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To All Media

株式会社バンダイナムコ エンターテインメント

Sound Entertainment Business, “ASOBINOTES”

Launch of a Brand New, Music Themed IP, “DEN-ON-BU”!

Entertainment for New Lifestyles through the Latest in Technology, BanaDive™ AX

BANDAI NAMCO Entertainment Inc. (headquarters: Minato-ku, Tokyo; President & Representative Director: Yasuo Miyakawa) has made announcement on June 28 at the “ASOBINOTES ONLINE FES” of their sound entertainment business, “ASOBINOTES” starting the official launch of a brand-new, music themed character project, “DEN-ON-BU”.

■Brand-new, music themed dance music IP, “DEN-ON-BU”

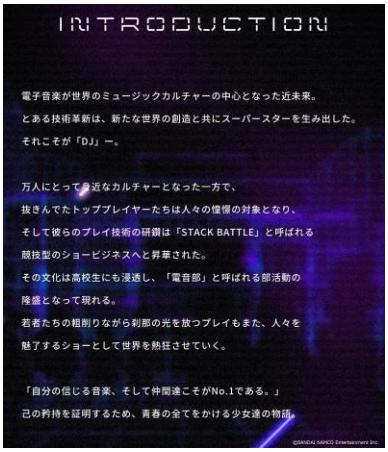


“DEN-ON-BU” is a brand-new, dance music inspired IP* from BANDAI NAMCO Entertainment.

Utilizing BANDAI NAMCO Entertainment’s vast experience working with intellectual properties, “DEN-ON-BU” combines music and illustrations created by an upcoming cast of talents and creators with BANDAI NAMCO group’s latest in live performance system technologies, “BanaDive™ AX”.

With music and technology at its foundation, “DEN-ON-BU” will promote “brand-new contents and discoveries,” build an IP experience together with creators and fans, and set sight toward becoming a multimedia franchise throughout the world.

▽”DEN-ON-BU” is based on a story of a group of girls putting their heart and soul into the world of dance music



* IP: “Intellectual Property” - a terminology used to represent creations of the mind, such as characters, in commerce.

▽Cast of talents

The story comes to life with a variety of talents with idols playing the characters from “Sotokanda Bungei High School” in the Akiba area, and VTubers from “NIJISANJI” playing the characters from “Teion International High School” in the Shibuya area. Voice talents also take stage playing the characters from “Jingumae Sando High School” in the Harajuku area and from “Minato Shirokane Girls High School” in the Azabu area.



▽Character design by popular illustrator, Mika Pikazo





With over 450,000 followers and counting, popular illustrator, Mika Pikazo has designed all 12 characters comprising the four units. Three of the main characters from the Akiba area, “Sotokanda Bungei High School”, have been disclosed with more to come.

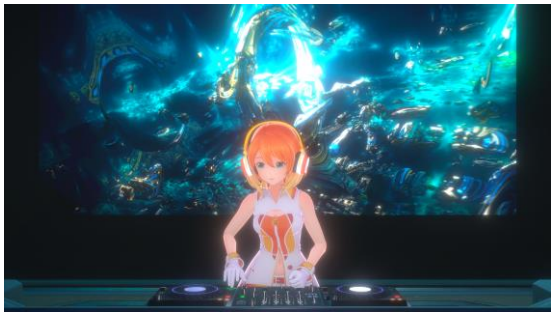
【Other Information】

■A new generation of event and live performances - the online stage, “ASOBISTAGE”



“ASOBISTAGE” is a new introduction to online stage events managed by BANDAI NAMCO Entertainment. Cameras are placed in multiple vantage points around the stage, allowing viewers to virtually enjoy live performances on a single screen. Starting with the “ASOBINOTES ONLINE FES” on June 28, we will be distributing various interactive virtual stage experiences to everyone online.
ASOBISTAGE : https://vc.asobistore.jp/asobistage

■What is “BanaDive™ AX”


BanaDive™ AX : © BANDAI NAMCO Research Inc.

Developed by BANDAI NAMCO Research Inc., “BanaDive™ AX” is an interactive virtual performance system that incorporates game AI and XR technology.

Performances are conducted by an AI driven 3D character acting as DJ, with environmental lighting offering a variety of visual effects, and AR to enhance the viewer’s peripheral experience. Viewers can also determine what music the DJ will play through a real-time ballot system to further immerse the viewers into the ambiance of the stage performance.

Users can experience “BanaDive™ AX” firsthand through “DEN-ON-BU”, which was released on June 28 (SUN) through the free online music event, “ASOBINOTES ONLINE FES”.

■What is the sound entertainment business, “ASOBINOTES”

Known within the gaming market, BANDAI NAMCO Entertainment is currently strengthening physical entertainment segments, such as live performances, events, and merchandising. Expanding the horizon of entertainment, we started “ASOBINOTES” from October 2019 as a segment to the sound entertainment business.

Utilizing our vast library of video game audio and sound assets and the latest in entertainment technologies, “ASOBINOTES” will plan DJ events, create a range of remixes, collaborate with talented artists, and offer an environment that allows users to engage and entertain themselves with a variety of sounds. We will ensure that the entertainment we deliver will, not only strike a note with music connoisseurs, IP fans, and game players, but for all to enjoy.



We took the “A” from “ASOBI,” which means “play and fun,” and took “N” from “NOTES,” then combined them to create a logo inspiring the image of a lemniscate, or better known as the “infinity” symbol. The logo holds a 2D and 3D image, which represents “ASOBINOTES” as “something that will expand infinitely” and will be “promoting ASOBI in the 2D and 3D world”.

▽Official website: https://asobinotes.bn-ent.net
▽Label trailer: https://youtu.be/umWzJ-x_cB0

We will strive to do what we can possible for everyone across all regions amid current situations.
We will continue to provide “ASOBI” that will bring smiles to everyone’s faces throughout the world.

*IP: Abbreviation for “intellectual property,” a terminology used to represent creations of the mind, such as characters, in commerce.
*The information herein represents the information according to the date of the press release. Information may be updated without notice after release.
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