WORLD EXPO
2025
OSAKA
KANSAI, JAPAN
PROGAMME

BRIDGING INNOVATION:
XR IN JAPAN
& UK
WEBINAR
& VIRTUAL BUSINESS MATCHING

In Partnership with METI, Kansai

METI
Ministry of Economy, Trade and Industry

Hosts Introduction

Anne White
Head of International Trade
Thames Valley Chamber of Commerce

Masako Eguchi-Bacon
Head of Japan Desk
Thames Valley Chamber of Commerce

Today's Presenters

➤ **Mark Leaver**
 R&D and Investment Specialist, Creative Industries,
 Department For Business & Trade

➤ **Mana Hisamoto**
 Officer, Service, Media and Content Industries Office Industries Department
 METI (Ministry of Economy, Trade and Industry) Kansai, Japan

XR Company Presenters

➤ **UTSUBO CO LTD** - **Jocelyn Lecamus**
➤ **MEIDANSHA INC** - **Daniel Brown**
➤ **USEYA CO LTD** - **Liam Rouet**
➤ **NEURAL PORT INC** - **Davide Balbinot**

Immersive technologies – quick overview

Bridging Innovation – XR in Japan & UK

Feb 2025

BUSINESS IS GREAT
BRITAIN & NORTHERN IRELAND

Department for Business & Trade

12.5%

AVERAGE COMPANY GROWTH PER YEAR

£1.9bn

TOTAL INVESTMENT FUNDING

dealroom.co

£111.1m

TOTAL INNOVATE UK GRANT FUNDING

2,106

COMPANIES CONSIDERED

31,125

TOTAL EMPLOYEES

£4.4bn

TOTAL TURNOVER

Data City – UK Immersive Technologies Overview Snapshot February 2025

Department for Business & Trade

UK IMMERSIVE

London centred – but concentrations in Manchester, Bristol, Leeds/York, Newcastle, Dundee.

c. 40% companies received some kind of R&D grant

Immersive Technology Network –key industry network: https://iuk.immersivetechnetwork.org/

Strong export market

TRENDS

XR:

Education & Training / Entertainment & Media – largest segments

Healthcare – fastest growth

Emergent Immersive Experience sector:

Experience UK - https://www.experienceuk.org/

Representative of the "experience economy" (£134Bn economy), increasing crossover to immersive

Immersive Experience Network:

https://immersiveexperience.network/articles/immersive-audiences-report-2024/

R&D SUPPORT

Immersive Arts Network: https://immersivearts.uk/
National R&D programme, arts & cultural content focus

CoStar: https://www.ukri.org/councils/ahrc/remit-programmes-and-priorities/convergent-screen-technologies-and-performance-in-realtime-costar/
National Lab at Pinewood, Network Labs at Belfast, Yorkshire, Dundee – not immersive focused but definite tech crossover
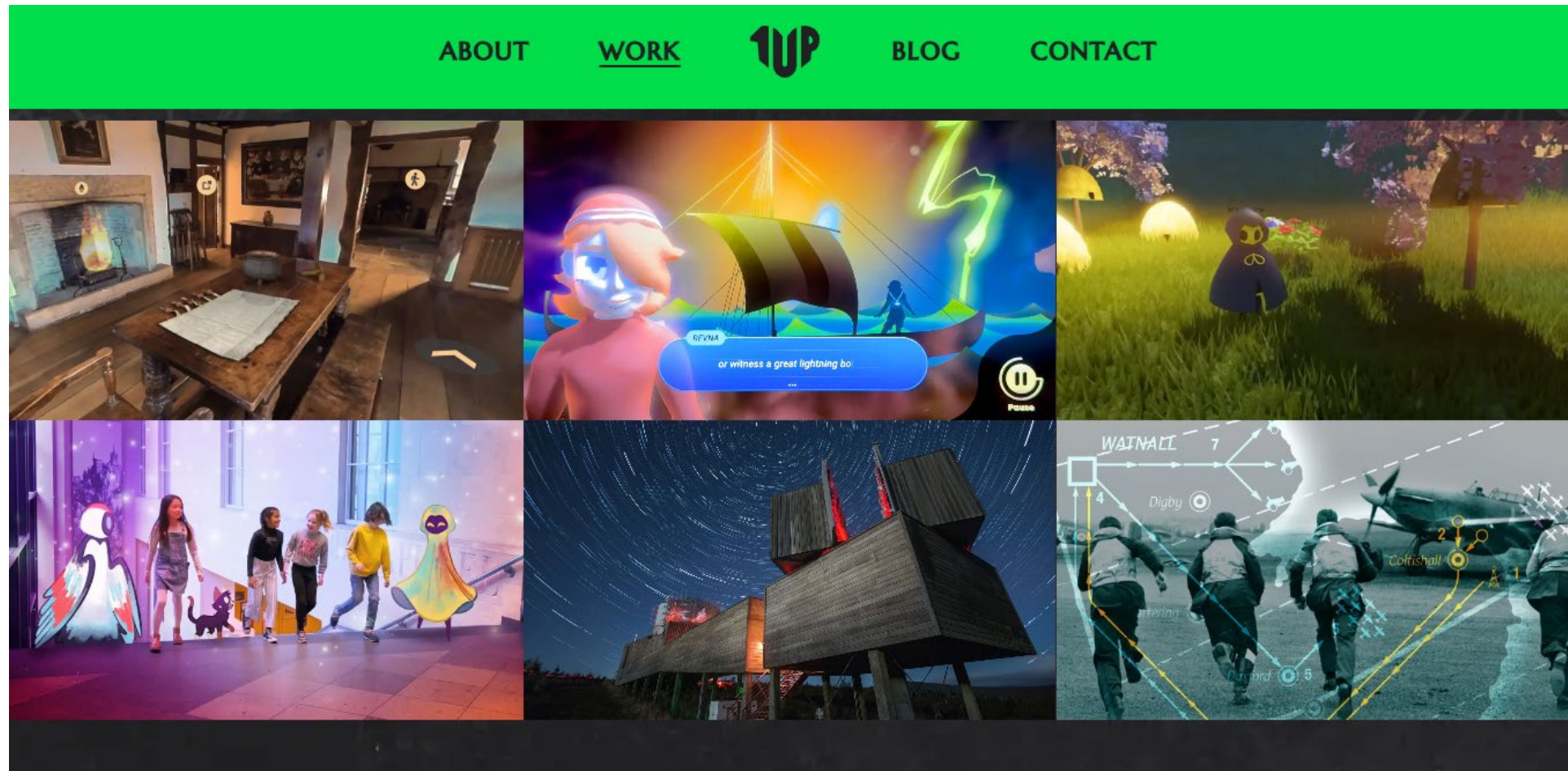
Innovate UK: https://www.ukri.org/councils/innovate-uk/
Creative industries focused R&D application calls

