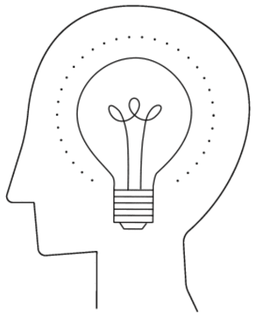
Confidential

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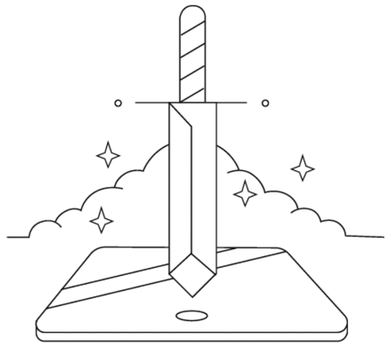
Make a New Experience with Ideas, Technology and Craft.

AID-DCC

We create new experiences with various expressions and technologies in a wide variety of fields.



Creative and Consulting
for Client



Product and Service Develop
for Consumer

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Our Business

AID-DCC

We provide solutions to various issues with our imagination and expressive power cultivated through digital creativity.

Creative

- Communication planning and design
- Creative direction
- Web and digital planning, production and development
- Graphic planning and production (photography, CG)
- Movie planning and production (TV commercials, WEB)
- Video distribution (live and archived)

Markting / Consulting

- Media Strategy and Attracting Customers
- Media Buying
- Branding support
- UI/UX improvement consulting
- Access UP / Recognition expansion consulting
- Targeting and attraction consulting
- Conversion improvement consulting
- EC support
- Sales promotion support
- SNS operation
- Web advertisement budget production and operation

Experience / Entertainment

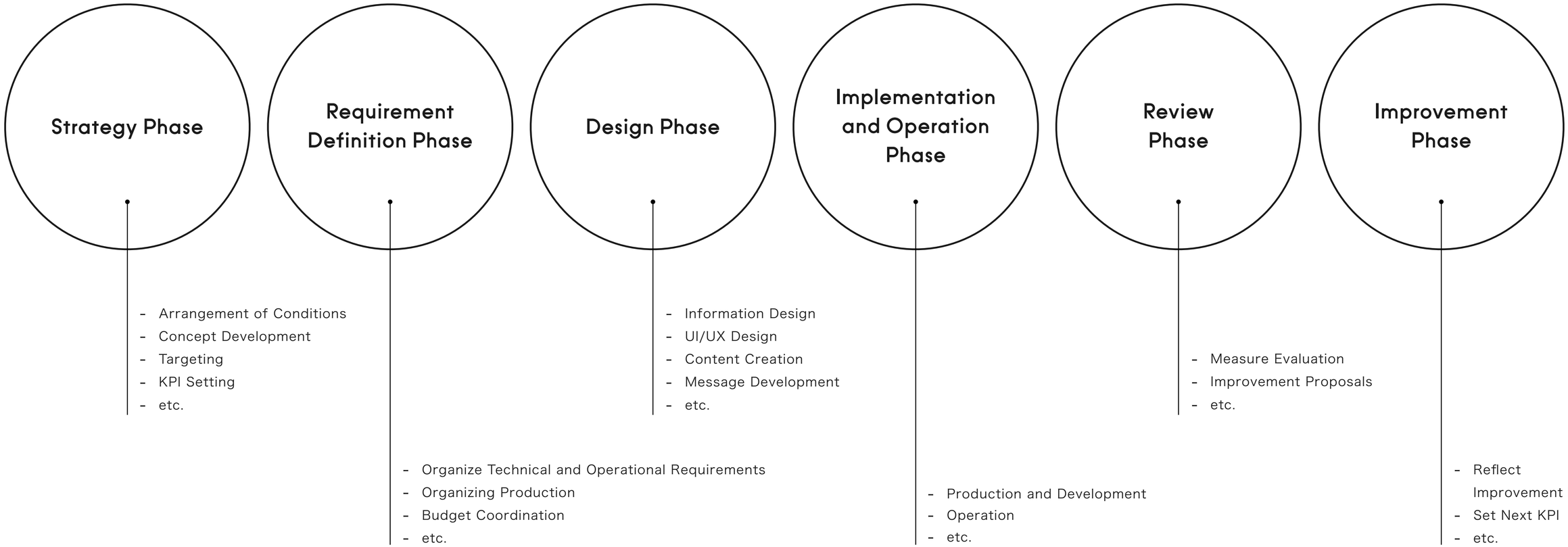
- Event planning and production
- Interactive video production
- Projection Mapping
- Sensor technology development
- XR contents development
- Space design
- Stage direction
- Experiential content development (design, story production)

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Close to you

AID-DCC

We provide optimal support while staying close to our clients in various phases.



