
Mitsui Fudosan Residential Launches Japan's First^{*1} Show Homes Using Mixed Reality^{*2} to Enable a Stereoscopic View of Furniture, Housing Fixtures, and More

New House-Hunting Tool Introduced at Mitsui-No-Sumai Ikebukuro Salon

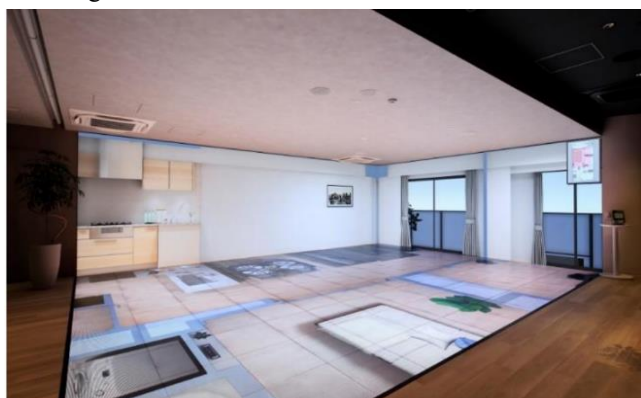
Tokyo, Japan, May 9, 2024 - Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, announced today that it has launched Japan's first show homes utilizing mixed reality ("MR") as a new house-hunting tool. Mitsui Fudosan Residential has thus far used virtual reality^{*3} ("VR") to present show homes on three wall- and floor-mounted LED screens up to 23 feet (approx. 7 meters) wide at Mitsui-No-Sumai Ikebukuro Salon ("the Salon"), a sales base that combines the physical and virtual worlds.

Instead of a physical show room based on a specific plan, the Salon has offered customers a VR environment in which to experience the plan they are considering. However, in the course of presenting these plans and furniture layouts in 2D, Mitsui Fudosan Residential has been considering how to improve these methods to enable customers to more concretely visualize day-to-day life in their potential new home.

Now, it aims to offer customers a new house-hunting tool that enables them to get a more concrete picture of life in a new space and enhances the value of their experience by integrating digital furniture rendered in 3D using cutting-edge MR technology with the Salon's distinguishing VR show rooms.

It will start by introducing this system at the Salon for units currently on sale at PARK HOMES Kamiitabashi, and plans to successively expand it to other properties for which it can be used. For PARK HOMES Kamiitabashi, it will offer three types of VR show rooms so that customers can get a sense of the spatial arrangements, size of the rooms, and so forth on a real scale. Also, images of furniture rendered in 3D using MR will be projected on top of floor plans customers are experiencing. Mitsui Fudosan Residential also envisions using this system (MR) in the future to accommodate all types of floor plans and enable customers to move around virtual furniture by themselves so that they can experience all of the spaces and consider furniture layouts in more detail.

Mitsui Fudosan Residential will continue to deliver products and services that fulfill the needs of diversifying lifestyles based on its "Life-styling x Improving with age" brand concept. At the same time, it will promote the creation of neighborhoods offering safe, secure, and comfortable living and contribute toward creating a sustainable society and attaining SDGs.



(2D) VR show room at the Salon



3D furniture projected on top of a VR show room using MR

Key Points of this Press Release

- **Launching Japan's first show homes using MR as a new house-hunting tool**
- **Integrating 3D furniture with VR show homes using MR to enhance the value of customers' experience**
- **After introducing the system for PARK HOMES Kamiitabashi, plans to successively expand it to other properties in the future**

■ About initiatives at Mitsui-No-Sumai Ikebukuro Salon

Mitsui Fudosan Residential operates Mitsui-No-Sumai salons as sales bases for multiple properties in Nihonbashi, Shinjuku, and Saitama, and opened the one in Ikebukuro as a new sales base serving the central and Johoku areas of Tokyo, and parts of Saitama Prefecture. At the Ikebukuro location, there are no physical show rooms based on specific plans. Instead, life-size VR show rooms centered around the living room are projected onto three floor- and wall-mounted LED screens up to 23 feet (approx. 7 meters) wide to deliver a more accessible, immersive experience by incorporating the physical quality of space in a virtual show room.