CASE STUDIES – ANAGRAM: https://weareanagram.co.uk/

CASE STUDIES – 1UP STUDIOS: https://www.1upstudios.tech/

Department for
Business & Trade

CASE STUDIES – OUTERNET: https://www.outernet.com/

CASE STUDIES – CONDENSE: https://condense.live/

CREATIVITY IS GREAT BRITAIN

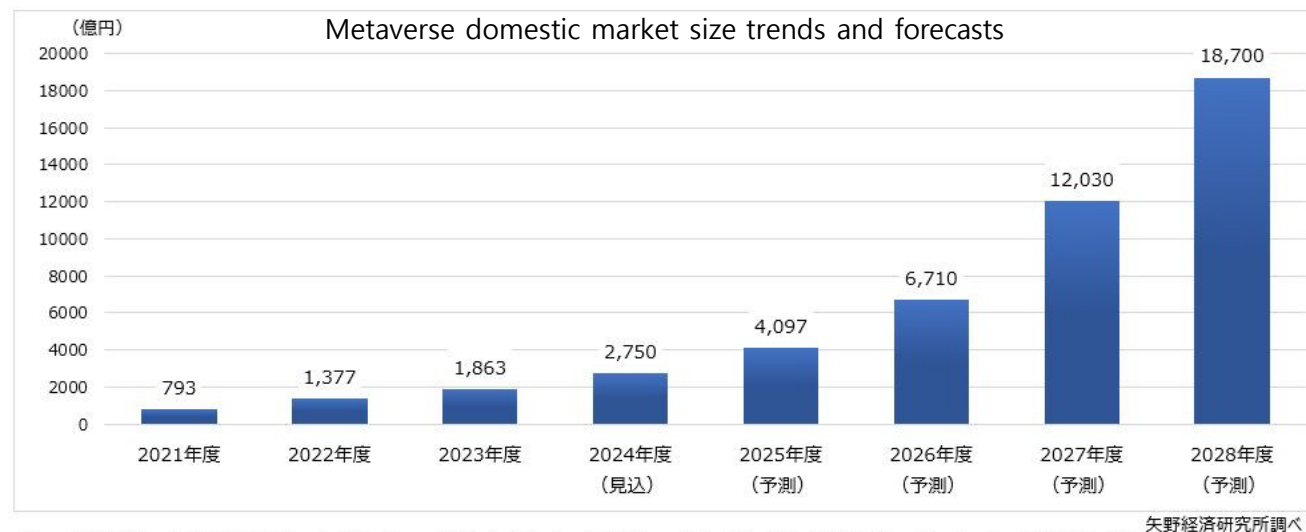# Trends in XR and Examples of Solutions to Social Issues in Japan

February 12, 2025
METI-Kansai
Service, Media and Content Industries Office

The Current State of XR in Japan

- The size of the domestic metaverse market in FY2023 is estimated to be 186.3 billion yen, up 35.3% from the previous year, and is expected to grow to 275 billion yen in FY2024. It is predicted to reach 1.87 trillion yen in fiscal FY2028.