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Company

AID-DCC



We have been active since the digital age and have received many national and international awards for our ideas x technology x craft.

Focusing on web, apps, installation development, and corporate branding,

Digital marketing and creative consulting services.

In 2021, we started our own digital entertainment business for consumers.

Company Name	AID-DCC Inc.
Established	December 3, 2004, Founded: April 3, 2000
Capital	20 million JPY, 100% Subsidiary by TOHO Co.,Ltd
CEO	Shingo Sawai
Affiliated Companies	Toho Co., Ltd. , 100% Shareholder
Address of Head Office	Tokyo Office: Foglia Shirokane 1F, 3-23-6 Shirokane, Minato-ku, Tokyo, 108-0072, Japan
	Osaka Office: JAM-STUDIO 709, JAM BASE, 7F, GRAND GREEN OSAKA North, 6-38 Ofukacho, Kita-ku, Osaka-shi, Osaka 530-0011 Japan

CANNES LIONS · THE ONE SHOW AWARDS · ADFEST Made in Asia · Spikes Asia FESTIVAL OF CREATIVITY · JAPAN MEDIA ARTS FESTIVAL · GOOD DESIGN · ACC

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MADE IN AID

STORIES OF CREATION.

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OWN BUSINESS

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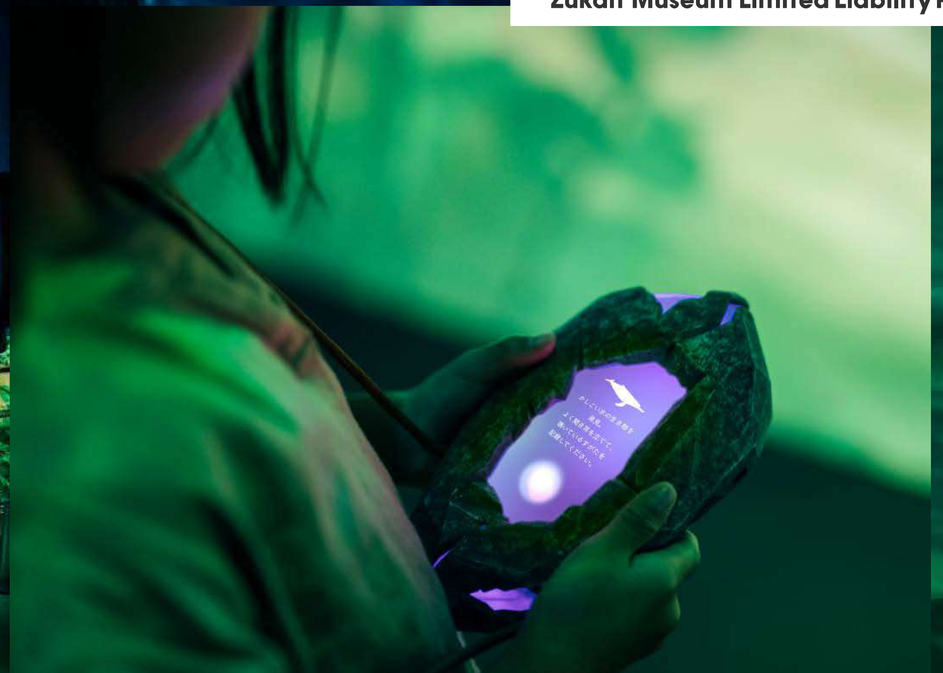


AID-DCC

ZUKAN MUSEUM GINZA powered by ShogakukanZukan NEO

Zukan Museum Limited Liability Partnership







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ZUKAN MUSEUM GINZA powered by Shogakukan Zukan NEO

Zukan Museum Limited Liability Partnership

This facility is a "living museum where "nature of the earth" is condensed," where visitors can experience "nature of the earth" not by turning the pages of a book, but by "traveling" through space and time in a world where all living creatures coexist. The "Museum of Life" is a new kind of illustrated book experience that allows visitors to experience the "nature of the earth" through all five senses, instead of just turning the pages of a book. Visitors will be immersed in a new sensory experience where they can encounter creatures they could only see in illustrated books, feel their breath, and then move on to encounter other creatures while touring through a space where the digital and real worlds are fused together.