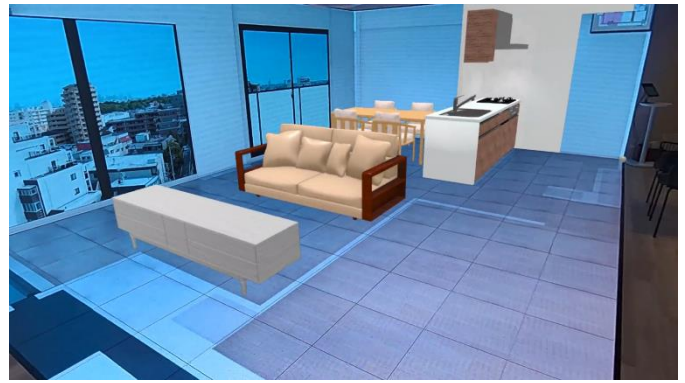
While this has enabled customers to experience the size of the dwelling they are considering on a real scale in 2D so far, realizing MR environments will enable customers to get an even more realistic sense of the size of the dwelling in stereoscopic 3D.

*Previously issued news release about Mitsui-No-Sumai Ikebukuro Salon

<https://www.mitsufudosan.co.jp/english/corporate/news/2023/0622/download/20230622.pdf>



(2D) VR show room at the Salon



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■ About Meta Quest 3

Meta Quest 3 is a MR headset developed by the Reality Labs division of Meta Platforms, Inc. It is the world's first mass-market MR headset. It features revolutionary mixed reality enabling a variety of immersive experiences. The app for projecting furniture, kitchen fixtures, and so forth and computer-generated images of those items onto virtual spaces was produced in cooperation with Panasonic System Design Co., Ltd.



Product image for Meta Quest 3



Meta Quest 3 in use

■ About showings using MR

Showings at the Salon are depicted in the video below (in Japanese).

<https://youtu.be/3kAcz05VJQo>

■ About PARK HOMES Kamiitabashi

(1) Computer-generated rendering of the completed property



(2) Property overview

Location	316-1 Kami-itabashi 2-chome, Itabashi-ku, Tokyo (lot number)
Access	A 6-minute walk from Kami-Itabashi Station on the Tobu Tojo Line
Zoning	Category 1 residential district, neighborhood commercial zone
Structure and scale	Steel-reinforced concrete, 9 floors above ground, 1 floor below ground
Site area	Approx. 46,708.54 ft ² (4,339.37 m ²)
Floor plans	2LDK–4LDK
Private space	Approx. 647.02 ft ² –957.99 ft ² (60.11 m ² - 89.00 m ²)
Units	138 units (136 units subject to regular sales)
Completion	Scheduled for late July 2025
Project operator	Mitsui Fudosan Residential Co., Ltd.
Architect and builder	Haseko Corporation
Official website	https://www.31sumai.com/mfr/X2205/ (in Japanese)

<Notes>

- *1 Based on Mitsui Fudosan Residential Co., Ltd.'s independent survey, this is the first service for presenting show rooms that uses mixed reality (MR) to enable a stereoscopic view of furniture, housing fixtures, and so forth and allow customers to move around virtual furniture.
- *2 Mixed reality (MR) is technology that allows users to experience things that are not actually there from any position or angle by superimposing the virtual over the real world (mixed reality)
- *3 Virtual reality (VR) is technology that allows users to experience environments that are not real but created entirely from virtual images, mainly computer-generated images.

■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

(References)

- Group Management Philosophy and Long-Term Vision
<https://www.mitsufudosan.co.jp/english/corporate/innovation2030/>
- Group Materiality
https://www.mitsufudosan.co.jp/english/esg_csr/approach/materiality/

■ About Mitsui Fudosan Residential’s Carbon Neutral Design Promotion Plan (in Japanese)

https://www.mfr.co.jp/content/dam/mfrcojp/company/news/2022/0315_01.pdf

Initiatives include saving energy by improving the performance and durability of homes and promoting the introduction of renewable energy as well as provision of services that enable tenants to enjoy contributing to the environment through energy conservation and other activities in their daily lives after moving in. In this way, Mitsui Fudosan Residential aims to realize carbon neutrality in both homes and living.

* The initiatives outlined in this release are designed to help address the following two Sustainable Development Goals (SDGs).

