

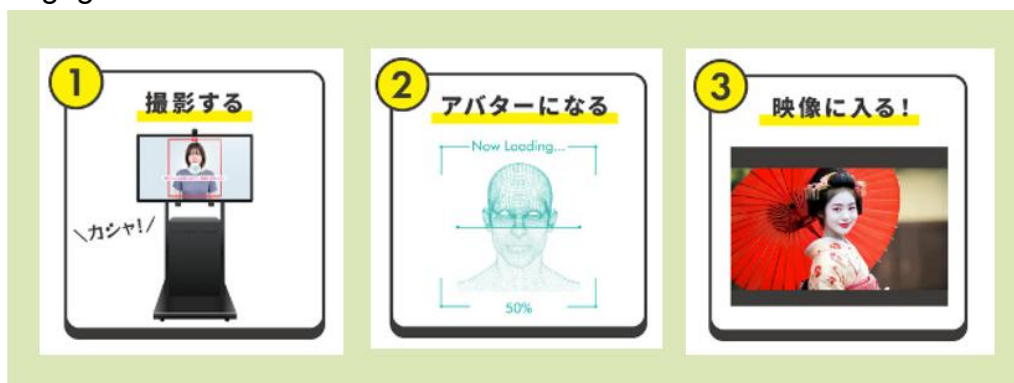
## JTB Launches ‘AVATARIUM Portable’ Avatar Generation Device Digitizing Traditional Photo Stands to Enhance Customer Experience

**Tokyo, Japan, June 04, 2025** – JTB Corp. (Headquarters: Shinagawa-ku, Tokyo; President and CEO: Eijiro Yamakita; hereinafter “JTB”) has partnered with POCKET RD Inc. (Headquarters: Minato-ku, Tokyo; CEO: Atsuya Momikura; hereinafter “POCKET RD”) to launch the AVATARIUM Portable, an avatar generation device designed to enrich tourism experiences. The first installation will be available starting Thursday, June 19, 2025, at Pivot BASE Cafe & Bar @Dotonbori, a tourism exchange hub located in Dotonbori, Osaka.



### ■About AVATARIUM Portable

Developed by POCKET RD, AVATARIUM Portable is an avatar creation device that allows users to instantly generate immersive video content by simply standing in front of the unit. Users can transform into historical figures or step into the worlds of local tourist attractions, experiencing scenarios that would otherwise be out of reach. The system generates content that can be easily shared on social media, helping to organically promote the local area and boost visibility through user-driven engagement.



## ■Background of the Initiative

In recent years, many tourist destinations have faced the challenge of securing sustainable revenue streams. While life-sized cutout photo stands have traditionally offered a fun, free activity for visitors, they typically do not contribute to monetization. Moreover, even destinations with compelling tourist facilities often struggle with effective promotion. JTB and POCKET RD aim to address these issues through the introduction of *AVATARIUM Portable*, offering a new avenue for revenue generation and enhanced promotional capabilities.

## ■JTB's Role

Drawing on its extensive experience in tourism, JTB collaborated with POCKET RD to optimize the user experience—from avatar creation to content delivery. By refining each step of the process, the partners prioritized both ease of use and visitor engagement.

Going forward, JTB will leverage its nationwide network to develop destination-specific content that highlights local features and character. In tandem, the company will implement targeted promotional strategies and diversify distribution channels to support broader adoption and increased user participation.

## ■Future Outlook

JTB and POCKET RD will create original content showcasing local attractions and traditional Japanese culture, such as samurai and kimono experiences. The initiative aims to attract more inbound tourists, enrich their experience, and promote sustainable tourism in each region.

## About Pivot BASE <https://dotonbori-night.com/en/>

**Name:** Pivot BASE Cafe & Bar @Dotonbori

- **Address:** 1F, Nakaza Kuidaore Building, 1-7-21 Dotonbori, Chuo-ku, Osaka 542-0071
- **Features:** Tourist information center, promotional space for municipalities and corporations, café/bar offering soft drinks, alcoholic beverages and vegan meals, and a venue for various events
- **Hours:** Open daily, 11:30 AM – 11:00 PM \*including weekends and holidays

## About POCKET RD

POCKET RD is a startup developing next-generation communication tools using 3D scanning and avatar technology. Its *AVATARIUM Portable* creates lifelike avatars in just one minute—no app needed—offering a quick, engaging experience for users. In 2024, the company received the Tokyo Venture Technology Encouragement Award and is now exploring ways to combine avatar technology with blockchain under its motto, “Making the everyday the global standard.”

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