> The domestic metaverse market size (total of metaverse platforms, non-platforms (content, infrastructure, etc.), and XR (VR/AR/MR) devices) in FY2023 is estimated at 186.3 billion yen and is expected to reach 1.87 trillion yen in FY2028.

> From 2023 to 2024, local governments are actively introducing the metaverse, such as through metaverse government offices (a service that allows some government services to be used online) and local revitalization events. In addition, in the industrial sector, specific use cases are becoming widespread in areas such as education, retail, and entertainment, and the metaverse is progressing to a stage where its practical value is recognized in specific fields.

(Yano Research Institute Ltd. The Metaverse Market 2024 (2024/10))

Metaverse domestic market size trends and forecasts

（億円）

2021年度	2022年度	2023年度	2024年度（見込）	2025年度（予測）	2026年度（予測）	2027年度（予測）	2028年度（予測）
793	1,377	1,863	2,750	4,097	6,710	12,030	18,700

矢野経済研究所調べ

Note 1. The market size is the combined value of the metaverse platform, non-platform elements (content, infrastructure, etc.), and XR (VR/AR/MR) devices used in metaverse services.

Note 2. This applies to the enterprise (corporate) metaverse and consumer metaverse and excludes game-only metaverse services.

Note 3. FY2024 figures are estimates, and FY2025 and beyond are forecast figures.

National Trends

- Each ministry and agency carried out study groups and research projects on topics such as the metaverse and Web 3.0.

·**Ministry of Economy, Trade and Industry**
The Research Project on Constructing Web-3.0-Era Creator Economies (2022)
The project clarified legal issues (clarification of issues related to the return of revenue to creators, such as how creators' rights should be defined and to what extent; clarification of rights relationships with secondary creations in mind, and classification of how terms and conditions should be set for platform operators), etc.
Research and analysis project on the future possibilities and issues of virtual space (2021) Regarding virtual space, the project organized the various issues that the content industry will face in the future and examined future prospects.

·**Ministry of Internal Affairs and Communications**
Study Group on the Utilization of Metaverse towards the Web3 Era (from 2022)
Regarding the utilization of virtual spaces such as the metaverse, in order to improve user convenience, provide them appropriately and smoothly, and generate innovation, the study group will organize issues related to information and communications administration, keeping in mind various use cases from the perspectives of user understanding and the digital infrastructure environment.
Study Group on the Realization of a Safe and Secure Metaverse (from 2023)
With a view to the future significant increase in the market size and number of users of the metaverse, the meeting aims to
examine principles based on democratic values, etc. for realising a safer and more secure metaverse for users, and to contribute to international discussions on the metaverse, given that services related to the metaverse will be provided across national borders. The aim of the meeting is to contribute to the international discussion of the metaverse, taking into   account that services related to the metaverse are provided across borders.

·**Digital Agency**
Web 3.0 Study Group (2022)

• **Secretariat of Intellectual Property Strategy Headquarters, Cabinet Office Japan.**
Public-Private Partnership Conference on Addressing New Legal Issues Concerning Content on the Metaverse (2022)

Possibility of Expanding Utilization of XR: Case Studies in Kansai

● XR is being used as a problem-solving tool in various fields

XR for traditional industry
High-resolution 360-degree images and VR gallery of Kiyomizuyaki masterpieces
Asahido Co., Ltd. (Kyoto) and Skeleton Crew Studio Co., Ltd. (Kyoto)

XR for support for school absenteeism

Support for school absenteeism using the metaverse Yuzu Plus Co., Ltd. （Kyoto）

XR for employment training
Virtual Training in Welding
Ima Create Co., Ltd. (Tokyo) and KOBELCO E&M Co., Ltd. (Hyogo)

XR for medical care
VR rehabilitation medical equipment
mediVR Inc. (Osaka)

From the websites of each company 3

Examples of Solutions to Social Problems ①

- The Sabae Chamber of Commerce and Industry operates **Virtual Mall J**, a platform connecting manufacturing regions with the rest of the world. Using this platform as a hub, visitors can experience and purchase products from factories, stores, and other real-life sites of manufacturing that cannot be seen without visiting the site.

