

Apr 23, 2019

## Panasonic Introduces VIRTUAL STAGE MIERVA Offering Futuristic Experience to a Condominium Sales Center of HARUMI FLAG, a New Town to Be Born at the Site of the Athlete Village



Images of spatial performance solution VIRTUAL STAGE MIERVA  
 (Left: Dome type, right: viewing-experience type)

**Osaka, Japan** - Panasonic Corporation is introducing a brand-new spatial performance solution VIRTUAL STAGE MIERVA to the HARUMI FLAG Pavilion<sup>(\*)1</sup>, a condominium sales center of HARUMI FLAG<sup>(\*)2</sup>, a new town to be born at the site of the Athlete Village in Tokyo.

This spatial performance solution is a brand-new VR system that offers a wide-viewing angle and immersive experience by projecting 3D and movie data on a nearly seamless, curved 3D screen. Conventional projection VR systems featuring a wide viewing angle require a large screen to cover their viewing angle so that a large space is necessary.

The spatial performance solution introduced this time has two types: dome type and viewing-experience type. The dome-type solution consists of a screen with a height of 2.6 m, which can fit into a minimum ceiling height for events and exhibitions, and two high-brightness projectors, achieving a wide-viewing angle projection with both vertical and horizontal maximum viewing angles of approximately 180°, which is as wide as the human eye. In addition, the calculation of the view point (position and height) and 1:1 full-scale projection enhance the immersive experience of VR for the customers.

The viewing-experience type solution projects ever-changing views across the Rainbow Bridge from morning to evening to night using four high-brightness projectors and ultra-short focus lenses, instead of enlarged pictures, CG composite photographs, or other static images in conventional show home apartments. To provide more realistic experience, it synchronizes the effects of our lighting devices and produces dynamic moving images. Functional extensions such as producing simulated views from each apartment on a desktop display using real-time rendering technology of 3D data are also available.

Unlike conventional systems that provide a VR experience to a person wearing the goggles, the sales center offers the world of VR that can be shared with families and couples simultaneously by projecting on the screen various 3D data<sup>(\*)3</sup>, such as construction-in-progress HARUMI FLAG streetscapes, courtyards with lush greenery, and shared spaces in the condominium.

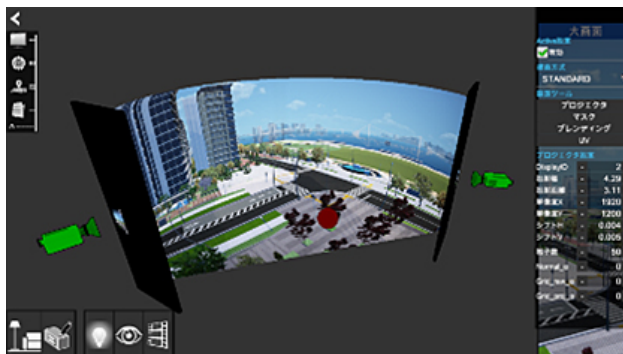
Panasonic will continue to further improve VIRTUAL STAGE MIERVA to enhance the exaltation and satisfaction of customers coming to the sales center, as well as expand its application to urban development and use it to raise space value of offices, facilities, and other non-residential buildings.

Notes:

\*1 HARUMI FLAG Pavilion will be open on Sat., April 27, 2019. Address: 2-55, Harumi 2-chome, Chuo-ku, Tokyo

\*2 HARUMI FLAG is the official name of the Type-I Urban Redevelopment Project in the West Harumi 5-Chome District. The 11 designated construction companies (Mitsui Fudosan Residential Co., Ltd., Mitsubishi Jisho Residence Co., Ltd., Nomura Real Estate Development Co., Ltd., Sumitomo Realty & Development Co., Ltd., Sumitomo Corporation, Tokyu Land Corporation, Tokyo Tatemono Co., Ltd., NTT Urban Development Corporation, Nippon Steel Kowa Real Estate Co., Ltd., Daiwa House Industry Co., Ltd., and Mitsui Fudosan Co., Ltd.) have decided to name the area they are developing "HARUMI FLAG" on October 31, 2018.

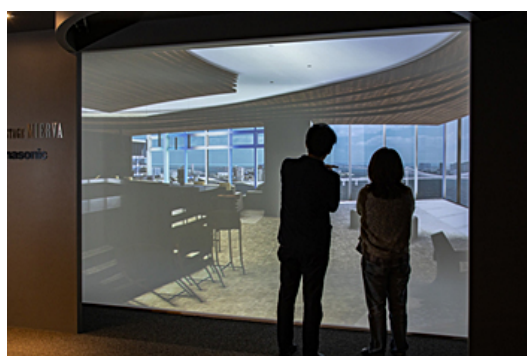
\*3 The 3D data can be used for BIM (building information modeling).



Simulation screen of VIRTUAL STAGE MIERVA



Viewing-experience type of VIRTUAL STAGE MIERVA



Dome type of VIRTUAL STAGE MIERVA

## About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. The company, which celebrated its 100th anniversary in 2018, has expanded globally and now operates 591 subsidiaries and 88 associated companies worldwide, recording consolidated net sales of 7.982 trillion yen for the year ended March 31, 2018. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic, visit <https://www.panasonic.com/global>.

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