



Project Overview

Developing technologies for new, ultra-realistic audiovisual experiences

Social Landscape / Social Agenda

The Japanese video and audiovisual industries, including animation, gaming, and 4K and 8K UHD, are world-class, and play a major part in the country's soft-power policies. This area is expected to expand further.

Long-term Vision

Revitalizing domestic industries by creating and promoting new audiovisual technologies to impress and amaze the world

During the Tokyo Games

Bringing spectators greater excitement and wonder while taking the opportunity to showcase Japanese technology to the world

Three Priorities

1 Social Impact

Promoting innovative video technologies and content, leveraging the best of Japanese resources

2 Hospitality during the Games

Applying the new technologies to events in the Games to offer greater wonder and excitement

3 Shared Value

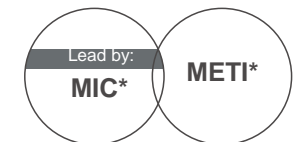
Enabling everyone to share in the excitement of the Games whenever they want, wherever they are

Concept for 2020

Audiovisual Innovation 2020

New ultra-realistic audiovisual experience

Sharing the excitement created by ultra-realistic audiovisual technologies with people around the world



* MIC : Ministry of Internal Affairs and Communications
* METI : Ministry of Economy, Trade and Industry

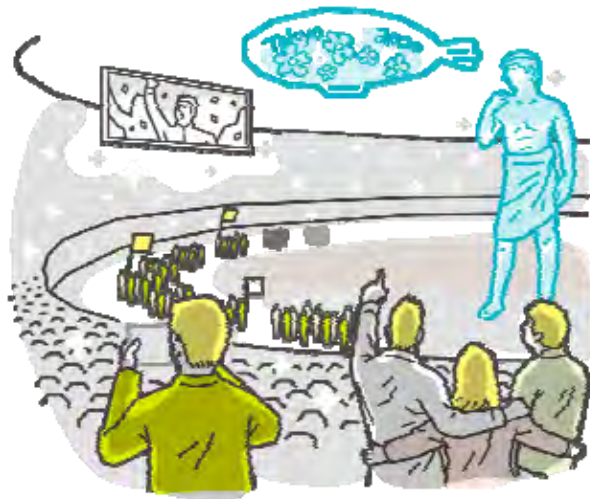


Objective and Conceptualization

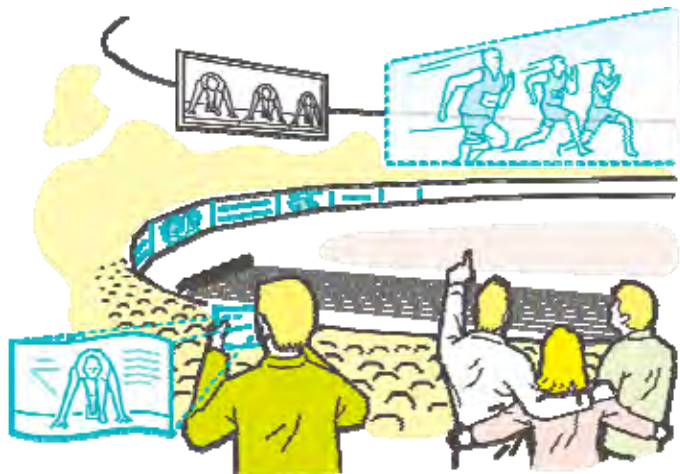
Using innovative audiovisual technologies during the Games for the production and international distribution of the Opening and Closing Ceremonies and Olympic events, to deliver the excitement of the Games while showcasing the best of Japan's technological prowess

Scenario 1 At the Games

Incorporating new audiovisual technologies in the production of the Opening and Closing Ceremonies to make an especially memorable event



Proposing new ways of enjoying the Games using ultra-realistic 3D images and flexible OLED displays



Scenario 2 In Town

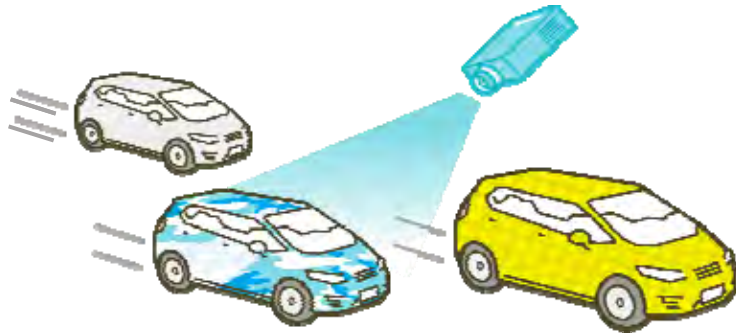
Offering fun and creative ways to watch the Games



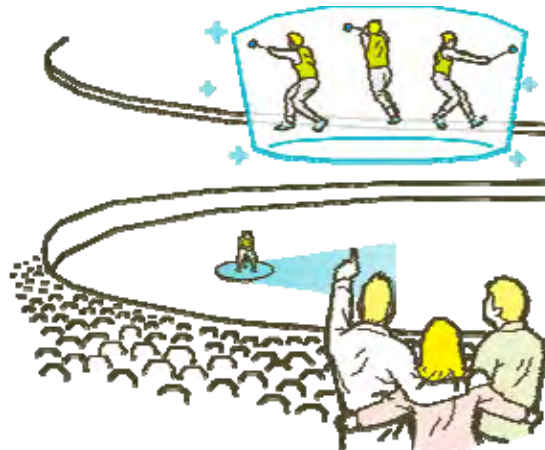


Spatial imaging and projection technologies

Potential real-life applications during the Games



New projection mapping techniques that can project video images onto cars, people, and other moving objects



3D multi-viewpoint projection on curved, large-scale, transparent screens

Next-generation devices for the innovative and creative display of video images



Portable and flexible sheet-type displays



Initiatives and Partners

Initiatives	Cooperating Organizations	Details
Research and Development		
Multi-viewpoint imaging	MIC* (together with private companies incl. manufacturers), Universities and other research institutions	[Spatial imaging and projection technologies] Promoting R&D into multi-viewpoint video (filming, compression, recording, transmission, and display) and new projection mapping technologies to enable manufacturers to develop relevant products to hit the market by the 2020 Tokyo Games
Next-generation projection mapping	MIC (together with private companies incl. manufacturers), Universities and other research institutions	
Interactive sheet-type displays	METI* (together with private companies incl. printing firms and device manufacturers)	[Next-generation devices for innovative and creative display of video images] Developing novel devices to enable various new ways of disseminating information during the 2020 Tokyo Games. Devices include OLED interactive sheet-type displays that are far more lightweight, thin, flexible, and energy-efficient; electronic paper based on printed electronics technology that enables low-cost mass production; and digital signage.
Printed electronics	METI (together with private companies incl. printing firms and device manufacturers)	

Initiatives	Cooperating Organizations
Regulatory and Systems Reform	
Conducting studies into the standardization of video transmission technologies	Relevant ministries, private companies incl. manufacturers

Initiatives	Cooperating Organizations
System Design	
Conducting research into the creation of a video image distribution system	Relevant ministries, private companies incl. manufacturers

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Timeline