Visitors can enter a world where creatures selected from "Shogakukan's Illustrated Book NEO Series" are "digitally" visualized, and experience and learn about real ecosystems and "nature" that cannot be conveyed in illustrated books alone. Visitors can experience and learn about real ecosystems and "nature" that cannot be conveyed through illustrated books alone. The facility is designed to represent real environmental changes on the earth, such as the passage of time (24 hours) and changes in weather conditions, allowing visitors to experience the real "nature of the earth" through the passage of space and time.









Attraction / Device / 3D Graphic / App / Unreal Engine / System

https://youtu.be/0XveFsNBFrg
https://youtu.be/yTxUTdZLuhc

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LBE EXPERIENCE

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GODZILLA: ATTACK ON TOKYO

Tokyo Metropolitan Government

We handled the planning, direction, and creative control for *GODZILLA: ATTACK ON TOKYO*, a projection mapping event that premiered on April 27, 2024.

Set against the Tokyo Metropolitan Government Building, this large-scale spectacle brought Godzilla's overwhelming presence to life, culminating in a shocking finale.

Godzilla Strikes Tokyo Metropolitan Government

Godzilla suddenly attacks the First Main Government Building. In response, humanity deploys its latest anti-Godzilla weapon, Super X2 Kai, for a desperate counterattack…

First Shinjuku Attack in 33 Years

For the first time since 1991, Godzilla returns to Shinjuku, throwing the city into chaos. The government scrambles its top-secret aircraft, Super X2 Kai, to stop the destruction.

Can humanity withstand Godzilla's unimaginable power? And will a savior emerge…?

A 100-Meter-Tall Godzilla in Front of You

Through record-breaking projection mapping, a life-sized Godzilla appears to shatter the Tokyo Metropolitan Government Building, delivering an unprecedented, immersive experience like never before!









Projection Mapping

https://youtu.be/IHjWkfQReqw

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HIBIYA meets GODZILLA

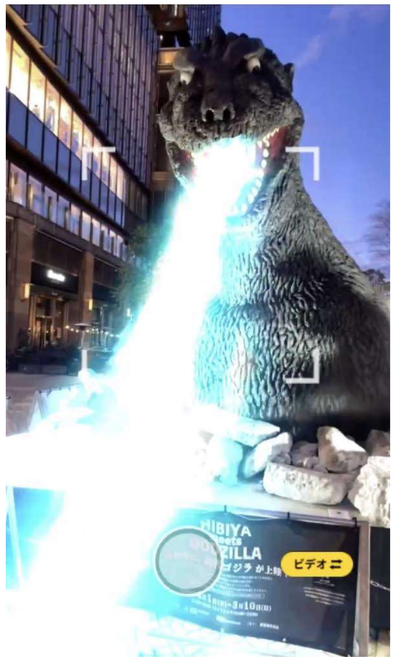
Mitsui Fudosan Co., Ltd.

