



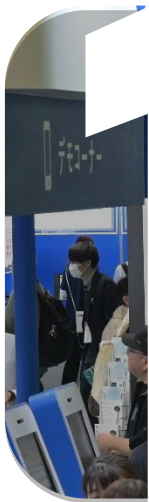
Post-Show Report

2023 Autumn Edition (October 25 – 27, 2023)

Built by



In the business of
building businesses



OVERVIEW

Show Outline

Dates

October 25 (Wed) – 27 (Fri), 2023

Venue

Makuhari Messe, Japan

Organiser

RX Japan Ltd.

CO-LOCATED WITH

NexTech Week TOKYO 2023 Autumn

AI/Blockchain/Quantum Computing/DX Human Resource Development

2nd Metaverse Expo Tokyo AUTUMN

meta NEXT

Summary

In its 3rd edition, XR Fair Tokyo Autumn 2023 marked a triumphant presence at Makuhari Messe, solidifying its status in transformative technologies. Drawing a notable assembly of **305*** exhibitors and **29,593*** visitors over 3 days, the event, located with NexTech Week, brought together professionals from diverse sectors—entertainment, manufacturing, marketing, human resources, education, and more.

XR Fair Tokyo served as a nexus for virtual, augmented, and mixed reality services and technologies. The event provided an optimal platform for exhibitors to showcase their latest offerings, including content production, head-mounted displays, smart glasses, haptics, and simulators. Attendees were able to engage in live demonstrations and **25*** expert-led conference sessions where they gained valuable industry insights. Exhibitors, on the other hand, had the opportunity to present their innovations to a global audience that expressed a strong interest in their products and services.

*The numbers including concurrent shows.

OVERVIEW

Across the 3-day exhibition, XR Fair Tokyo showcased the forefront of virtual, augmented, and mixed reality technologies through live presentations and interactive demonstrations at their designated booths.

Beyond the technological wonders, the event curated an impressive lineup of expert-led conference sessions, which immersed attendees in meaningful discussions that are shaping up the future of XR technologies.

Media Partners

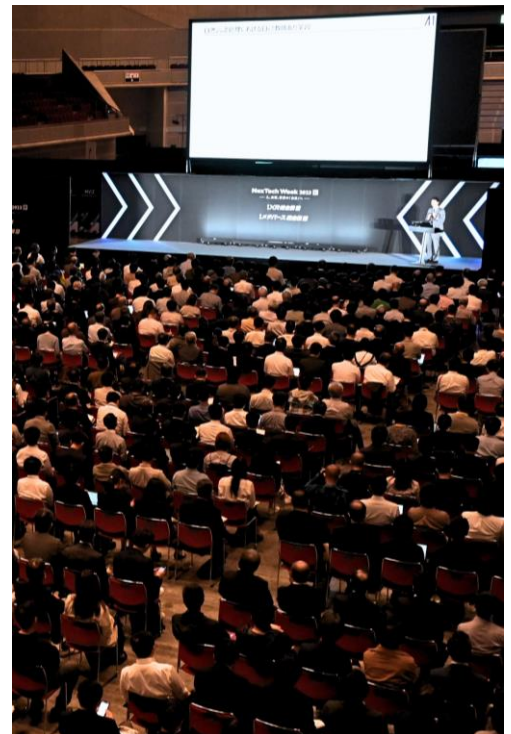
Media partners played a pivotal role in the success of the 3rd XR Fair Tokyo Autumn. Their extensive coverage and dedicated efforts to promote and generate enthusiasm for the event significantly boosted attendance.

These partners skillfully communicated information about the event's exciting features, contributing to further hype and awareness among participants.

