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Condominium Sales Center with Cutting-Edge VR/AR Technologies for Experiencing the Best of HARUMI FLAG

HARUMI FLAG Pavilion

Opens Saturday, April 27. *Visits by appointment only.

First sales period scheduled to begin late July.

The ten companies selling built-for-sale units at HARUMI FLAG announced today that they will be opening a condominium sales center, HARUMI FLAG Pavilion, on Saturday, April 27 (*1).

HARUMI FLAG is a project in the Harumi district of Tokyo's Chuo ward that will create a neighborhood for around 12,000 people. It will have 24 buildings on a large, approx. 32-acre (13-hectare) site, including 5,632 residential units, both built-for-sale and rental, and retail properties, along with daycare center, nursing homes and other facilities.

HARUMI FLAG is surrounded by the sea in three directions, offering outstanding views of Tokyo Bay, including Rainbow Bridge, and will have a wide range of facilities to accommodate the lifestyles of multiple generations. Large residences with an average exclusive-use area of approx. 904 ft² (84 m²) (Zone 1) and other units are being developed simultaneously on an open, expansive tract of land. HARUMI FLAG will provide unprecedented new value for Tokyo living.

HARUMI FLAG Pavilion utilizes augmented reality (AR), virtual reality and other cutting-edge technologies to enable visitors to experience the various attractive features of HARUMI FLAG as if they were actually living there. HARUMI FLAG has received approx. 15,000 registrations since the official site opened on October 31 last year, and many people are also making appointments to visit the new sales center. The first round of sales is expected to begin in late July.

*1 Visits are by appointment only and limited to people who have registered.



■ HARUMI FLAG Pavilion: Main Exhibits

<3rd Floor>

◆ PROLOGUE

Since the birth of the Harumi area in the 1930's, it has developed over time while playing many roles. A unique system with projection mapping allows visitors to see and enjoy the changes that have taken place in the district up to the establishment of HARUMI FLAG.



◆ VIRTUAL SCAPE

Cave display provides immersive neighborhood experience

A cave display space, with screens in the front, on the walls to the left and right, on the floor and elsewhere, gives visitors a highly realistic experience of the varied, spacious lifestyles offered by HARUMI FLAG as if they were actually living there.



<2nd Floor>

◆ AR EXHIBITION: TOUCH THE FUTURE

Experience HARUMI FLAG Living with AR & Modeling

AR technology has been incorporated into a large 1/150-scale model. See the overall expansive scale of HARUMI FLAG along with its facilities. Swiping with a tablet device displays the respective animation on the screen, allowing visitors to enjoy HARUMI FLAG as completed, where diverse generations will live.



◆ Five REFERENCE ROOMS (showrooms)

Proposing roomy living spaces

HARUMI FLAG has floor plans that accommodate diverse generations and lifestyles, from 645 ft² (60 m²) to over 1076.39 ft² (100 m²). There are five Reference Rooms at the pavilion where visitors can experience some of the different options available.



106 TYPE



95 TYPE



88 TYPE



73 TYPE



62 TYPE

◆ **VIRTUAL STAGE MIERVA**

HARUMI FLAG simulated with virtual reality (VR) system

Panasonic Corporation’s new spatial performance solution, VIRTUAL STAGE MIERVA, is introduced(*2) to create two spatial performances not found at any previous condominium sales center. VR Dome allows visitors to experience the HARUMI FLAG townscape and common spaces, etc. in the actual 1:1 scale. This VR system makes it possible for multiple people to simultaneously experience, without putting on goggles, the size of the rooms, the height of the ceiling and other features difficult to gauge from design drawings alone. The View Experience Room is a highly realistic spatial performance that simulates the outstanding views, which are constantly changing from morning to night.

*2: HARUMI FLAG is the system’s first commercial application.



◆ **ACTIVE Zone**

HARUMI FLAG’s new brand of Tokyo living

This zone provides straightforward presentations of the area’s appealing features in five areas, including neighborhood creation mechanisms, the new Tokyo BRT transit system, the new “multi-mobility” station, common spaces, facility profiles, courtyard highlights and more.



BORDERLESS Area
(Complete simultaneous development)



NEW MOBILITY Area
(Tokyo BRT – new transit system)



ALL IN TOWN Area
(Community center and common space)



CONNECT TO EVERYONE Area
(Neighborhood management)



LIFE IS PARK Area
(Courtyard highlights)

◆ **SMARTLIFE Area**

A Japan-first Ene-Farm and storage batteries in all units, plus HEMS

This area introduces “smart eco life” at HARUMI FLAG with video and other media, which is achieved with Ene-Farm residential fuel cells and storage batteries in all units, a Japan-first, plus HEMS. The system is made possible through the collaboration Panasonic Corporation and Tokyo Gas, Co., Ltd.