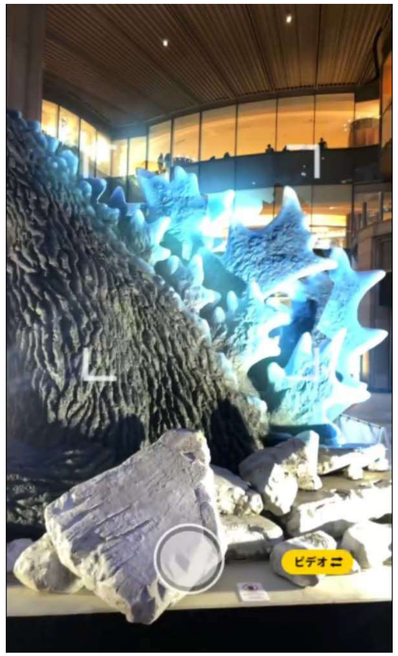
AID-DCC

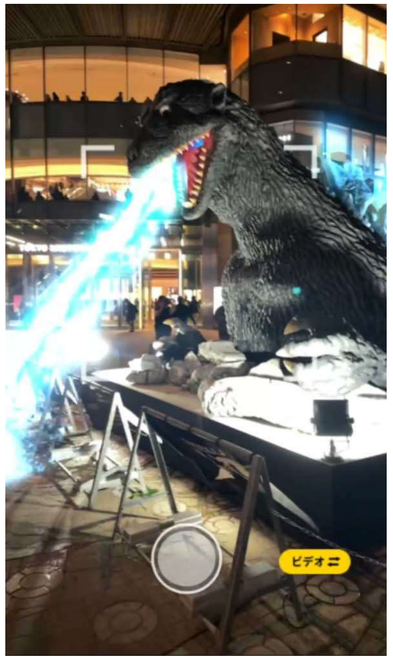
To celebrate Godzilla's 70th anniversary, the original 1954 Godzilla has crossed time to land in Hibiya in 2024! Standing at 3 meters tall, this 1/6 scale recreation of the legendary kaiju comes to life with an AR-powered atomic breath experience that we developed.

By scanning a QR code near the installation, visitors can activate an AR camera, immersing themselves in a movie-like scene. Using image recognition technology, the AR effect allows Godzilla to unleash its signature heat ray, creating a stunning, high-impact photo opportunity.

This WebAR experience requires no app installation, allowing users to trigger the atomic breath from any angle through their smartphone lens.









Attraction / Android App

https://youtube.com/shorts/IR3Wm415FNU

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“Godzilla Minus One” Academy Award Commemorative Poster AR

Available at 400 theaters across Japan

To celebrate Godzilla Minus One winning the Best Visual Effects award at the 96th Academy Awards, we developed an AR experience that brings the commemorative poster to life—complete with Godzilla unleashing its atomic breath.

By scanning the QR code below with a smartphone, visitors at participating theaters can activate the special AR effect on the Godzilla Minus One victory poster.

Experience this exclusive Academy Award-winning moment right on your smartphone!









Attraction / Android App

https://youtube.com/shorts/MnmlSvZUAqQ

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SPLASH FANTASIA MIRAGE

Kobe Harbor Land umie

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SPLASH FANTASIA MIRAGE

Kobe Harbor Land umie

Splash Fantasia," a major summer event at Kobe Harbor Land umie, has been enhanced to a "visual experience" of water, light, and sound!

Our company was in charge of the newly added images in 2018.

A giant water screen, 10 meters high, appears out of the fantastic fog, and the water, light, and sound change in time with the images.
The water columns rising up into the sky above the screen, the images, water, light, and music are combined in this experiential entertainment.
Water from a special effect water cannon flies toward the audience, and soap bubbles dance in the air, creating an enjoyable event.

The addition of the "seeing" aspect of the event has greatly increased the spread of the event through social networking services, and the number of visitors has increased by 130% compared to the previous year.