AUGANIX
XR INDUSTRY NEWS & INTELLIGENCE

ALLTECH
magazine

CryptoNewsZ



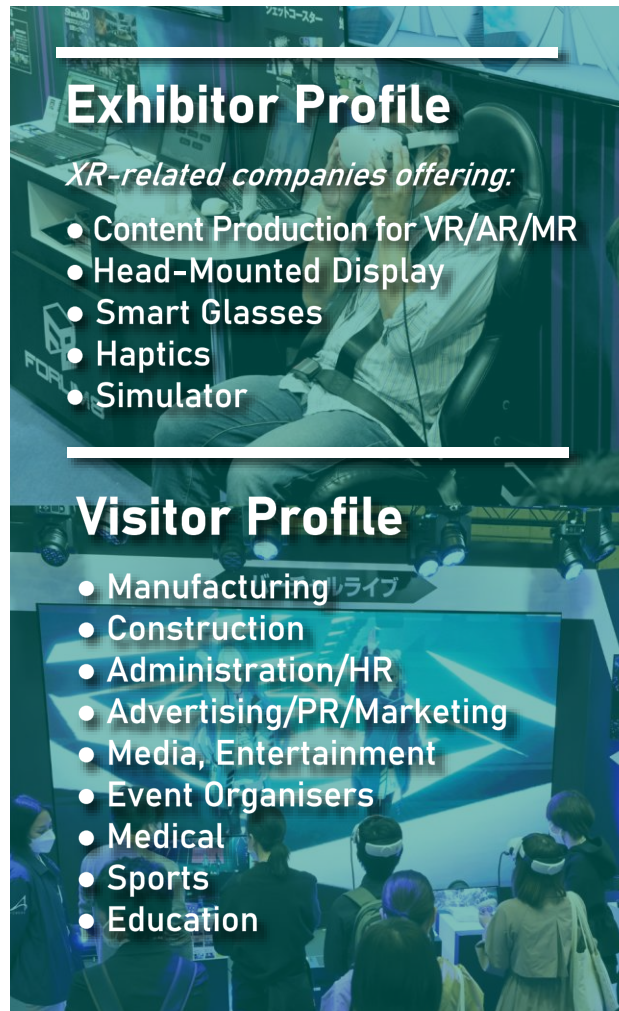
Exhibitor Profile

XR-related companies offering:

- Content Production for VR/AR/MR
- Head-Mounted Display
- Smart Glasses
- Haptics
- Simulator

Visitor Profile

- Manufacturing ライブ
- Construction
- Administration/HR
- Advertising/PR/Marketing
- Media, Entertainment
- Event Organisers
- Medical
- Sports
- Education



2 BY THE NUMBERS*

Exhibitors

305 Exhibitors All Under One Roof

Participating Companies

ALPHA SYSTEMS
Forum8
3i Inc (Beamo/Pivo)
Alphacode
DG Entertainment
FINE JAPAN
MetaBuzz
MOPIC

Motivr
QLAB
Superbean (xRight EDU)
Tokyo Computer Service
Tsumikiseisaku
Creek & River Co.
BeRISE
...and more.

Special Pavilions

Korea XR/Metaverse
Pavilion
Korea Daegu Pavilion

In addition to the Pavilions, many companies were also exhibiting individually from across the world.



Visitors

29,593 Visitors from 44 Countries/Regions



*Preliminary results
*The numbers including concurrent shows



Show Video

Take a look at our Day 1 event highlights.



Special Pavilions

XR Fair Tokyo aims to serve as a one-stop hub for a wide range of XR/VR/MR technologies and services. That's why we prepared special areas featuring platforms that support next-gen metaverse solutions, digital twins, and simulators for various industries.

Korea XR/Metaverse Pavilion
Korea Daegu Pavilion

SPECIAL PAVILIONS

These dedicated spaces uncovered the latest innovations from South Korea, providing attendees with an exclusive glimpse into the next generation of XR and metaverse technologies.

KOREA XR/METaverse PAVILION



KOREA DAEGU PAVILION



DREAMIDEASOFT



Expect to
find more
pavilions at
the next
edition!

Immersive showcase of XR technologies

At the heart of XR Fair Tokyo were a dynamic array of XR technologies, showcased through live demonstrations.

