



Perfect moments, always



March 17, 2025

JTB Corp.

NTT Communications Corporation.

NTT QONOO, INC.

## **XR-Theater & Cafe JapaDive Osaka to open in GIRAFFE Japan Dotonbori Nakaza Kuidaore Building 5<sup>th</sup> Floor Dotonbori Traveler's Lounge also to open**

JTB Corp. ("JTB", Shinagawa-ku, Tokyo; Eijiro Yamakita, President and CEO), NTT Communications Corporation ("NTT Com", Chiyoda-ku, Tokyo; Katsushige Kojima, President & CEO), and NTT QONOO, INC. ("QONOO", Chiyoda-ku, Tokyo; Seiji Maruyama, President & CEO) will open "XR-Theater & Cafe JapaDive Osaka ("JapaDive Osaka") using XR technology<sup>\*1</sup> on the 5th floor of the Nakaza Kuidaore Building in Dotonbori, Osaka on Tuesday, April 1, 2025. This initiative is designed to contribute to the acceptance of foreign visitors to Japan, which is expected to increase further with the opening of Expo 2025 Osaka, Kansai, Japan and the Osaka IR in 2030. JTB will also open Dotonbori Traveler's Lounge on the same floor to provide a relaxing space for visitors to Dotonbori.

\*1. "XR" is an acronym for advanced technologies such as virtual reality (VR), augmented reality (AR), and mixed reality (MR).



This image is for illustration purposes.

## ■ Background and Purpose of the Service

The number of foreign visitors to Osaka is expected to increase further with Expo 2025 Osaka, Kansai, Japan and the opening of Osaka IR in 2030. While there are many restaurants in the Dotonbori area and visitor satisfaction is high, the number of entertainment facilities and tourist content that visitors can enjoy in the area is limited and needs to be further improved. Therefore, in order to increase the amounts of time and value spent in the area through development of new and attractive entertainment content, we decided to launch a new service that combines the strengths of each company: JTB's business of bringing people, places and possibilities together, NTT Com's Total ICT Business, and QONQ's XR Business.

## ■ XR-Theater & Cafe JapaDive Osaka

JapaDive Osaka is an entertainment facility that uses the "Meta Quest 3" immersive experience device to allow visitors to experience traditional Japanese performing arts and pop culture in a realistic way.



### <Features>

- Experience the charm of Japan anytime, with ease and immediacy.
- Provides an immersive experience that is more realistic than seeing it live.
- Distributes authentic traditional performing arts and subculture content filmed exclusively for JapaDive Osaka


### <Examples of content>

#### ○Traditional performing arts content

Visitors can enjoy Noh (performed by Living National Treasure Bunzo Ohtsuki), Kyogen (performed by the family of Sengoro Shigeyama), Gagaku (performed by Hideki and Norichika Togi), and other traditional Japanese performing arts that we may not be able to access on a regular basis. These traditional performing arts have been meticulously carried on to the present day as part of Japan's rich cultural heritage and are highly valued both in Japan and abroad. Their unique beauty and deep spirituality continue to attract many people as an expression of the essence of Japanese culture.

#### ○Pop Culture Content

Visitors will be able to listen to three songs (A Cruel Angel's Thesis, Idol, and Samurai Heart) performed by Tacitly, a virtual pop vocal character group operated by QONQ featuring strong vocal talent. It consists of characters Lilia, the cheerful and energetic captain of the group, and Ciel, the cool-faced self-proclaimed demon king who aims for world domination.

		
This image is for illustration purposes.		
<b>Gagaku</b>	<b>Noh and Kyogen</b>	<b>Pop culture</b>
<b>1. Performances begin at 0:30PM</b> <b>&lt;Noh,Kyogen and Gagaku&gt;</b>		
	<b>2. Performances begin at 3:30PM</b> <b>&lt;Noh,Kyogen and Pop culture&gt;</b>	

#### <Opening days and service outline>

Opening date: April 1, 2025 (Tuesday) Open 24 hours a day, 7 days a week

Experience fee: From 3,000 yen per performance (tax included, varies by seating type)

Experience time per performance: Approx. 60-70 minutes

(Reception opens 30 minutes prior to each performance.)

Performance program ( 0:30 PM ) Noh, Kyogen, Gagaku

Performance program ( 3:30 PM ) Noh, Kyogen, Pop Culture

(Programs differ depending on the performance time.)