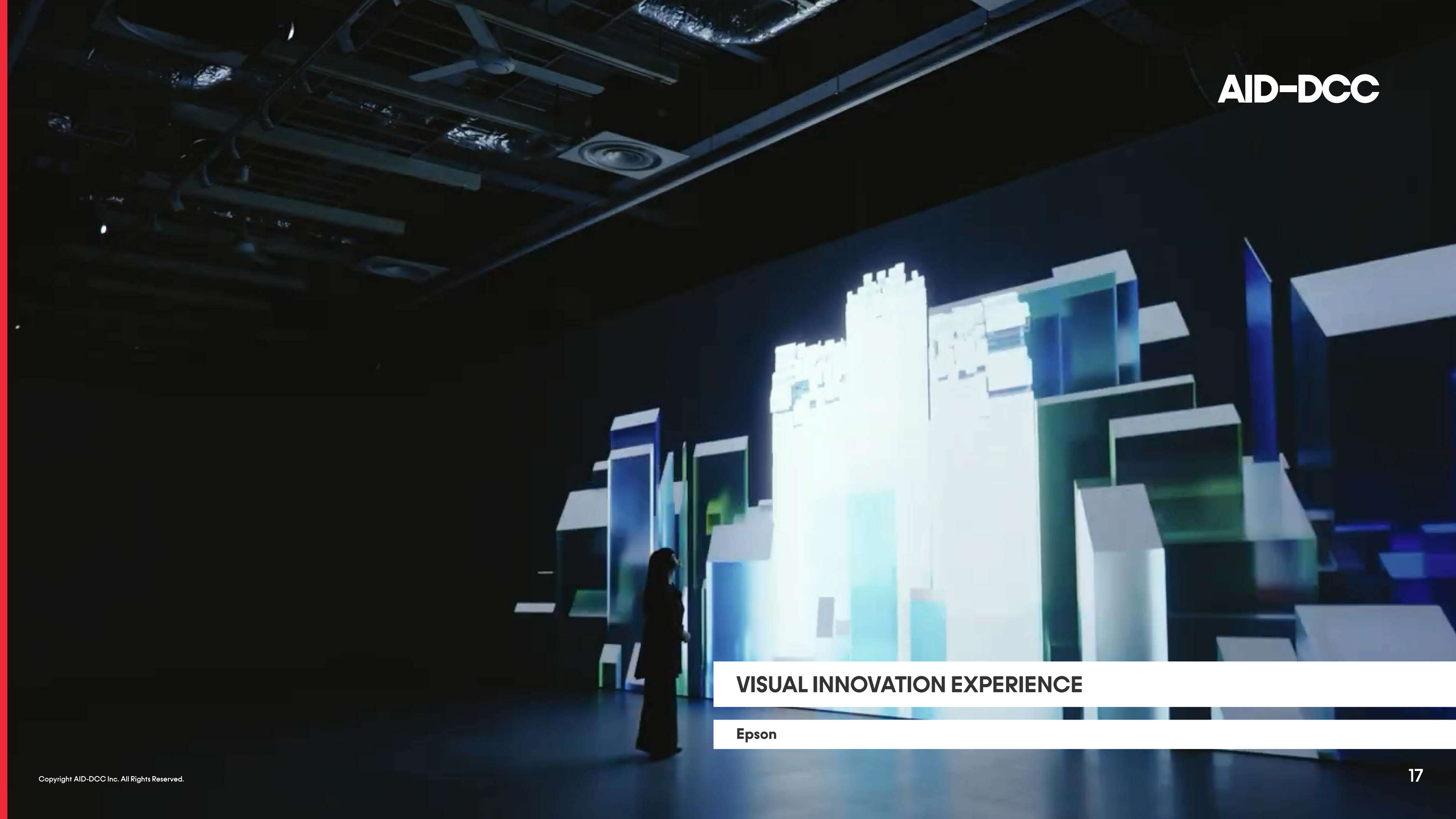




Water Screen / Projection Mapping

https://vimeo.com/366450544

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VISUAL INNOVATION EXPERIENCE

Epson

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VISUAL INNOVATION EXPERIENCE

