March 27, 2023

Bandai Namco Group, GUNDAM PROJECT

“GUNDAM Conference SPRING 2023”

“Gunpla Colony” within the GUNDAM Metaverse will be test launching in October 2023!

One of the three pillars in “GUNDAM NEXT FUTURE -ROAD TO 2025-,” the project towards the 45th anniversary of the GUNDAM series and Gunpla

Other new information on video rollout and live event also announced!

Bandai Namco Group’s companywide project, “GUNDAM PROJECT” held the “GUNDAM Conference SPRING 2023” today, presented by Koji Fujiwara, Chief GUNDAM Officer (CGO) and the Group’s supervisor for GUNDAM business.

The conference announced the latest information on the GUNDAM Metaverse Project, one of the three pillars of the “GUNDAM NEXT FUTURE -ROAD TO 2025-” project aimed towards the 45th anniversary of the GUNDAM series and Gunpla, as well as new information on video rollout and live events.

As for the GUNDAM Metaverse Project, the progress and future plans of the project were presented. In addition, for the video rollout, information including the latest information on the “GUNDAM BUILD series,” and as for the live event, the latest information on “GUNDAM NEXT FUTURE 2023 EAST/WEST/DIGITAL” were presented.

Going forward, as the company strives to turn GUNDAM from an IP (intellectual property such as characters) into an SP (Social Property / social icon), we will work with our fans and various partners to achieve a better future through GUNDAM. Please continue to look forward to the future of GUNDAM.

- Topics Announced at “GUNDAM Conference SPRING 2023” -

Progress and updates on “GUNDAM NEXT FUTURE -ROAD TO 2025-”

【GUNDAM Metaverse Project】
■Outlook of the GUNDAM Metaverse
■Progress on the Gunpla Colony
- Development of EC Shop
- Progress on Gunpla Scan
- Automatic Translation and AI Character “Mellow”
■Integration of the GUNDAM Metaverse and GUNDAM Navi App

【Video Rollout】
■New Episodes of the “GUNDAM BUILD” series
■ “Mobile Suit Gundam the Witch from Mercury” Season 2 and Fan-made Content Campaign

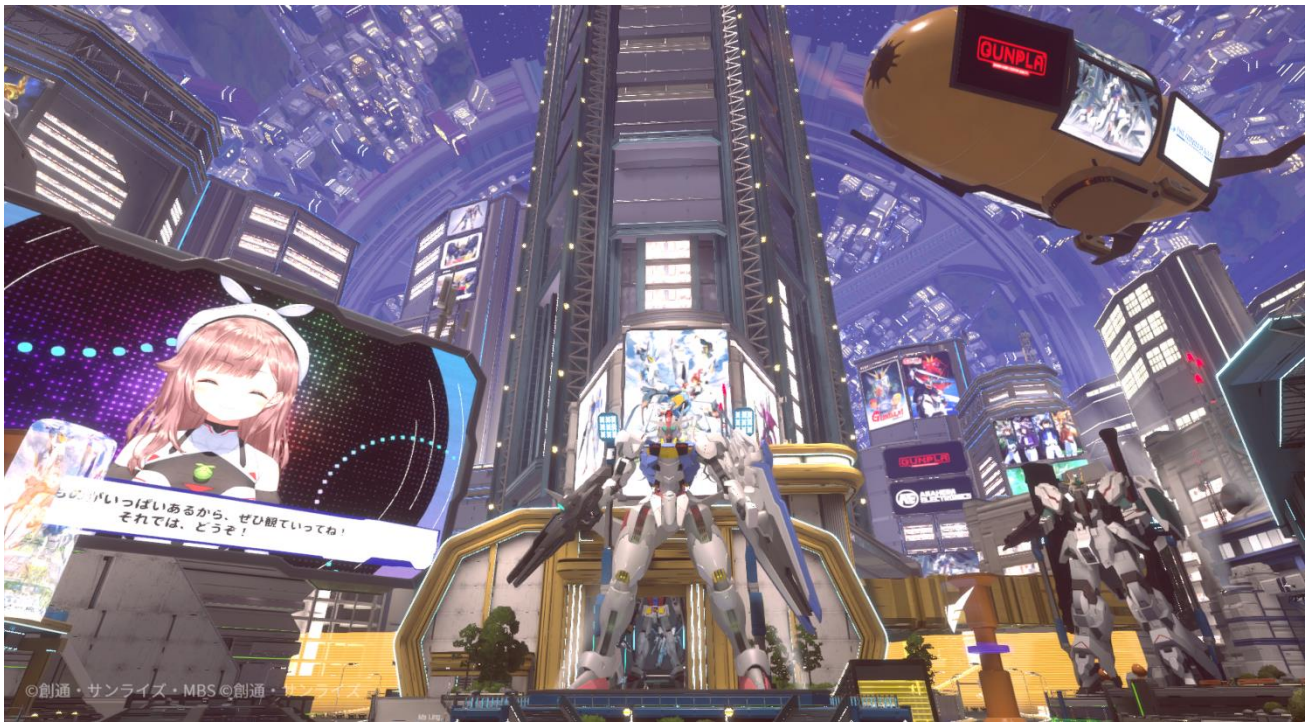
【Live Event】
■“GUNDAM NEXT FUTURE 2023 EAST/WEST/DIGITAL”