Exhibitors featured hands-on demos of emerging XR hardware, including augmented reality (AR) and virtual reality (VR) devices.

These specialised booths served as interactive platforms, enabling participants to experience first-hand the versatile capabilities of virtual environments.

Platform to Experience,
Expand, and Explore the
forefront of XR innovations.



Next-generation XR software solutions

Cutting-edge XR software solutions were also demonstrated, presenting a comprehensive overview of how sophisticated algorithms, simulations, and applications are redefining the XR landscape.

Attendees explored how XR software innovations are elevating user experiences through improved interfaces, interaction models, and adaptive learning algorithms.

Platform to Experience, Expand, and Explore the forefront of XR innovations.



Conference Highlights

WE'VE COME THIS FAR! THE WORLD OF THE LATEST XR

The Future of MR and Workplace Connectivity—A Vision Towards the Metaverse



Head of Japan B2B Channel Partnership, Reality Labs Meta
Garrell Malacad

XR Fair Tokyo drew attendees into an exploration of XR's transformative potential, covering fundamental concepts and real-world applications.

The first session highlighted MR technology and its revolutionary impact on work, introducing Meta Quest 3 and Meta Quest for Business.

METaverse JAPAN CO-HOSTED SESSION #1

The Intersection of Healthcare and the Metaverse: Current Social Implementation



School of Medicine, Associate Professor
Keio University
Takanori Fujita



CEO, Holoeyes Inc.
Professor, Teikyo University Souei
Research Institute Innovation Lab
Maki Sugimoto



Global DX Planning
Department Manager
Daiichi Sankyo Co., Ltd.
Yasuo Uesugi



Co-Representative Director
Metaverse Japan
Kuniyoshi Mabuchi

METaverse JAPAN CO-HOSTED SESSION #2

The Potential of Education and the Metaverse

Education Center Director
Mitoyo City, Kagawa Prefecture
Shohei Kodama
(remote presentation)



Plepla
Yuzu Minase



Deputy Mayor of Sanjo City
Niigata Prefecture
Yasunari Ueda



Representative Director
Okinawa STEM Education Center
Daihachi Miyazato



Board Member
Future Design Shibuya
Shinko Osada



Conference Highlights

NVIDIA's presentation showcased cutting-edge technologies like OpenUSD for 3D content interoperability and integration of generative AI, XR, cloud, and GDN streaming. Examples of industrial digitization through the Omniverse platform highlighted the transformative potential.

Cluster, operator of Japan's largest metaverse platform, shared insights into metaverse business applications, addressing social issues, UGC, and educational utilisation. The session on Metaverse and Generative AI explored technological innovations' impact on daily life, business, and future society in collaboration with industry experts at the forefront of innovation.

THE EXPANDING POTENTIAL OF INDUSTRIAL METAVERSE The Latest Trends in Industrial Metaverse: Extensive Utilisation of 3D Content

Senior Manager, Enterprise Marketing
NVIDIA
Hideaki Tanaka



EVOLVING VIRTUAL COMMUNICATION The Expanding Possibilities of Virtual Spaces

Chief Operating Officer
Cluster Inc.
Akihiko Narita



METaverse JAPAN CO-HOSTED SESSION #3 The New Era Unveiled by Metaverse and AI

Chairman of the Liberal Democratic Party
Web3 Project Team
Member, House of Representatives
Masaaki Taira



Institute of Industrial Science Special Professor
The University of Tokyo
Keisuke Toyoda
(remote presentation)