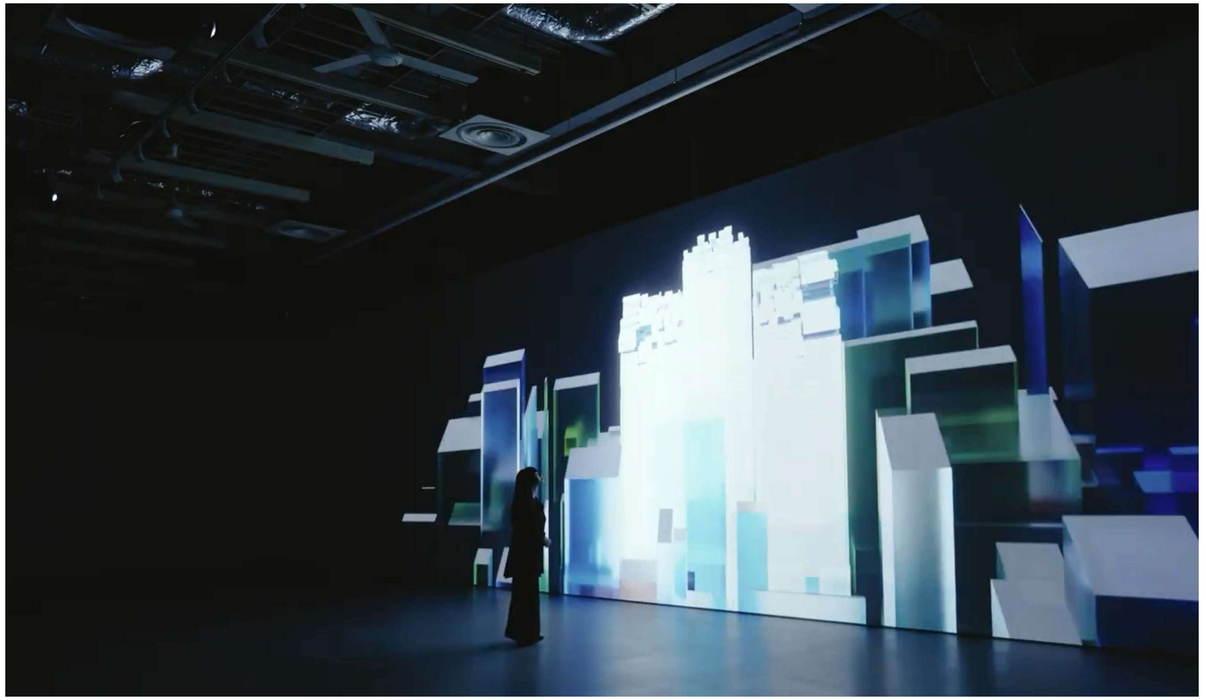
Epson

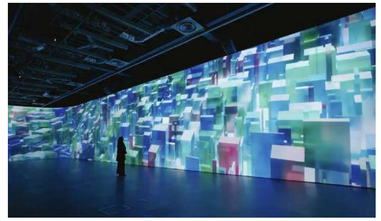
Located in Toyoshina, Nagano—about 30 minutes by car from Matsumoto—Epson's Visual Products Division headquarters has unveiled a new co-creation space that brings its vision, technology, and capabilities to life.

Designed as a hub for local governments and global clients, this facility fosters new business opportunities. The overall construction was led by Nomura Co., Ltd., while we handled the audio-visual system integration and content development.

Our work includes:
- 25m-wide large-scale screen for immersive presentations and dynamic demonstrations
- 360° projection theater, delivering fully immersive visual experiences
- Custom-built control systems to manage and optimize the entire AV experience

This space showcases Epson's cutting-edge visual technology, setting a new standard for innovation and collaboration.