<1st Floor>

◆ **Multi-touch-wall**

Digital touch-panel signage presents the appealing features of HARUMI FLAG

Utilizing a system from Toppan Printing CO., LTD., digital signage allows visitors to learn about the various appealing features of HARUMI FLAG with simple touch-panel operations. CGI video and other tools are used to profile the neighborhood’s buildings and show the features of its facilities and common spaces. There are also profiles of the designers responsible for each area and information on the design concepts employed.



■Overview of HARUMI FLAG Pavilion

Address	2-2-55 Harumi, Chuo-ku, Tokyo
Operating hours	Weekdays: 10:00-17:00 Weekends & Holidays: 10:00-17:00 Closed: Tuesdays, Wednesdays, Thursdays
Tel	0120-863-063
How to Visit	By appointment only. *Appointments can be made after registering on the official site.
URL	https://www.31sumai.com/mfr/X1604/
Access	9-minute walk from Tsukishima Station, 15-minute walk from Kachidoki Station on the Toei Oedo Line 15-minute walk from Toyosu Station on the Tokyo Yurakucho Line



Reference: HARUMI FLAG's Main Features

HARUMI FLAG provides unprecedented new value for Tokyo living through the simultaneous development of an expansive tract of land surrounded in three directions by the sea.

■ A forest and transit station right in the neighborhood

HARUMI FLAG is surrounded by greenery in the middle of the city—it's like living in a park—plus it has a new transit system, Tokyo BRT, and a “multi-mobility” station that supports transportation and makes it easy to get to central city locations and neighboring districts. HARUMI FLAG proposes a new lifestyle for Tokyo—living in nature right near downtown.



■ Outstanding views of the sea

HARUMI FLAG is surrounded by the sea in three directions, and being able to look out over Tokyo Bay and see Rainbow Bridge from your own box seat is one of its unique luxuries. To make sure these outstanding views are in play, the buildings have been situated to ensure that the water and the trees can be seen from every zone.



■ A neighborhood that grows with its residents

With retail and daycare centers, nursing homes, and 51 highly varied common spaces that provide new stimulation and enjoyment, HARUMI FLAG aims to create a neighborhood where people of diverse generations and outlooks can live comfortably and realize their lifestyle ideals.



■ Good for the heart, the body and the Earth

HARUMI FLAG follows universal design principles and accommodates diverse lifestyles with its spacious designs for building common areas and exclusive-use units. The average exclusive-use area (in Zone 1) is approx. 904 ft² (84 m²), which allows residents to live with ample space despite being in the middle of the city and also enables them to flexibly respond to various changes in family makeup and their life stage.



HARUMI FLAG Overall Development Overview

Total development area	1,441,355 ft ² (133,906.26m ²)
Total planned units	5,632 residential upertynits (4,145 units in built-for-sale districts, 1,487 units in rental housing districts (including senior housing and shared housing); also, stores, nursing homes, daycare center (block numbers TBD), and retail pro

Development Overview of Each HARUMI FLAG District

	PORT VILLAGE	SEA VILLAGE	SUN VILLAGE	PARK VILLAGE	Retail property
Main Uses	Rental housings (including senior housings and share houses), nursing homes, and daycare facilities	Residential housings	Residential housings, retail stores	Residential housings, retail stores	Retail property
Location	501, Harumi 5-chome, Chuo-ku, Tokyo	502, Harumi 5-chome, Chuo-ku, Tokyo	503, Harumi 5-chome, Chuo-ku, Tokyo	504, Harumi 5-chome, Chuo-ku, Tokyo	505, Harumi 5-chome, Chuo-ku, Tokyo
Site area	283,092 ft ² (26,300.14m ²)	254,386 ft ² (23,633.20 m ²)	403,014 ft ² (37,441.27 m ²)	378,629 ft ² (35,175.79 m ²)	122,233 ft ² (11,355.86 m ²)
Number of buildings	4	5	7	7	1
Number of residential units	1,487	686	1,822	1,637	—
Floor(s)	15-17 floors above ground, 1 floor below ground (block-type building)	14-18 floors above ground, 1 floor below ground (block-type building)	14-18 floors above ground, 1 floor below ground (block-type building) 50 floors above ground, 1 floor below ground (tower)	14-18 floors above ground, 1 floor below ground (block-type building) 50 floors above ground, 1 floor below ground (tower)	3 floors above ground, 1 floor below ground
Parking spaces	312	313	831	758	104



Distance to Major Areas



*The distances listed are straight-line distances.