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For immediate release

Tokyo Dome Corporation
Mitsui Fudosan Co., Ltd.

Latest Information on Large-Scale Renovation of Tokyo Dome City
Tokyo Dome City Visions now in full-scale operation, featuring a unique group of some of Japan's largest leisure facility LED display monitors, including the 122-meter-long Super Ribbon Vision
Adaptive Identity System, Japan's first original image generation system, installed as the standard display
Progress report on upcoming renovation plans for Tokyo Dome City

Tokyo, Japan, August 1, 2023 - Tokyo Dome Corporation is progressing with large-scale renovations on Tokyo Dome City from 2023 to 2024. Renovations will not only include openings of new facilities, but as one aspect of environmental upgrading based on a new landscaping plan, seven large-scale LED displays have been newly set up in Tokyo Dome City and started operating from August 1. Tokyo Dome City Visions, a collection of distinctive, large-scale LED display monitors has been set up along approaches from each nearby station and near plaza spaces to connect to events held at Tokyo Dome and display visual effects. In addition, as the renovations of Tokyo Dome City Attractions and other parts of Tokyo Dome City are underway with the aim of completion in the summer of 2024, the concept is to create a more attractive space with a sense of unity as a neighborhood by fostering a sense of the extraordinary and heightening visitors' expectations, improving comfort during their stay and striving to enhance their mobility.

■LED Display Installations (Tokyo Dome City Visions)

These displays are a collection of large-scale LED display monitors of various shapes and sizes planned for installation throughout Tokyo Dome City, where a range of facilities are gathered. The 122-meter-long Avenue Super Ribbon Vision in particular will create a unique space integrating the natural and digital combined with the adjacent lawn plaza and provide visitors with an array of experience values.

Work has been carried out together with JR East Marketing & Communications, Inc. on the planning, development and design of the transmission system forming the platform for operating these various displays, and digital out-of-home (DOOH) advertising and marketing solutions.

Moreover, using the displays and signage will create vitality and also serve a role as a social base by communicating information during disasters such as the outbreak of a large-scale earthquake, which will enhance disaster readiness and crime prevention functions, as well as enhance attractiveness through local governments cooperating with the community by spreading information and collaborating with Tokyo Dome City Art Project.

[Reference] Tokyo Dome City Art Project (only in Japanese): <https://www.tokyo-dome.co.jp/event/city/events/artproject.html>



Avenue Super Ribbon Vision

Tokyo Dome City has chosen &Form, a visual communication design studio, as a partner to express the diverse experiential images of Tokyo Dome City in a variety of displays of different shapes and sizes with advanced, varied and well-designed images. As the standard display, the Adaptive Identity System was developed and installed as Japan's first original image generation system to create unlimited visual expressions. It is rare anywhere in the world for a company to be able to introduce and operate a design system expressed on such large-scale, expansive displays as these, but we at Tokyo Dome City are able to take the unique identity and world view we have held conventionally and go beyond the boundaries of analog and digital to flexibly adapt to various media, spaces and materials, including printed matter. This system will be implemented in coordination with &Form and aircord, a digital content system development specialist, to decorate the entire facilities with a performance of consistent visual expressions and visual effects that will raise the entertainment aspects of Tokyo Dome City to a new level.

Notable artist Marihiko Hara is in charge of producing the background music to accompany these visual expressions. He has created original, story-like, exquisite music based on field recordings of various sounds collected from Tokyo Dome City and the adjacent Koishikawa Korakuen traditional Japanese garden.

Overview of Newly Established Large-scale Displays

(1) 25 Gate Plaza L-shaped display (2) LaQua Plaza display (3) PRISM HALL tower display (4) Yellow Building ceiling ribbon display (5) Avenue event display (6) Avenue AaMo display (7) Avenue Super Ribbon Vision

* As of August 1, 2023. Additions will be made as needed through to summer 2024.

* Tokyo Dome City refers to the belt-like display over 100 meters long as the Super Ribbon Vision.



25 Gate Plaza L-shaped display



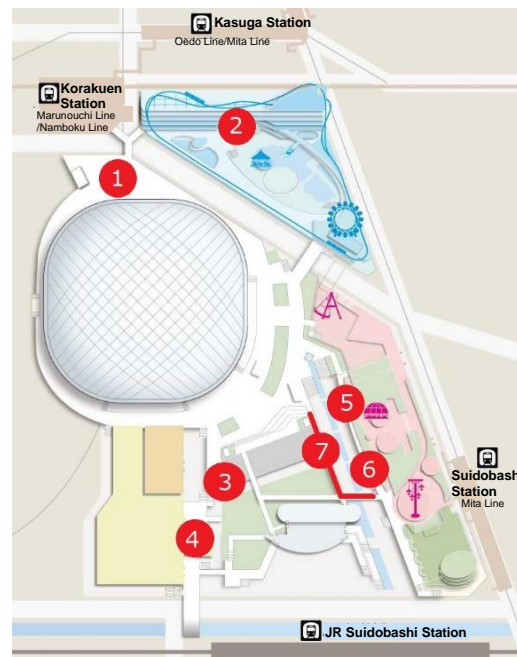
LaQua plaza display



Yellow Building ceiling ribbon display



PRISM HALL tower display



Key Points

- (1) Outdoor advertising displays until now had mainly been in a 16:9 format to easily enable use of footage from other media. However, Tokyo Dome City Visions will not be constrained by any fixed format and instead proactively take on the challenge of providing displays in a variety of shapes to match spaces and buildings to maximize the value of visitors' experiences.
- (2) Leveraging knowledge cultivated over many years of operating an entertainment city, sound and electrical facilities will be set up and spaces created to enable events using all sorts of displays and promotions.
- (3) The Adaptive Identity System, an original image generation system with a variety of design variations that produces images fitting a wide range of image angle sizes to express the unique nature of this constantly changing neighborhood, has been developed and installed. By combining the displays with original background music by Marihiko Hara it is possible to screen positive images and background music at times like, for example, morning commutes to work or school, showing support for the day for passersby in just one of the many years that visual performances can be carried out.
- (4) Regular outdoor advertising displays generally operate in rolls of 6 to 30 minutes per screening, in which pre-determined content is aired in sequence, switching from one roll to another over a period of about one week. However, at Tokyo Dome City Visions will carry out dynamic broadcasting management matching the scenes and atmosphere of the neighborhood at that time on that day by switching between multiple rolls in combination with events being held that day, switching content and sometimes using live footage.

