September 15, 2023

Bandai Namco Group, GUNDAM Project

“GUNDAM Conference AUTUMN 2023”

The GUNDAM Metaverse will be open for a limited time from Friday, October 6, 2023 in Japan and in the United States!

Pre-registration starts today!

Latest videos, event highlights, and sustainability initiatives announced!

The Bandai Namco Group’s companywide “GUNDAM PROJECT” has hosted the “GUNDAM Conference AUTUMN 2023.” At this event, the latest videos, events, as well as the GUNDAM Metaverse Project, one of the three pillars of GUNDAM NEXT FUTURE -ROAD TO 2025- were announced.

The GUNDAM Metaverse Project will be open for a limited time in Japan and the United States from Friday, October 6th to Tuesday, October 17th, 2023. Pre-registration starts today. The GUNDAM Metaverse Project is a gathering place for fans from around the world to come together, share their thoughts of GUNDAM anime and Gunpla, and engage with various types of content, including user generated content (UGC) such as fan-created Gunpla and artwork. It is also a space where the Bandai Namco Group collaborates with fans. Using the GUNDAM Metaverse Project as a socialization channel, the aim will be to promote communication amongst GUNDAM fans.



During the limited-time opening, visitors can explore a 3D space that immerses them in the world of GUNDAM, an online store where 6 different types of Gunpla can be purchased, and a space for enjoying digital live performances by artists associated with GUNDAM series. As a main content feature, a user generated content (UGC) museum will be open for fans to enjoy fan created photos of Gunpla, scanned computer-generated models which is made available from a collaborative development with the Sony Group, and videos showcasing customization skills of fan-created Gunpla.

Additionally, AI character Mellow, aimed at facilitating fan-to-fan communications. Moreover, there will be features such as the diorama, which provides a unique and exclusive experience for the fans.

In the video rollout, the latest updates from the “GUNDAM BUILD Series,” were shared. Also, during the live event announcements there was a statement concerning GUNDAM NEXT FUTURE - EAST / WEST / DIGITAL -.

Bandai Namco Group strives to turn GUNDAM from an intellectual property (IP) into a social property and icon (SP). The aim is to work with fans and partners to create a better future through GUNDAM.

- Topics Announced Today -

Progress and Update on "GUNDAM NEXT FUTURE -ROAD TO 2025-"

【GUNDAM Metaverse Project】
■ Goals for the GUNDAM Metaverse
■ Playable Area and Features
- Playable Area
(3D Environment/Space, UGC Museum, Online Store, Live Performance Area)
- Implemented Features
(Gunpla Scan, AI Character Mellow)

■ About Pre-registration
■ Roadmap

【Live Event】
■ GUNDAM NEXT FUTURE -EAST/WEST/DIGITAL-

【Video Rollout】
■ GUNDAM BUILD Metaverse

【GUDA】
■ Operation GUNDAM R (Recycling)
■ Initiatives with the Pavilion Hosting Examination Committee of Expo 2025 Osaka, Kansai, Japan

Announcements regarding the GUNDAM Metaverse Project

■ Goals for the GUNDAM Metaverse

The GUNDAM Metaverse Project aims to facilitate communication among fans of GUNDAM. This Metaverse will serve as a place where fans from around the world can gather, converse, and engage with various content, beyond anime and Gunpla and also includes UGC and more. It is a space where the Bandai Namco Group can collaborate with fans.

■ Playable Area and Features

On October 6th, the GUNDAM Metaverse Project will open for a limited time in Japan and the United States, featuring several 3D spaces, features, and entertainment content.

【Playable Areas】

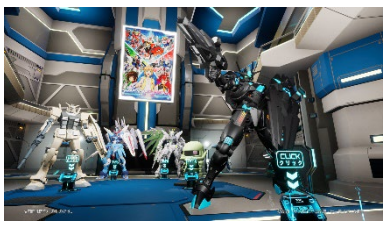
・ 3D Environment/Space（Main hub area）
This area allows the players to immerse themselves in the world of GUNDAM and serves as the main gathering area for fans. Players can access various content within this area using their own avatar.