Announcement on the GUNDAM Metaverse Project

■Outlook of the GUNDAM Metaverse

The Gunpla Colony will be test launching in October 2023. In the test launch, in addition to opening the 3D space, we plan to introduce the Gunpla EC shop and the Gunpla scanning feature.

Details will be announced at a later date. The project hopes to create a more comfortable space based on feedback from the fans, so please stay tuned for future developments of the GUNDAM Metaverse.



＜Sample Image of The GUNDAM Metaverse 3D Space＞

【About the GUNDAM Metaverse】

Based on Bandai Namco Group's Purpose and the Mid-term Vision “Connect with Fans,” the Group sets the IP Axis Strategy as one of the key strategies and will build a metaverse for each IP as a new mechanism to connect with fans through IP.

As the first step, the GUNDAM Metaverse is being developed to create a place where GUNDAM fans around the world can gather and talk while discovering and interacting with various categories of contents.

Looking ahead, the project seeks to build the foundation of the Metaverse step by step rather than aiming to push out a fixed product. First, a virtual community for each category will be created and they will be linked using the Bandai Namco ID*.

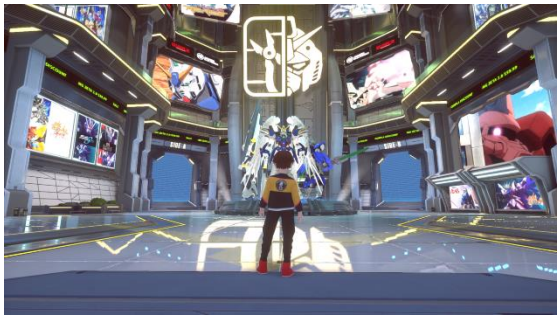
*Bandai Namco ID is a universal account for the Bandai Namco Group. One account gives access to enjoy a variety of services and content offered by each group company.

■Progress on the Gunpla Colony

・Development of EC Shop

The EC shop space will be developed within the Metaverse for buying actual Gunplas.

Added value and experiences unique to the Metaverse will be provided including attractive product displays and content within the Metaverse that allows fans to use their purchased Gunplas.





＜Sample Images of the EC Shop＞

・Progress on Gunpla Scan

Research on the service to scan Gunplas is being conducted so that fans can enjoy the scanned Gunplas not only as photos but also as 3D models inside the Metaverse.

In collaboration with Sony Group Corporation, the research on scanning technology using fans' smartphones and a high-quality scanning technology that use specialized scanning equipment for more detailed scanning are being conducted.