- As a project to support the recovery from the Noto Peninsula earthquake, the office has also opened a new Virtual Mall NOTO within the Virtual Mall, which introduces products from business establishments in Ishikawa Prefecture.
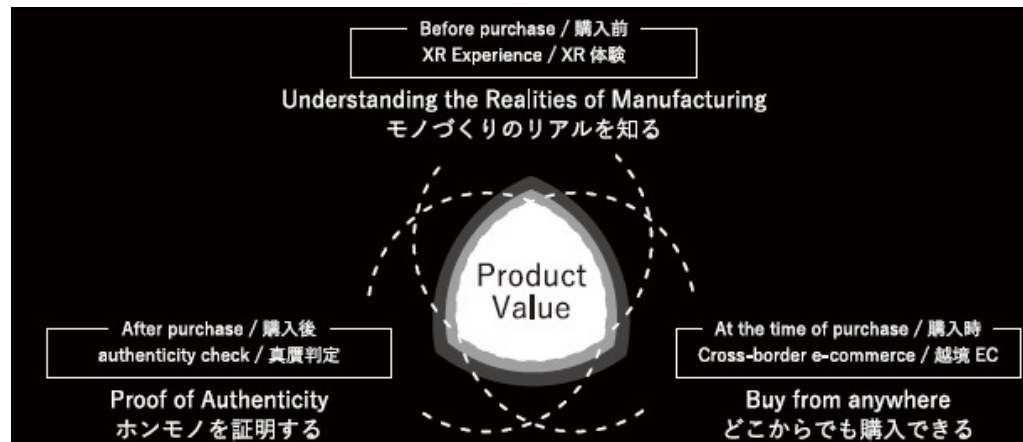
Image credits. The Sabae Chamber of Commerce and Industry
Virtual Mall J: https://madefrom.jp/1

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Examples of Solutions to Social Problems ②

- Pasona Group Inc. and AVITA, Inc. collaborated to **launch the Avatar Work Service** in November 2021.

- The companies are striving to provide new ways of working without regard to age, place of work, or disability, and to create jobs in local communities.

Case studies in convenience stores

Avatar providing interpretation at the G7 Hiroshima Summit.

Image credits. https://smepprd-kansai-meti-gov.note.jp/n/n062742df8b34
AVITA,Inc.: https://avita.co.jp/
Pasona Group Inc.: https://www.pasonagroup.co.jp/

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Examples of Solutions to Social Problems ③

- For children who want to go to school but can't because they are receiving medical treatment, iPresence Co., Ltd. partners with multiple businesses to provide a telepresence avatar robot to enable participation in schools from hospitals and homes.

- In addition, the company is participating in a consortium that is planning a remote expo experience called the **Anywhere Expo** during Expo 2025 Osaka, Kansai, Japan. They plan to implement an initiative that allows children in hospitals to experience the expo venue in real-time through remote technology and interact with the event.

School life participation with a telepresence avatar robot

School

Attend school from your home or hospital with a telepresence avatar robot!

Teleportation !

Hospital   Home

Let's go together
どこでも 万博
Anywhere   Expo

iPresence Co., Ltd.：https://ipresence.jp/
Anywhere Expo：https://www.docodemo-expo.org/

Image credits. iPresence Co., Ltd

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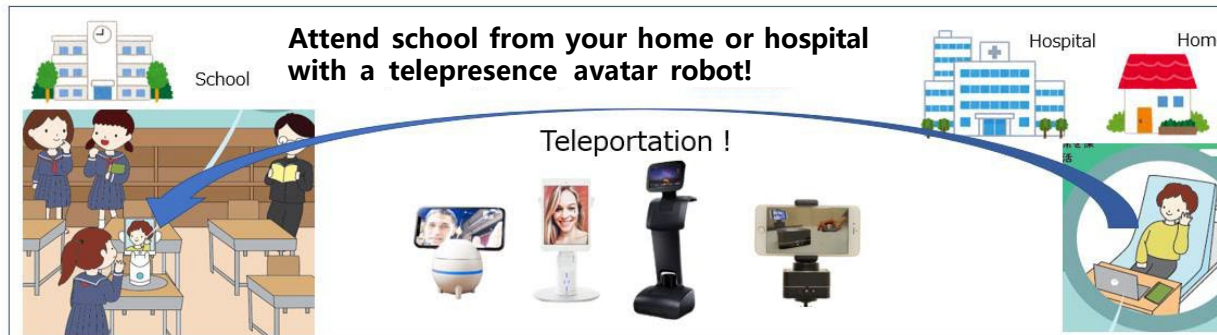
Kansai XR EXPO: Expo on XR and Social Issues

● METI-Kansai has held conferences and exhibitions focused on solving social issues related to regional revitalization, support for people with disabilities, and education using XR.

〈Outline〉
·Dates: January 23, 2025
·Venue: Osaka
·Hosted by METI-Kansai

EXPO ~YUMESHIMA ISLANDS IN THE SKY~

● Expo 2025 Osaka, Kansai, Japan will be the first **Virtual Expo**.

