

## **Hakuhodo and Hakuhodo Product's establish hakuodo-VRAR, a specialized VR and AR factory: Toward deeper and more evolved client experiences and impressions**

October 18, 2016

Hakuhodo Inc.

Hakuhodo Product's Inc.

Hakuhodo Inc. (Head office: Minato-ku, Tokyo, President & CEO: Hirokazu Toda) and Hakuhodo Product's Inc. (Head office: Koto-ku, Tokyo, President & CEO: Akihiko Ebana), the Hakuhodo Group's integrated promotion production company, have established hakuodo-VRAR, a specialized VR and AR factory.

Virtual reality (VR) and augmented reality (AR) are attracting serious attention as next-generation platforms with nascent applications beginning to form new digital experiences in a wide range of fields, such as health care, education, manufacturing, and local government, in addition to entertainment. They are becoming rapidly familiar to ordinary *sei-katsu-sha* with the worldwide success of AR-technology smartphone games and the releases of head-mounted VR devices from multiple companies. Given this background Hakuhodo and Hakuhodo Product's decided to establish hakuodo-VRAR as a factory specializing in applying cutting-edge VR and AR technologies as new client promotion and marketing techniques.

hakuodo-VRAR is an amalgamation of highly experienced experts from both companies to fuse Hakuhodo's outstanding creative skills and capabilities in strategy and planning with Hakuhodo Product's excellence in implementing digital technology, image and editing technology, 3D computer graphics, and event production. hakuodo-VRAR will be able to deliver promotions that make full use of the potential of VR and AR while relying on the two companies' infrastructure and facilities with one-stop 360-degree convenience, which extends to information dissemination as well.

In the AR segment, Hakuhodo and Hakuhodo Product's have entered into a partnership with Kudan Corporation, Ltd., the Japanese subsidiary of Kudan Limited (UK), which will provide the Kudan AR Engine, a software development kit that features high quality image recognition and the most advanced marker-less space recognition. As a computer vision technology company, Kudan also has the advanced 3D computer vision SLAM\* engine.

The companies will pursue research and applications for mixed reality (MR), as well as for VR and AR, to offer never-before-seen promotions providing next-generation experiences and impressions.

\*Simultaneous Localization and Mapping (SLAM) is a computational technology that simultaneously tracks one's own position and maps an unknown environment from images and sensor information.

**About Kudan Corporation, Ltd. (<https://japan.kudan.eu/>)**

Head office: Shinjuku, Shinjuku-ku, Tokyo

CEO: Tomo Ohno

Established on November 19, 2014

Business domain: Develops and provides computer vision technology as well as AR and VR technology

Kudan Limited (UK), established in Bristol, U.K. in 2011, develops and provides cross-platform state-of-the-art computer vision technology and cutting-edge proprietary AR/VR technology as well as AR and VR engines.

A PDF version is available [here](#).