsoft HoloLens" MR Device in Japan's Theme Park<sup>(※1)</sup>

NAMCO LIMITED (Headquartered in Minato Ward, Tokyo. President & CEO: Hitoshi Hagiwara) and BANDAI NAMCO Studios Inc. (Headquartered in Koto Ward, Tokyo. President & CEO: Hajime Nakatani) will start the "NAMJA TOWN x MR Project" to offer a theme park entertainment using the MR (Mixed Reality) technology.

"NAMJA TOWN x MR Project" is to introduce a theme park attraction adopting the latest MR (Mixed Reality) technology that combines the real and digital worlds, for the first time in the NAMJA TOWN in Ikebukuro, Tokyo, Japan. Introducing the "Microsoft HoloLens<sup>(※2)</sup>" MR device in collaboration with Microsoft Japan Co., Ltd, NAMCO plans and operates the theme park, while BANDAI NAMCO Studios will be in charge of development of attractions using the MR technology.

Two new attractions are planned this time in the "NAMJA TOWN x MR Project" – the first being Real · PAC-MAN · Attraction 『PAC IN TOWN』 and the second being Rounding Up Mosquitoes "SMASH!" Operation. NAMCO and BANDAI NAMCO Studios will deliver wonder and excitement to their customers by creating new types of entertainment in the MR category.

[Attraction #1] Real · PAC-MAN · Attraction 『PAC IN TOWN』

[Available from Monday, January 15 through Wednesday, February 28, 2018]

A real-size maze will appear in the NAMJA TOWN. "Microsoft HoloLens" creates a new world of Mixed Reality by imposing holograms on the real world in the screen, in which the players become PAC-MAN and consume cookies in collaboration with others within a limited amount of time, while avoiding ghosts. This attraction emulates the world's popular "PAC-MAN" and lets players immerse into the game.



PAC-MAN™&©BANDAI NAMCO Entertainment Inc.

[Attraction #2] Rounding Up Mosquitoes "SMASH!" Operation

[Available from Saturday, February 10 through Saturday, March 31, 2018]

Explosion! Mosquito Battle, the popular attraction since 1996 when the NAMJA TOWN was opened, has dramatically evolved into a new attraction thanks to the Microsoft HoloLens. In this attraction, players beat off ferocious mosquitoes swarming toward them using the "Shock Wave" by clapping their hands. Very exciting and exhilarating.



※1 Based on NAMCO's research      ※2 Please refer to the attached sheets.

※ Microsoft, HoloLens is a trademark of Microsoft Corporation.

※ All information in this press release is current as of the day of this announcement. Please be aware that all information herein is subject to change without announcement.

About "Microsoft HoloLens"



About "Microsoft HoloLens"

"Microsoft HoloLens" is a Windows 10 based, first self-contained holographic computer, which does not require external devices such as mobile phones or PCs for wireless connection.

"Microsoft HoloLens" creates a new world of Mixed Reality by imposing holograms on the real world in the screen, allowing players to change angles to view objects in the MR space or manipulate digital content at will.

Please refer to the following website for details.  
<https://www.microsoft.com/en-us/hololens>

※The Images were synthesized to show how the device is used.



◆ New Attraction Real · PAC-MAN · Attraction 『PAC IN TOWN』



You can become a PAC-MAN! The new attraction in which you can experience the role of PAC-MAN is available for a limited period.

The world of PAC-MAN  
 (a real-size maze) appears in front of the players, when wearing the Microsoft HoloLens.  
 Try to consume all cookies within a limited amount of time, while avoiding ghosts.

Venue : NAMJATOWN FUKUBUKURO ENNICHII Square  
 Period : Monday, January 15 - Wednesday, February 28, 2018  
 Weekdays : 17:00-22:00 (Last entry 21:30)  
 Weekends and holidays : 19:00-22:00 (Last entry 21:30)

Fee : NAMJA Passport  
 ※There are some limitation depending on the situation.  
 Please refer to the NAMJA TOWN homepage for details  
<http://www.namco.co.jp/tp/namja/>

◆ New Attraction Rounding Up Mosquitoes "SMASH!" Operation



The playing field is FUKUBUKURO Shopping Street. The scaring Amazon mosquitoes have now evolved into even more ferocious new breed, and the players are on a mission to wipe them out as members of the Katori Mosquito Exterminator, wearing Microsoft HoloLens. The peace of this town depends on the players.

Venue : NAMJATOWN FUKUBUKURO 7 Chome Shopping Street  
 Period : Saturday, February 10 – Saturday, March 31, 2018  
 Fee : ¥800 or NAMJA Passport  
 ※There are some limitation depending on the situation.  
 Please refer to the NAMJA TOWN homepage for details  
<http://www.namco.co.jp/tp/namja/>