What is VIRTUAL EXPO~YUMESHIMA ISLANDS IN THE SKY~?

VIRTUAL EXPO~YUMESHIMA ISLANDS IN THE SKY~ is the virtual site of Expo 2025 Osaka, Kansai, Japan. Visitors can immerse themselves in the world of the Expo as avatars, navigating pavilions and event facilities that are reproductions of actual buildings, while enjoying unique exhibitions and events developed by each exhibitor—experiences that are only possible in the virtual world. Look forward to a six-month journey where you will travel with people from all over the world and explore a future society for our lives.

Please join us!

Japan Association for the 2025 World Exposition website：
https://www.expo2025.or.jp/en/association/

(For reference)
About the Kansai XR Content Creation Business Directory

- METI-Kansai is promoting the use of XR. As part of the initiative, we have listed 28 content production companies with XR technology in Kansai.

- This list includes the company's strengths, areas of expertise, track records, and examples of their work.

·Kansai XR Content Creation Business Directory

Let's collaborate and explore new markets together!

Thank you for your attention!

Company Profile
Website: https://www.utsubo.com Email:
contact@utsubo.co
Address: 1-13-18 Nishishinsaibashi, Chuo Ward, Osaka 542-0086
Overview：Real-time 3D, Web Development, Web Design,
Metaverse, Consulting, Interactive Installations.

Our Technology & Content

■ Utsubo is a creative studio specializing in 3D real-time experiences, including promotional websites, web metaverses, and interactive installations.
■ We are a major contributor to the new WebGPU engine of Three.js, the leading web 3D library used by companies such as NASA, Google, and Disney.
■ Our technical consulting services help companies optimize and port their web applications to WebGPU. For example, we helped the startup segments.ai in reducing the processing time of a single segmentation operation on a 13-million-particle dataset from 300 ms to just 1 ms.
■ We will showcase an interactive installation of a water simulation inspired by Hokusai's The Great Wave at Expo 2025 in Osaka.
■ Our in-house metaverse engine can display up to 2,000 users simultaneously on a single screen.
■ We have a proven track record of delivering diverse projects internationally, including website creation, AR experiences, and 3D e-learning games, in regions such as Europe and the United States.

Awards
FWA: 10
Awwwards: 7
Webby: Honoree Mention
XR Kaigi Awards 2024 (基盤技術部門)

What we want to do

Purpose:
Utsubo is specialized in creating technically and visually ambitious web projects and real-time interactive installations, helping brands deliver never-before-seen experiences that captivate users. We are skilled at providing consistent support from the concept stage to production, excelling at solving complex technical challenges and promoting innovative 3D web experiences using the latest technologies.

Request:
We seek partners, clients, and developers in the technology, advertising, education, and entertainment sectors, particularly those looking for advanced WebGL/WebGPU expertise or aiming to create impactful interactive experiences. We are also looking to collaborate with strong design companies and interactive installation equipment providers, such as those **developing innovative display screens**.

Advantage:
Since its inception, Utsubo's driving vision has been to continuously push the limits of web technology. With over 10 years of expertise in real-time 3D, from metaverse projects to WebGPU, we deliver solutions that address any technical challenge and bring our clients' ideas to life with unique, immersive experiences.

Embark on New Frontiers of Digital Experiences
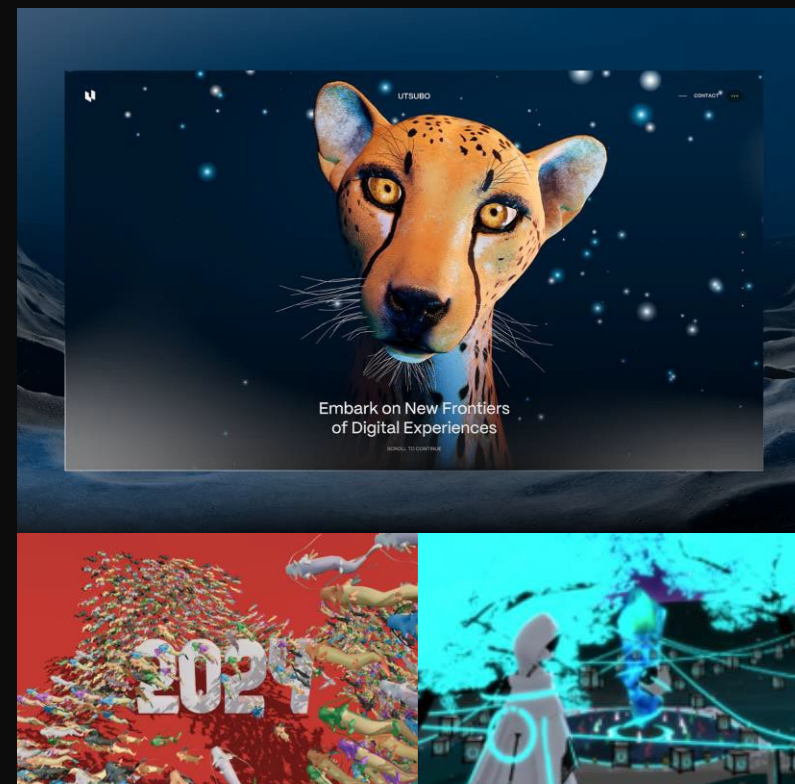
"Explore new frontiers of technology with us to craft the digital experiences of tomorrow."