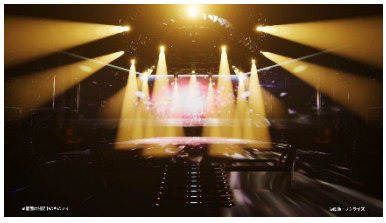
・ UGC Museum
In this exhibition area, there will be a showcase of Gunpla photos created by fans, computer-generated (CG) models created from Gunpla scans, and videos of fans introducing their fan-created customized Gunpla.



・ Online Store
There will be an area with unique products specifically for the Metaverse including an e-commerce purchasing experience. The online store will offer 6 of event exclusive Gunpla for sale and will be accessible from smartphone devices as well.
※ Some items may be available for purchase at later events or directly at stores such as THE GUNDAM BASE.
Learn more about the available Gunplas for purchase here:
https://bandai-hobby.net/site/gnf/2023/
*Only supports Japanese



・ Live Performance Area
The Live Performance Area will host exclusive Metaverse live performances by artists associated with GUNDAM series.



【Implemented Features】

・ Gunpla Scan
A high-quality scan using Sony Group's technology, which allows fans to transfer the Gunpla they built into the metaverse, will be integrated.

※ During the limited time opening, Gunpla that has been scanned and prepared in advance will be showcased.



・ The GUNDAM Metaverse exclusive AI Character, Mellow
Mellow is an AI cast member, providing topics and engagement for fans who may not know each other. In addition to guiding players through the metaverse's tutorial and various functions, Mellow will also manage a GUNDAM Q&A corner where she will answer questions from the fans.

※ During the limited time opening, support will be available in both Japanese and English.



■ About Pre-registration

Starting today, pre-registrations for the limited time opening from Friday, October 6th will commence.
For more details, please check the official website below. We look forward to receiving your registrations.
Official Website: https://gmpj.bn-ent.net/en

■ Roadmap

The GUNDAM Metaverse Project will continue to evolve based on feedback from fans. In the future, in addition to functionality updates and content enhancements, peer-to-peer transactions consumer to consumer will be added. In pursuit of establishing a marketplace for future consumer to consumer interactions, aiming to support GUNDAM fan activities and UGC activities, working towards the development of a new and enhanced fan community.

The GUNDAM Metaverse Project is an ongoing endeavor with endless potential for a diverse future. To help bring about such a future, recruitment of individuals who will help co-create the GUNDAM Metaverse Project will be jointly done with Gaudiy Inc.
For career opportunities, please visit our recruitment site: https://gmpj.bn-ent.net/ja/recruit/
*Only supports Japanese

Announcement on Live Event

■ GUNDAM NEXT FUTURE -EAST/WEST/DIGITAL-

"GUNDAM NEXT FUTURE -EAST/WEST/DIGITAL-" (hereupon, GUNDAM NEXT FUTURE) is a comprehensive GUNDAM event continuing from previous year, will be held from October 6 onwards, to promote the GUNDAM Metaverse Project and video rollout. This time, it will be held in Tokyo (EAST) and Osaka (WEST). Furthermore, in conjunction with the two physical venues, the DIGITAL venue will be set up inside the GUNDAM Metaverse. We are also planning to release the latest information about the long-awaited theatrical version of "Mobile Suit Gundam SEED FREEDOM."

The event will aim to create a sense of unity with as many fans as possible, by including those fans enjoying from home through the DIGITAL venue, and not just the fans who can come to the physical venues.
For event details: https://bandai-hobby.net/site/gnf/2023/
*Only supports Japanese



Announcement on Video Rollout

■ GUNDAM BUILD Metaverse



The “GUNDAM BUILD Metaverse,” is a visual work to celebrate the 10th anniversary of GUNDAM BUILD series.