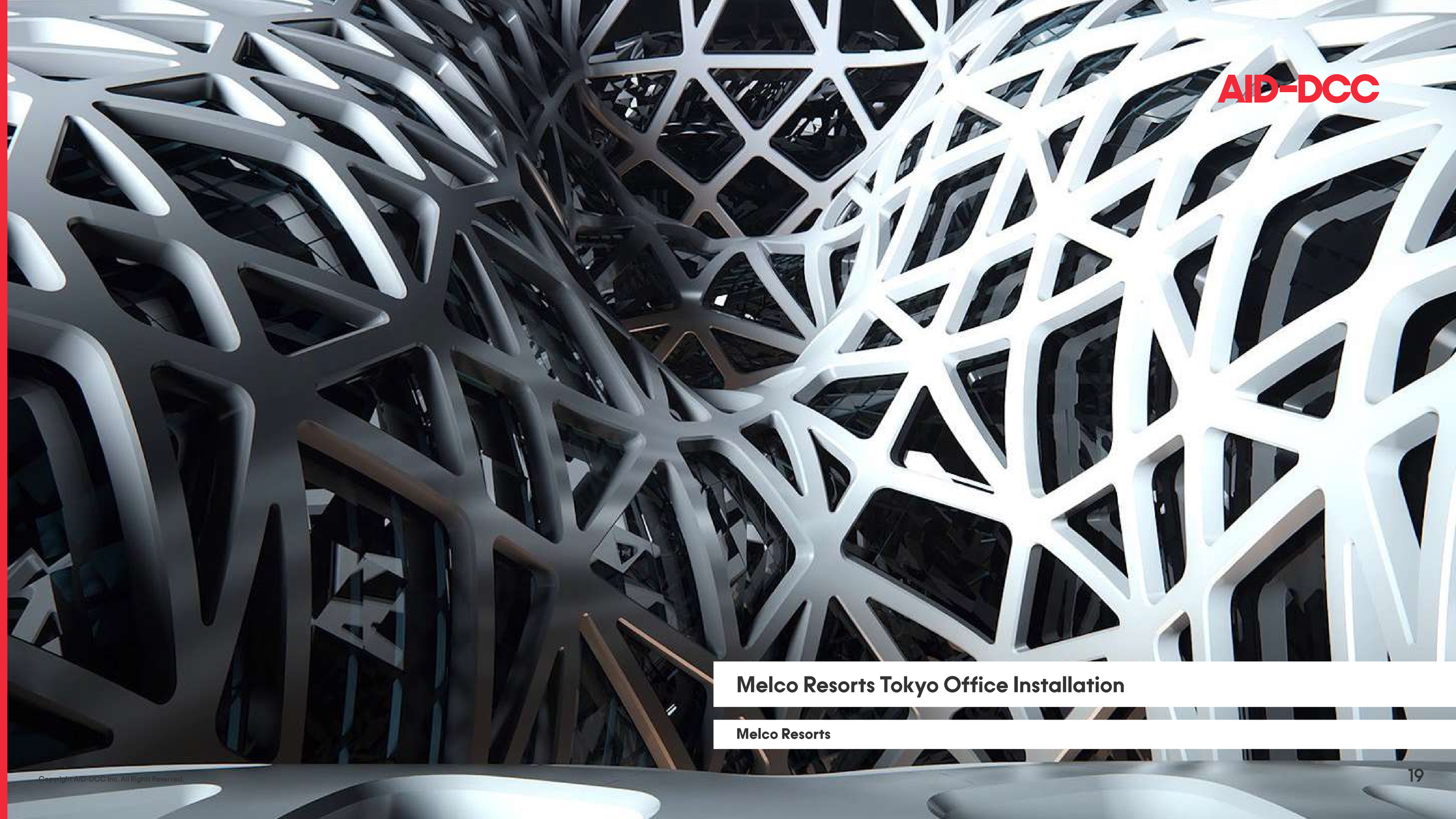




Audio Visual System / Space Design / Installation

https://www.youtube.com/watch?v=Uehil3lzO_g

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Melco Resorts Tokyo Office Installation

Melco Resorts

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Melco Resorts Tokyo Office Installation

Melco Resorts

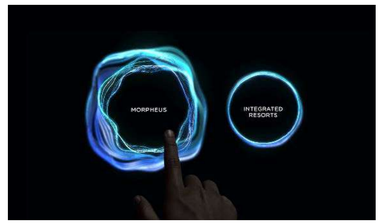
Melco Resorts, one of only a few IR operators in the world and aiming to acquire IR in Japan, created an installation in the gallery space of their Tokyo office as part of their own presentation.

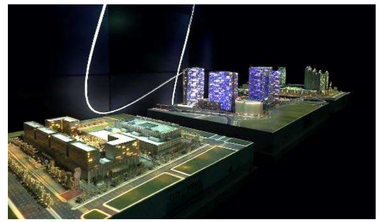
The installation uses projection mapping to create a holographic model of the selected facility, which is then animated to express the advanced nature of the facility, and a giant monitor shows detailed images of the facility.

Guests who visit the office can actually touch and feel the full potential of Morpheus and other advanced facilities, entertainment, and Melco Resorts.









Installation / 3D Hologram / iPad App / Android App / Unity App / System

Digest https://vimeo.com/338787474

All https://vimeo.com/338787825

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EXPLORION

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Factory Tour Attraction “EXPLORION”

Otsuka Indonesia

We created a participatory digital attraction for children to enjoy while touring Otsuka Pharmaceutical's Indonesian factory. Otsuka Pharmaceutical wanted to provide children with a memorable and unprecedented factory tour experience at POCARI SWEAT's Sukabumi factory in Indonesia by offering more fun and surprises.

1. Tablet Factory Tour: Enter a name on a tablet. Visitors can view a detailed video of the actual factory line and answer a quiz in the audio-visual room.

2. DIY Personal Badge: Visitors create their own original badge based on the information they entered into the tablet. Read the QR code on the back of the badge into the camera and take a picture of your face. The badge is then taken to a giant space with projections on the front, sides, and floor of the building.

3. ION Adventure : When the QR code on the badge is read by the installed tablet, your avatar appears on the screen. You and your avatar will play a realistic adventure using the Kinect sensor. The experience will also be posted on the website and can be shared on social networking sites!。









Attraction / Device / Web / iPad App / 3DCG / Projection Mapping

https://youtu.be/4eH7jQTfLM4

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Educational Content for Showa Kodomoen & Gotokuji Fukumaneki Hoikuen

Tokyo Jido Association

We planned and produced interactive educational content for Showa Kodomoen (Tokyo Midtown Yaesu) and Gotokuji Fukumaneki Hoikuen (Setagaya), which opened in April 2023.

Showa Kodomoen – A New World Every Day

Each day of the week, children step into a different themed world, welcomed by swallows—symbols of happiness.