Utsubo Co. ltd.
Lecamus Jocelyn - ceo

USEYA CO. LTD

Company Profile: Useya Co. Ltd

■ **URL**: https://www.useya.co.jp

■ **Location:** Osaka City, Izumi City

■ **E-mail**: info@useya.co.jp

■ **Business Overview**: Development of XR systems, development of XR software for wearable devices. Operation of a digital share workshop with XR technology for manufacturing.

Business, Technology, and Content

■ In March 2024, we established the Digital Share Workshop UAI (USEYA ADVANCED INDUSTRY) with the goals of creating a " new manufacturing space," achieving the "true DX of manufacturing,"
and "expanding manufacturing opportunities." https://useya.online
■ We have over 10 years of experience in developing XR applications for smart glasses, with more than 50 cumulative projects both domestically and internationally.
■ We own over 30 models of smart glasses compatible with AR/XR and develop applications that operate on each of these devices.
■ VR InteractiveView allows users to easily upload 360-degree photos through a web management interface. Users can create a
photo-realistic VR space where they can move within the 360-degree images, place explanatory texts, and even link products to shopping carts for purchase.
https://vrinteractiveview.com/ja/
<Business Examples and Production Achievements>
Osaka Industrial Bureau MOBIO https://m-osaka.com/jp/exhibitors/ UAI Panorama View
https://useya.io/uai360/panorama.html

Awards
2024.08: Finalist for XR Awards 2024 (Netherlands)
2024.09: Winner of DFA Design for Asia Awards Merit Award (Hong Kong) 2024.09: Winner of the Chief Judge's Award at the JAPAN Metaverse Awards 2024.09: 3rd place in the Industrial Category at the JAPAN DX Player Award

Publications
 CEO Monthly
 https://www.ceo-review.com/issues/issue-10-2024/14/ MOOV Press Vol.39, 40
 https://www.m-osaka.com/jp/moov/40/005208.html

Collaboration Needs

Objective: In Japan, our company has been using smart glasses and XR technology to address challenges in skill transfer and vocational education. As a result, we have succeeded in expanding the base of individuals who can acquire production skills, increasing the number of people with these skills, and contributing to the sustainability of industries and trades. We aim to expand this system solution, which includes aspects of education, skill transfer, and sustainability, on a global scale.

Request: We seek partners who can help expand our unique expertise that combines smart glasses, technology, and manufacturing equipment. This solution is adaptable across a wide range of fields, including manufacturing, tourism, and welfare. We are looking for collaborators who can support the dissemination of vocational education, skill transfer, and industry sustainability in various countries, with capabilities in understanding needs, business development, and localization.

Benefits: We believe that this system and service, which combines smart glasses with XR technology, can enhance the sustainability of industries and businesses facing challenges such as vocational education and succession issues in the UK.