＜Sample Image of Smartphone Scanning＞



＜Sample Image of High-quality Scanning＞

・Automatic Translation and AI Character “Mellow”

Features for automatic translation and speech-to-text and text-to-speech conversion are being developed so that GUNDAM fans all over the world can smoothly communicate with each other.

An AI character, “Mellow,” is also being developed as a unique solution to help create a space that will make the users want to visit the GUNDAM Metaverse every day.



＜Sample Image of Automatic Translation＞



＜Sample Image of the AI Character “Mellow”＞

■Integration Between the GUNDAM Metaverse and GUNDAM Navi App

The features of the “GUNDAM Navi App,” an app released last year for smartphones and tablets that aggregates news related to GUNDAM, will be enhanced to integrate between the GUNDAM Metaverse.

・Expansion as Mini-Metaverse

The GUNDAM Metaverse is currently being developed primarily for access from PCs, but the features of the app will be enhanced to make daily access and casual communication available on the GUNDAM Navi App as a Mini-Metaverse.





・BUILDERS NOTE

A community feature called the “BUILDERS NOTE” that aims to connect fans through Gunpla is under development. Closed tests are now being conducted for selected fans.

“BUILDERS NOTE” will allow fans to post photos of Gunplas they’ve built and add comments to them. Additionally, it will enable fans to track and manage their Gunpla activities by providing access to a comprehensive list of Gunplas that are on sale and linking product information to their posts.



＜Sample Image of the BUILDERS NOTE＞

Announcement on Video Rollout

■New Episodes of the GUNDAM BUILD Series

To celebrate the 10th anniversary of the “GUNDAM BUILD series,” a total of three special episodes titled “GUNDAM BUILD Metaverse” will be produced. “GUNDAM BUILD Metaverse,” as its name suggests, is a visual work inspired by the world of the GUNDAM Metaverse Project, and it will feature special collaborations that can only be achieved in the world of the Metaverse. The show is scheduled to be aired on the GUNDAM Channel around October 2023.

Also, the anime, Gunpla and the GUNDAM Metaverse Project will all be integrated with one another for the 10th anniversary project of the GUNDAM BUILD series.

■"Mobile Suit Gundam the Witch from Mercury” Season 2 and Fan-made Content Campaign

“Mobile Suit Gundam the Witch from Mercury” Season 2 will finally begin airing on Sunday, April 9, 2023. Given the excitement on social media during Season 1, a fan-made content campaign on social media will be conducted.



Various assets will be provided on the official website of “Mobile Suit Gundam the Witch from Mercury,” to create images and videos that support “Mobile Suit Gundam the Witch from Mercury” and fans can post them on their own social media to build excitement towards the show together. Details will be announced at a later date.

“Mobile Suit Gundam the Witch from Mercury” Official Website:
https://en.gundam.info/about-gundam/series-pages/witch/

Announcement on Live Events

■ “GUNDAM NEXT FUTURE 2023 EAST/WEST/DIGITAL”

In October 2023, “GUNDAM NEXT FUTURE 2023 EAST/WEST/DIGITAL,” a comprehensive, multi-format GUNDAM event for the future of GUNDAM will be conducted. This event will be held at both physical and digital venues with the GUNDAM Metaverse being the digital venue. An XR live concert will be held for the first time at the digital venue in the GUNDAM Metaverse.

GUNDAM NEXT FUTURE

EAST / WEST / DIGITAL

＜Event Summary＞

・Physical Venue　Tokyo: Shinjuku Sumitomo Bldg. Sankaku Hiroba

Osaka: GRAND FRONT OSAKA Knowledge Plaza

・Digital Venue　Within the GUNDAM Metaverse

The date and details of the event will be announced at a later date.

Bandai Namco Group will work together with fans to create the future of GUNDAM through “GUNDAM NEXT FUTURE.” GUNDAM will be contributing to the future of our world, creating new connections with many of the fans, so that GUNDAM will evolve from an IP into an SP. Please look forward to the future of the Bandai Namco Group and GUNDAM.

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