This visual work expresses the universe of The GUNDAM Metaverse as a video, and the main characters of the past series such as "GUNDAM BUILD FIGHTERS," "GUNDAM BUILD FIGHTERS TRY," "GUNDAM BUILD Divers," and "GUNDAM BUILD Divers Re:Rise," will make an appearance and participate in new Gunpla battles. All three episodes of this visual work will be released in advance at the GUNDAM Metaverse and "GUNDAM NEXT FUTURE -EAST-" venues.

GUNDAM UNIVERSAL CENTURY DEVELOPMENT ACTION (GUDA)

Drawing inspiration from Universal Century in the GUNDAM Universe, "GUNDAM UNIVERSAL CENTURY DEVELOPMENT ACTION (GUDA)," has been promoting several projects for the benefit of future generation, by working together with the fans and external partners under the banner of GUNDAM to make the world a better place.

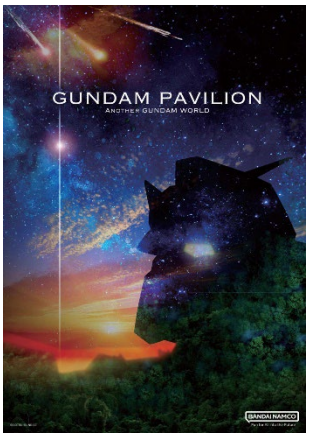
GUNDAM
UNIVERSAL CENTURY
DEVELOPMENT
ACTION

■ Operation GUNDAM R (Recycling)



The “Gunpla Recycling Project” was launched on April 1, 2021, with the aim of forming a circular economy. Under the recycling activities promoted by GUNDAM, Gunpla’s runners (the frame of plastic models) are collected from fans and recycled. Operation GUNDAM R was launched with the hopes of raising public awareness of recycling, through GUNDAM and Gunplas and by spreading awareness of this project to as many people as possible. Since its launch in 2021, it has attracted more than 190,000 participants from a total of more than 82 locations, over the past 2 years. For this year particularly, for the very first time, the initiative has been launched across the country in all 47 prefectures.

■ Initiatives with the Pavilion Hosting Examination Committee of Expo 2025 Osaka, Kansai, Japan to Build Momentum for the Expo and Achieve the SDGs



The "GUNDAM Pavilion (tentative name)" will be showcased at the EXPO 2025 Osaka, Kansai, Japan, as part of the sustainable initiatives that Bandai Namco has been promoting alongside our fans, partners, employees, and the public, towards the realization of a sustainable society. With Mobile Suit Gundam at its core, it would depict the possibilities of future as imagined by Mobile Suit Gundam, in the setting of “another Universal Century.”

On July 11 of this year, a partnership agreement was formed with the Pavilion Hosting Examination Committee of Expo 2025 Osaka, Kansai, Japan to further build momentum for the EXPO 2025 Osaka, Kansai, Japan and to achieve the SDGs. As the first step in this initiative, the “Gunpla Academia,” where elementary schools in Osaka Prefecture can learn about the process for plastic models, from planning to the designing, molding, and production, and learn about the latest technologies and sustainable manufacturing

practices, such as recycling plastic waste materials, will be launched.



Since August, Gunpla Academia was offered to approximately 140,000 students in grades 5 and 6, from approximately 1030 national, public, private, and government-designated city elementary schools in Osaka Prefecture. In the upcoming Gunpla Academia, we will also establish a new system for collecting scrapped runners and promote it to elementary schools in Osaka Prefecture to further contribute to SDGs education. Thanks to this initiative, the total number of participants in Gunpla Academia which started in 2021, is expected to exceed 500,000.

To further contribute to the momentum of EXPO 2025 Osaka, Kansai, Japan, an installation art using collected runners will be created and displayed publicly. There are also plans to set up a project which utilizes the collected runners for the EXPO 2025 Osaka, Kansai, Japan.

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