Skill Transfer Hand Movement Tracking Training System

> Let's work together to globally expand our one-of-a-kind social problem-solving system using AI/XR and smart glasses technology!
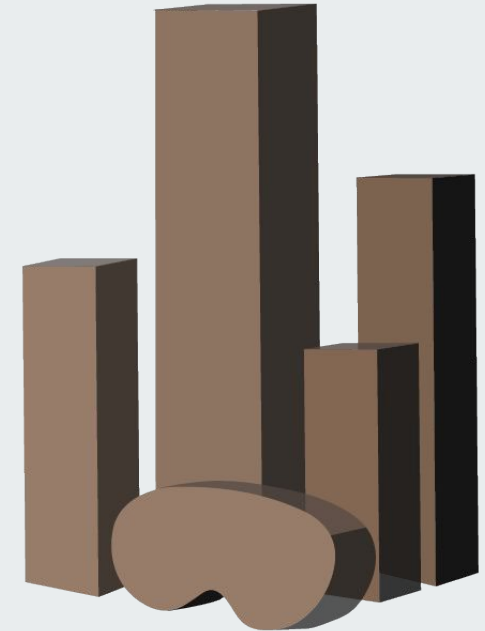
Osamu Oji
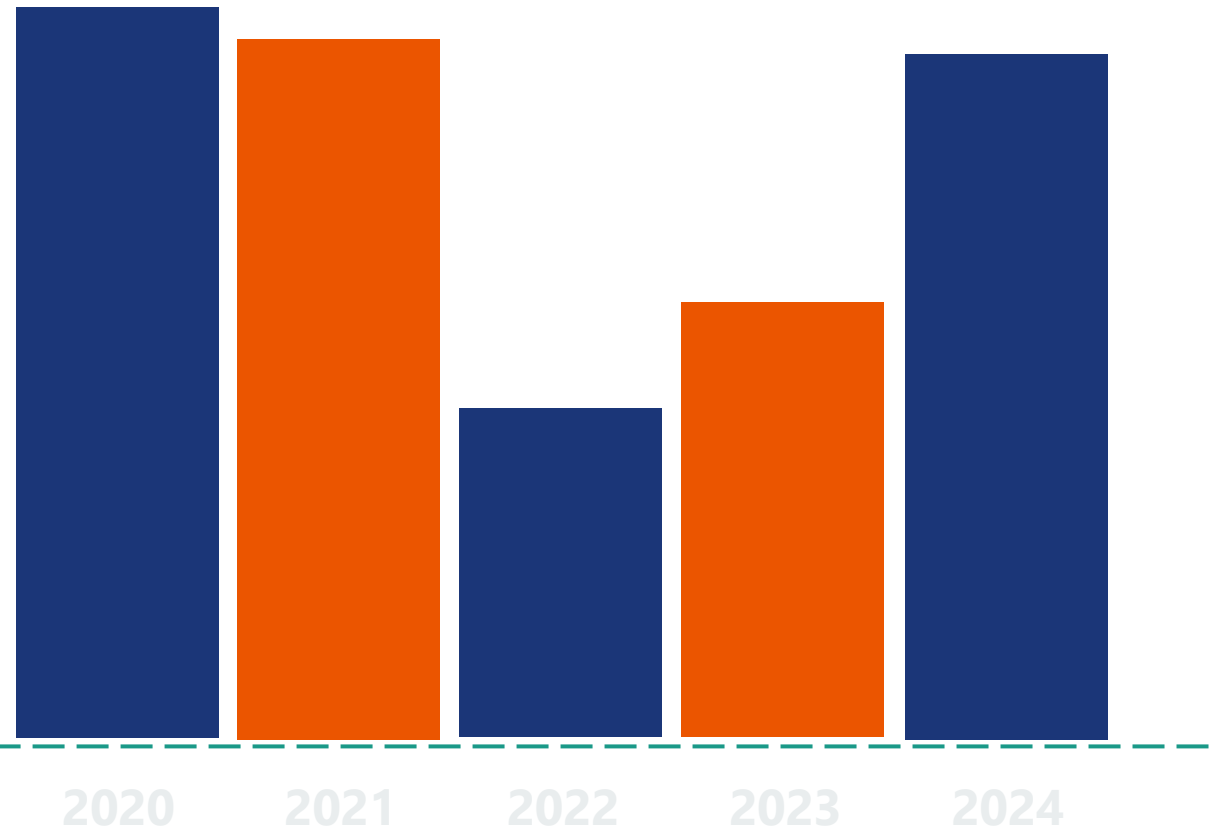
About Meidansha

Established in 2019, Meidansha is a technology service provider specializing in next-generation 3D spatial imaging of existing spaces and objects.

"Enriching people's lives through next generation visuals"

2020   2021   2022   2023   2024

To bridge the gap between the digital and real space.

Our Core Services

Virtual Tour Production:

(main service) Creating interactive, immersive online experiences that allow users to explore real-world locations in digital space.

Digital Twin Creation:

Faithfully recreating real-world environments in a digital space for analysis, simulation, and visualization.

Product Promotion and AR :

Producing realistic 3D models of products digitally for e-commerce or product prototypes. Allowing customers to experience them in real space.

Virtual Tour Production

High-resolution 360-degree panoramic photos combined with 3D visuals (photogrammetry, laser scanning).

Also experimenting with 3D gaussian splatting methods.

Add videos and other content to create informative online experiences.

Users can explore locations like hotels, leisure facilities, MICE venues and show homes, in digital space.

Over 350 virtual tours produced nationwide!

Hotels:

Showcase amenities, aid guest decision-making, on-site navigation, and assist visitors with disabilities.

Residential Construction:

Essential for online marketing, sales tools, aiding design discussions, and communication with customers.

Large Leisure Facilities:

Interactive maps using QR codes in signage allowing on-site 3D navigation for visitors.

MICE Facilities:

Help potential users scout facilities remotely and assist staff to plan layouts, and improve on-off-site communication.