Innovation Strategist
JIC Venture Growth Investments
Masato Komiyama

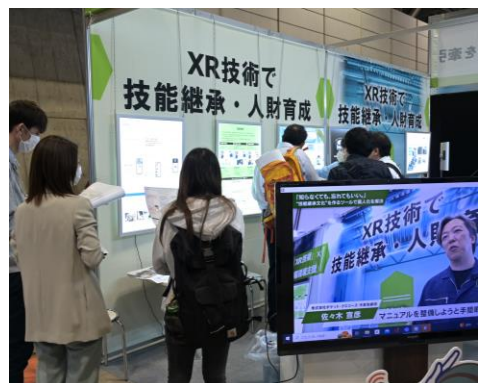
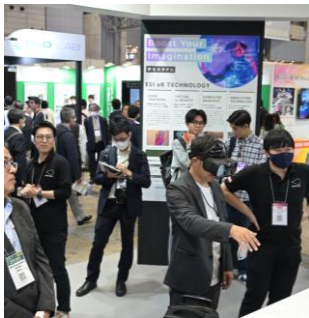
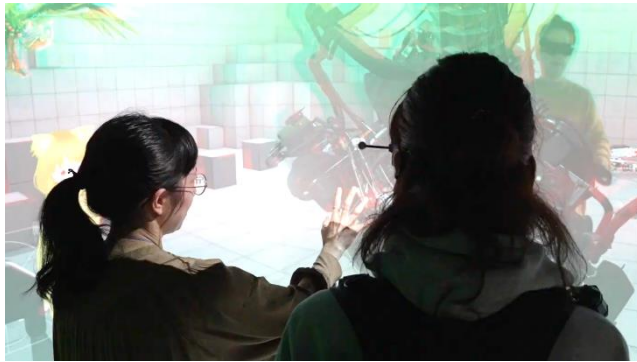


Co-Representative Director
Metaverse Japan
Kuniyoshi Mabuchi



4 SCENES FROM THE SHOWGROUND





2024

SAVE THE DATES

4th *XR Fair Tokyo* **SUMMER** -VR/AR/MR-

Dates : July 3rd (Wed) - 5th (Fri), 2024
Venue : Tokyo Big Sight, Japan
Organiser : RX Japan Ltd.

CO-LOCATED WITH

CONTENT TOKYO

Metaverse Expo Tokyo **2024**
Summer

meta NEXT



4th *XR Fair Tokyo* **AUTUMN** -VR/AR/MR-

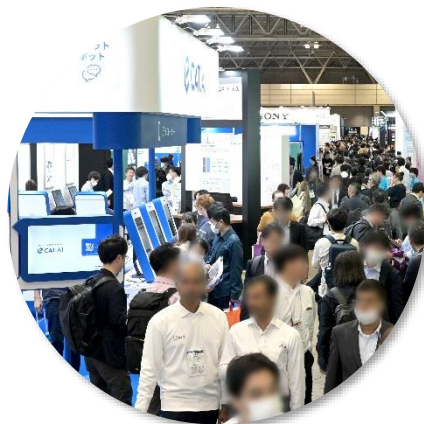
Dates : November 20th (Wed) - 22nd (Fri), 2024
Venue : Makuhari Messe, Japan
Organiser : RX Japan Ltd.

CO-LOCATED WITH

CONTENT TOKYO

Metaverse Expo Tokyo **2024**
Autumn

meta NEXT



NexTech Week TOKYO 2024 **AUTUMN**

- AI/Blockchain/Quantum Computing/DX Human Resource Development -

CONTACT US

EXHIBITING



www.xr-fair.jp/hub/en-gb/exhibit.html



xr-eng.jp@rxglobal.com

VISITING



www.xr-fair.jp/hub/en-gb/visit.html



visitor-eng.xr.jp@rxglobal.com

PRESS INQUIRIES

For coverage on the show, media partnership, etc.



xr-fair.jp/hub/en-gb/press.html

XR Fair Tokyo Show Management, RX Japan Ltd.



xr-fair.jp/hub/en-gb.html

ATTN:
Akira Kono (Mr.)
Ayumi Seno (Ms.)
Chih-Hsuan Chen (Ms.)

Address:
11F Tokyo Midtown Yaesu, 2-2-1 Yaesu,
Chuo-ku, Tokyo 104-0028 Japan

TEL: +81-3-6739-4107
FAX : +81-3-4563-2100

Built by



In the business of
building businesses