

## **JTB Launches “Historical Immersion Series” with First Offering “THE BATTLE OF SEKIGAHARA” ~ Aiming to promote sustainable tourism ~**

**Tokyo, Japan, June 04, 2025** – JTB Corp. (Headquarters: Shinagawa-ku, Tokyo; President & CEO: Eijirō Yamakita, hereinafter “JTB”), in collaboration with Sony Marketing Inc. (Headquarters: Minato-ku, Tokyo; Representative Director President : Daisuke Kawaguchi, hereinafter “Sony Marketing”), has begun offering a new sightseeing experience under the "Historical Immersion Series" using the audio AR<sup>\*1</sup> service “Locatone™.” This innovative experience aims to promote tourism DX<sup>\*2</sup> by turning historical themes such as the Sengoku era, castles, samurai, and historical figures into engaging entertainment, while enhancing the attractiveness and revenue of tourist destinations. As the first product in this series, the audio content “THE BATTLE OF SEKIGAHARA” is now available starting June 4, 2025.

Official Site: <https://www.jtb.co.jp/information/immersive/sekigahara> \*Japanese language only

\*1 AR stands for advanced technologies such as augmented reality.

\*2 DX stands for digital transformation.



### ■ Background of this service

In recent years, many tourist destinations have faced challenges in sustaining operations financially. Often, while tourists enjoy strolling or exploring historical sites for free of charge, these activities fail to generate revenue for the region. Additionally, attractive content and facilities sometimes remain insufficiently promoted, resulting in low awareness.

To address these challenges, JTB and Sony Marketing have jointly leveraged the audio AR service Locatone. By combining location-based audio content with sightseeing tours, they aim to create new forms of enjoyment while promoting regional circulation. This initiative is designed to enhance local appeal and support sustainable tourism through DX.

## ■ About “Historical Immersion Series” – Volume 1: “THE BATTLE OF SEKIGAHARA”

The “Historical Immersion Series” offers a historical sightseeing experience using the Locatone audio AR service. Set in the historic battlefield area of Sekigahara Town, it delivers immersive audio AR experiences. As participants explore the historical sites, they automatically hear ambient sounds—samurai dialogue, clashing swords, cannon fire, and horse whinnies—triggered by their location. Sony’s motion-sound technology allows armor effects to play in sync with movement, and users can simulate sword swings by shaking their smartphones. At designated spots, warrior AR characters appear, enabling users to take commemorative photos with them via AR camera. These photos can be shared on social media, helping promote the destination. Altogether, it offers an interactive and immersive experience in the actual battlefield that surpasses traditional walking tours.

Furthermore, the content supports multiple languages to attract inbound tourists. In addition to single-ticket sales, combination tickets including admission to the Gifu Sekigahara Battlefield Memorial Museum are also available, enhancing the overall experience. Future plans include creating audio content for various tourist sites nationwide under the “Historical Immersion Series” and offering package deals with related facilities. Through this initiative, JTB aims to enable domestic and international tourists to deeply experience Japan’s history and culture, achieving both enhanced destination appeal and revenue generation.

## ■ Overview of “THE BATTLE OF SEKIGAHARA”

- Period: From Wednesday, June 4, 2025
- Location: Sekigahara Town, Fuwa District, Gifu Prefecture
- Fee: JPY500 (tax included). A JTB site-exclusive combo ticket (audio AR + adult admission to Gifu Sekigahara Battlefield Memorial Museum) is JPY1,000.
- JTB Website: <https://www.jtb.co.jp/leisure/fp/qKS008608>
- Duration: Approximately 45 minutes
- Languages: Japanese / English
- Delivery Method: Smartphone web browser (iPhone: Safari / Android: Chrome)

## ■ About Locatone

Locatone is a new audio experience service that blends virtual sounds with the real world, powered by Sony’s technology. When you start the content on your smartphone, and visit specific spots, audio and music will automatically play based on your location. By strolling around the city while listening, you can discover new attractions and new ways to enjoy your surroundings.

\* “Locatone” is an application provided by SoVeC Corporation.

\* “Locatone” is a trademark of Sony Group Corporation and/or its affiliated companies.

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