Digital Twin Creation

3D Model Creation for Buildings: Generate up-to-date 3D drawings (BIM) for renovation and maintenance.

Disaster Prevention Simulation: Train emergency responders and optimize evacuation procedures.

AR Displays: Display digital twin content in real space using smartphones.

Product Promotion and AR

Create highly realistic 3D models of products using photogrammetry, laser scanning, and 3D Gaussian Splatting (3DGS).

Immersive shopping experiences and assisting in product development.

Collaboration Needs

"We are seeking partnerships to expand services and develop solutions in digital twin creation and product promotion and AR."

Target Partners

E-commerce site developers

System integrators

Construction Project Stakeholders/

Construction App owners

Public facility management organizations

Architectural firms

Industrial plant or facility developers

Benefits of Partnership with Meidansha

Gain access to:

Extensive experience in 3D imaging of existing spaces.

Cutting-edge technology and expertise.

A collaborative approach to developing customized solutions.

Join Us in Shaping the Future...

NeuralPort Inc.

COMPANY PROFILE: NeuralPort Inc

- **Location:** Kobe & Tokyo
- **Website:** www.neuralport.jp
- **Email:** info@neuralport.jp
- **Overview:** Seed; $1 Million Fundraised. Development of gaze measurement type VR stress check system, development of zoning equipment, eye tracking VR stress check system & Zoning system R&D business
- **Japanese patent:** 7557225

Our Technology & Content

Core tech: Eye tracking to visualize the brain

- **ZEN EYE Pro** is an innovative stress-check system visualizes central fatigue (brain fatigue) in just three minutes. By integrating eye tracking and VR (virtual reality) technology, this system enables high-precision mental health assessments in a short amount of time.
- **ZONE-Z** is a neuro-switching system designed to guide individuals into their ideal "zone state" (a balance of focus and relaxation) based on the stress score measured by ZEN EYE Pro.

Our Business Achievement

- **Sports:** NPB/ J1&J2 / Miss Universe Japan
- **Medical:** ZEN EYE distraction for child
- **Industry:** VR Stress reduction institute
- **NeuralPort Eco system:**
    SONY/ Cannon/ Panasonic/ Rohto/ TANITA

Award Winning / Media Coverage Record

- ➤ Forbes JAPAN Women In Tech TOP30
- ➤ Real Madrid Next Accelerator for Asia JAPAN TOP3
- ➤ IG-SBC JAPAN 2024 Excellent Award
- ➤ CES2024 JAPAN Pavilion selected

What we want to do

·Purpose： We aim to collaborate with UK sports teams and medical institutions to develop Proof of Concept (PoC) projects and conduct research that leverages XR technology for improving sports performance and advancing medical applications. Our goal is to expand the market by showcasing NeuralPort's research-driven expertise in eye-tracking and neurofeedback within these fields.

·Request：
We are looking to connect with sports organizations, medical institutions, and XR technology developers to support the following:

Sports (ZEN EYE Pro): Collaborate with sports teams and performance analysts to collect data and implement eye-tracking technology for measuring brain fatigue and focus, improving athlete training and performance.

Medical (ZEN EYE Distraction): Partner with healthcare providers and researchers to validate and expand the use of our anxiety-reduction solutions in clinical environments, enhancing patient care.

·Advantage：This is the world's first research-driven service that visualises the brain state by measuring the eye movement behaviour of users when they are looking at virtual space images. We are leading not only the sports field, but also the XR x healthcare field, which has the potential to expand the market.

I have been conducting research on eye tracking & neurofeedback. I want to turn the minority of Japanese women who only make up 2% of the total fundraising rate into an opportunity and achieve social implementation.

Anna Shimafuji / CEO
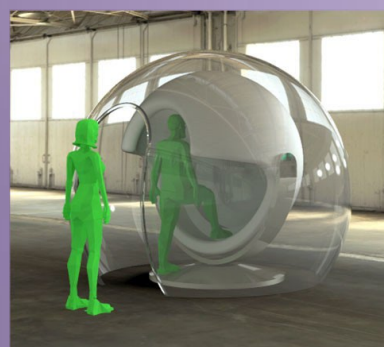
For more than a year I have been researching and writing about the impact that Virtual Reality is having on the life of people. I want to show to the world all of the benefits that this technology can bring to society.

Davide Balbinot/ BizDev

What Next?

Market Visit to Osaka & Expo 2025

Dates: 1st - 6th September 2025

Technology & Sustainability Focus

Contact us to register an interest.

UK Chambers of Commerce Expo 2025, Osaka Programme
How do you find out more?

Contact the National Co-Ordinator

Anne White
Head of International Trade
Thames Valley Chamber of Commerce
annewhite@tvchamber.co.uk

Or alternatively

Speak to Your Local Chamber of Commerce