- Monday: Flowers
- Tuesday: Fossils
- Wednesday: Water
- Thursday: Mushrooms
- Friday: Sweets

Interactive digital elements react to movement, encouraging exploration and discovery.

Gotokuji Fukumaneki Hoikuen – Learning Through Play

With a focus on history and cooperation, we created two engaging experiences:

1. Interactive Sound Corridor – Children's footsteps trigger seasonal sounds from traditional Japanese instruments like koto and tsuzumi.
2. LED Moat Installation – As they approach, koi fish and frogs respond dynamically with sound and movement.

These experiences blend culture, nature, and play, sparking curiosity and creativity.









Exhibition / Photo opportunity

https://www.aid-dcc.com/works/hoiku/

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NARUTO × BORUTO | SHINOBISATO

NIJIGEN NO MORI

AID-DCC

With the renewal of the Nijigen no Mori, NARUTO & BORUTO three-dimensional maze attraction "Ten no Maki," we were in charge of the mechanics and direction of the ninja experience, in which guests activate ninjutsu by making seals, which are also used in the play.

Guests were assigned to rescue NARUTO, who had been taken to another world by someone, as a support team for Bolt and the newly created Team 7. On the way, a door closed by ninjutsu cannot be breached without activating a ninjutsu to overcome it. To activate the ninjutsu, a combination of marks is required! Find your friends in the three-dimensional maze, get the marks, and use your ninjutsu to rescue Naruto!









Attraction / System / Web / Movie

https://nijigennomori.com/naruto_shinobizato/

https://www.youtube.com/watch?v=hhS-Cnkdmjs

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Immersive Museum 2022 - Paintings That Move When You Look Away

Immersive Museum

At the Immersive Museum held at Nihonbashi Mitsui Hall, we created two interactive installations:

1. Gustave Caillebotte’s Oarsmen
2. Pierre-Auguste Renoir’s Girl Sleeping with a Cat

Unlike typical interactive art that reacts instantly, these paintings only move when you look away, creating a playful yet mischievous experience—like a digital version of “Red Light, Green Light.”









Installation

https://immersive-museum.jp/

https://youtube.com/shorts/vT-mBXV9ojU

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Immersive Museum 2023 - AI Van Gogh

Immersive Museum

We created an interactive installation where Van Gogh himself “paints” your portrait in his iconic style.

As guests sit in the chair, a camera captures their face, adjusting the frame before Van Gogh begins his work. The canvas gradually fills with color, replicating his signature brushstrokes. In just one minute, a unique Van Gogh-style portrait is complete.

Afterward, guests receive a QR-coded receipt to download their personalized artwork.

By meticulously recreating Van Gogh’s technique, this experience offers a glimpse of how he might have painted you.









Installation

https://www.immersive-museum.jp/

https://youtu.be/n2VpnH6uHVQ

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Immersive Museum 2024 - AI Hokusai

Immersive Museum

We created an installation where Katsushika Hokusai “prints” a personalized ukiyo-e just for you.

As guests sit down, a camera recognizes their face, and Hokusai asks for their hometown. Based on their response, a blank scroll transforms into a unique ukiyo-e, featuring a custom background representing their location.

The AI meticulously analyzes and recreates Hokusai’s color palettes, allowing for selections beyond Japan—including cities worldwide—resulting in truly one-of-a-kind prints.

Afterward, guests receive a QR-coded receipt to download their artwork.

By faithfully replicating Hokusai’s techniques, this experience offers a glimpse of how he might have crafted your ukiyo-e.





Installation

https://immersive-museum.jp/tokyo/

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color me / fragrant me

NEWoMan Yokohama

In conjunction with the opening of NEWoMan Yokohama,
We have created two installations with the tagline, "Enjoy discovering a new me.

color me

The digital installation "color me" invites you to discover your new inner color.
When you cross the boundary line, your hidden feelings are expressed in color. The design is based on organic and soft "watercolor" for NEWoMan's target audience of adult women.

fragrant me

Fragrant me" presents a fragrance with your image derived from the results of four diagnostic questions.
The color of the incense is linked to the results of the color diagnosis, suggesting a flow of discovering your own unique fragrance. The boxes that do not correspond to the questions will be pulled down in order, and the box containing your unique gift (fragrance) will be left according to the results of the diagnosis.









Installation / Event / Product / System

https://youtu.be/wTwiHGqElWI

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