【&Form】

&Form is a visual communication design studio with strengths in decorative, non-transient creative output based on the perspectives and concepts of design, and design consulting for the effective and strategic use of design. It has won many design awards in Japan and overseas.

It has created a visual identity to realize a total design that is comprehensive and consistent with new logos, original fonts, merchandise, signage, video footage and more under the large-scale renovations being carried out at Tokyo Dome City from 2023 to 2024. Original fonts have been developed that can be freely changed in response to the value of various experiences through all sorts and varieties of entertainment, creating an original design system that creates unlimited visual expressions.

Official website: <https://en.andform.jp/>

&Form

【Marihiko Hara】

Marihiko Hara graduated from the Faculty of Education, Kyoto University. He produces chamber music centered on piano, as well as sound works using field recordings and electronic sounds with strength in quiet at the core of his work. He participates in the artist collective Dumb Type. He has been involved in music for such works as “Usagi, nami wo hashiru,” (produced and performed by Hideki Noda), the latest work by NODA MAP, “Deaf Voice A Sign Language Interpreter in Court” (starring Tsuyoshi Kusanagi), a drama planned for screening on NHK in winter 2023, and the memorial ceremony for the Tokyo Olympic Games opening ceremony (the part performed by Mirai Moriyama). He was awarded a Kyoto Prefectural Culture Award, Encouragement Award in 2021.

Official website (Only in Japanese): <https://www.marihikohara.com/>



■Upcoming Renovation Plan for Tokyo Dome City: Better Mobility and Enhanced Comfort During Stays

Tokyo Dome City will be made a place people want to visit, aim to create spaces where they want to stay and renovate outdoor advertising and walkway spaces. As an upgrade to the pathway running north to south, a large stairway will be set up centered around the Super Ribbon Vision and lawn plaza space on the north side to connect to the artificial ground around Tokyo Dome and the Tokyo Dome City Attractions. On the south side walkway between Tokyo Dome Hotel and Tokyo Dome City Hall, a terrace will be set up that enables visitors to enjoy a waterscape while dining or taking a break. This greatly improves mobility between LaQua and MEETS PORT, and has been renovated to become a resort-like space with a sense of bustle and wellbeing. In addition, the walkway between Tokyo Dome Hotel and PRISM HALL that connects from the lawn plaza to Koishikawa Korakuen garden is planned to be equipped with cafes and benches. Also, the walkway will be adorned with artworks and made into a pathway running east to west.

Other efforts to create neighborhoods welcoming to the community include using plants in combination with the flow of people and spaces they stay in and removing some walls.



Renderings of the renovations

■Replacement of Tokyo Dome City Viking Zone Rides

The Viking Zone area of Tokyo Dome City Attractions will be given an environmental upgrade and the attractions renovated. Construction work in this area is scheduled to begin on September 4, 2023 and aims to reopen around the summer of 2024 following a hiatus.

Overview of the Viking Zone Renewal

Attractions finished: Super Viking SORABUNE, Furi Furi Grand Prix, Kids Hacker, Bun Bun Bee
Final day of business: Scheduled for Sunday, September 3, 2023
Reopening: Scheduled for around summer 2024

A campaign providing discounts and gifts to Viking Zone users will be held. Notification of the details of the campaign are planned to be added to the Tokyo Dome City Attractions official website: <https://www.tokyo-dome.co.jp/en/tourists/attractions/>

About Tokyo Dome Corporation

Tokyo Dome Corporation's core business is the management of Tokyo Dome, the home ground of the Yomiuri Giants baseball team, as well as the Tokyo Dome City entertainment areas, comprising Tokyo Dome City Attractions, LaQua, Korakuen Hall, and other facilities. In addition to focusing on developing the appeal of Tokyo Dome City as one of the Tokyo area's leading large-scale leisure facilities and on event planning and operation, the company is also developing the Shop In e-commerce platform, external businesses such as a resort business in Atami, and the contract operation of public facilities and private sports facilities. Renovations encompassing the entirety of Tokyo Dome City will be carried out from 2023 to 2024. Plans to be carried out in sequence include upgrading the landscape design, creation of a Football Culture Creation Hub in collaboration with the Japan Football Association (JFA) and the opening of the IMM THEATER, a new theater to be run jointly with the YOSHIMOTO KOGYO Group.



Mitsui Fudosan Group's Contribution to SDGs

https://www.mitsuifudosan.co.jp/english/esg_csr/

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs. Additionally, the Group formulated the following Group guidelines related to "Realize a Decarbonized Society" and for "Diversity & Inclusion Promotion" in November 2021, and "The Mitsui Fudosan Group Biodiversity Policy" in March 2023. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

References

- Group Action Plan to Realize a Decarbonized Society
<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>
- Formulated Diversity and Inclusion Promotion Declaration and Initiatives Policy
https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/
- Established the Mitsui Fudosan Group Biodiversity Policy
<https://www.mitsuifudosan.co.jp/english/corporate/news/2023/0413/>

* The initiatives covered in this press release are contributing to one of the UN's SDGs.

Goal 11 Sustainable Cities and Communities

