

## Various Use Cases Utilizing IOWN at Expo 2025 Osaka, Kansai, Japan

**TOKYO—March 21, 2025—**NTT Corporation (Headquarters: Chiyoda Ward, Tokyo; Representative Member of the Board and President: Akira Shimada; hereinafter "NTT"), in collaboration with the Japan Association for the 2025 World Expo and various organizations participating in the Expo 2025 Osaka, Kansai, Japan (hereinafter "the Expo"), will implement future use cases utilizing All-Photonics Network (APN) both within and outside the Expo venue.

- ◆ **One World, One Planet.** (The Japan Association for the 2025 World Exposition)  
During the 184 days of the Expo, every evening after sunset, a spectacular show of light and sound, blending digital and physical elements, will take place as an official event of the Association. By utilizing IOWN, we will support the synchronization of operations for the four-sided LED CUBE, wall projection mapping, and NTT Pavilion signage, enhancing the overall performance.
  
- ◆ **CHO-KABUKI Powered by IOWN** (Shochiku Co., Ltd., DWANGO Co., Ltd., Chunghwa Telecom Co., Ltd.)  
On May 24th (Saturday) and 25th (Sunday), during NTT Day at the Expo, the *Cho-Kabuki "Hanakurabe Senbonzakura Expo2025 ver."* will be performed at EXPO Hall "Shining Hat". This performance will feature the world's first international (Japan-Taiwan) use of IOWN technology, enabling a synchronized performance that brings together performers and audiences from both Japan and Taiwan.
  
- ◆ **10,000 Freude: Beethoven's Symphony No. 9 Performed by a Choir of 10,000 at EXPO 2025** (Mainichi Broadcasting System, Inc.)  
On April 13th (Sunday), the opening day of the Expo, during the event "10,000 Freude: Beethoven's Symphony No. 9 Performed by a Choir of 10,000 at EXPO 2025" organized by Mainichi Broadcasting System, Inc. (MBS), under the direction of conductor Yutaka Sado, IOWN will be used to synchronize the choir of 10,000 people lined up at the Water Plaza and the southern side of the Grand Ring. Additionally, by transmitting the choir's audio and video through IOWN to the MBS broadcasting station, we will enable "remote production," allowing production work to be carried out in a remote environment.

- ◆ Remote Production Environment for Broadcasters (Japan Broadcasting Corporation, Asahi Television Broadcasting Corporation, Kansai Television Co. Ltd., Yomiuri Telecasting Corporation)

During the event, the Media Center at the Expo venue will be connected to the production equipment at the data center via IOWN. This will allow multiple broadcasting stations to connect, enabling the shared use of the remote production environment.

- ◆ “The Touch of Life” – A Sensory Communication Experience utilizing IOWN (Japan Pavilion, Dynamic Equilibrium of Life, Kansai International Airport)

During the event, every day, we will set up the "The touch of Life" (sensory communication) system, which allows the exchange of not only sound and video but also tactile sensations and vibrations. This will enable people to high-five or share the feeling of touch even when they are far apart.

For more details, please visit: [<https://group.ntt.jp/newsrelease/2025/01/27/250127a.html>] (Japanese only)

- ◆ Remote Operation of Agricultural Machinery (Hokkaido University)

From June 5, 2025 (Thu) to June 16, 2025 (Mon), at the Ministry of Agriculture, Forestry, and Fisheries' booth during the theme week "Necessities of Life: Food, Clothing and Shelter," we will support an experience where agricultural machinery located over 1,200 kilometers away at Hokkaido University's farm is remotely operated without any sense of delay, by connecting the EXPO Messe and the farm through IOWN.

- ◆ Autonomous Driving Using ITS Smart Poles (Panasonic System Networks R&D Lab. Co., Ltd.)

To support the safe and smooth autonomous driving of the Maishima Expo P&R Shuttle Bus, sensor data from ITS smart poles installed along the driving route will be processed by a network server connected via IOWN. This marks the first nationwide attempt in the mobility sector\*. The goal is to contribute to the future expansion of ITS smart pole applications, reduction of installation costs, and the widespread adoption of autonomous driving technology.

\*As of March 21, 2025, according to NTT.

- ◆ Warm Sensory Transmission "Remotouch" (Toyota Boshoku Corporation)

A booth offering remote touch therapy will be set up in the reception area of the NTT Pavilion, connected through IOWN. This will enable a therapy experience where the therapist's precise pressure, voice, and facial expressions are transmitted in real-time to both the therapist and the participant, providing a seamless and immersive therapeutic



experience despite the physical distance.

◆ Remote Customer Service "newme" (Seven-Eleven Japan Co., Ltd.)

An avatar robot, "newme," will be installed at the Seven-Eleven store within the venue, with the store and the NTT Pavilion's backstage connected through IOWN. Throughout the event, a remote operator will provide customer service every day, enabling smooth and natural interactions with no delay.

◆ Futuristic Live Viewing (Kobe Storks, One Bright KOBE Corporation)

At the GLION ARENA KOBE (scheduled to open in April 2025), the basketball games of the "Kobe Storks" will be streamed through IOWN, connecting the venue with the Expo site. This will provide a new sports viewing experience, not only with live video but also by utilizing FEEL TECH to share the vibrations of the arena.

### **About NTT**

NTT contributes to a sustainable society through the power of innovation. We are a leading global technology company providing services to consumers and businesses as a mobile operator, infrastructure, networks, applications, and consulting provider. Our offerings include digital business consulting, managed application services, workplace and cloud solutions, data center and edge computing, all supported by our deep global industry expertise. We are over \$93B in revenue and 330,000 employees, with \$3.6B in annual R&D investments. Our operations span across 80+ countries and regions, allowing us to serve clients in over 190 of them. We serve over 75% of Fortune Global 100 companies, thousands of other enterprise and government clients and millions of consumers.

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