Official website: <https://giraffe-japan.com/xr/> \* Japanese language only

#### <Role of each company>

JTB Corp.	NTT Com	QONOQ
<ul style="list-style-type: none"> <li>•Development and operation of facilities</li> <li>•Promotion and sales</li> </ul>	<ul style="list-style-type: none"> <li>•Construction of ICT infrastructure for JapaDive Osaka</li> <li>•Providing XR-Theater environment</li> </ul>	<ul style="list-style-type: none"> <li>•Utilization of XR Technology</li> <li>•XR Content Development</li> </ul>

#### ■ Dotonbori Traveler's Lounge

With a business concept based on the function of Dotonbori, Osaka, as a port, a place that connects travelers from all over the world with the rest of Japan, we will provide various services to meet the needs of foreign visitors by utilizing the know-how we have cultivated over many years under JTB's vision statement of “Bringing people, places and possibilities together.”



<Example of services offered>

○Sake Tasting Service

A sake tasting experience with two types of sake carefully selected from all over Japan and one premier sake selected according to the season.

○Introduction of Travel Plans for Visitors to Japan

In addition to standard products that cover the major points of interest in each region, JTB will introduce new travel products developed in cooperation with local governments and companies. Various seasonal events are also be held.

<Business days and hours>

Opening date: April 1, 2025 (Tuesday)

Business hours: 11:00 AM - 6:00 PM Open all year round

Price : 2,500 yen / Alcohol (sake tasting set or 2 glasses of beer) + snacks

1,000 yen: Soft drink + snacks

\*Additional drinks are available for an extra charge.

Official website: <https://j-lppf2.jp/welcome-osaka/travelerslounge/> \*Japanese language only

■ “GIRAFFE Japan” on the 5<sup>th</sup> floor of Nakaza Kuidaore Building

With the renovation of the Nakaza Kuidaore Building on Wednesday, March 26, 2025, the 5<sup>th</sup> floor will open as the venue for GIRAFFE Japan, a new entertainment space that offers new experiences combining cutting-edge technology with the heritage of Japanese history and culture. The space will transform into three different concepts at different times of the day, offering new discoveries and surprises with every visit.



Opening hours	Services Overview
11:00AM-6:00PM	Transcending Time and Space with XR! JapaDive Osaka (Operated by JTB) Dotonbori Traveler's Lounge
7:00PM-10:00PM	OSAKA VARIETY ACT SHOW @GIRAFFE Japan (Operated by JTB)
10:00PM-	Revival of "GIRAFFE Japan" nightclub (operated by TryHard Japan Co., Ltd.) Scheduled opening in April

About JTB Corp.

JTB is one of Japan's leading travel solutions providers, offering a diverse range of services and products tailored to meet the evolving needs of its clients. With a rich history dating back to 1912, JTB has consistently adapted and innovated to maintain its position at the forefront of the industry. From individual travel and the promotion of regional tourism to business meetings and sporting events, JTB offers support for a wide spectrum of travel-related activities. Guided by its vision "Perfect moments, always," JTB is committed to delivering personalized experiences to individuals, businesses and institutions worldwide. With a global presence spanning 159 locations across 35 countries, JTB seamlessly connects people, places and possibilities, all while fostering a sustainable future.

<https://www.jtbcorp.jp/en/>

## About NTT Communications

Founded in 1999, NTT Communications provides a comprehensive range of ICT services, leveraging our leading-edge infrastructure and technical expertise. Our solutions span networks, cloud, data centers, applications, security, and AI. In 2022, we became the core provider of enterprise services within the NTT DOCOMO Group. Under the "docomo business" brand, we drive the global-scale transformation of industries by utilizing 5G, IoT, and other advanced technologies. We also support the creation of new workstyles and the digital transformation of local communities.

<https://www.ntt.com/en.html>

## About NTT QONOQ, INC.

We began operations as a wholly owned subsidiary of NTT DOCOMO, INC. on October 1, 2022. We provide a variety of services and solutions to individual and corporate customers using XR, including VR (virtual reality), AR (augmented reality), and MR (mixed reality), with a focus on three pillars: metaverse, digital twin, and XR devices.

<https://www.nttqonoq.com/?lang=en>

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