
**Realization of MR live video streaming that fused real space
Expand business through new capital increase from "emmmR
Inc." and "Nikon-SBI Innovation Fund" to enter the
entertainment field**

~As business expands, creative rich talent is also urgently invited~

emmmR Inc. (head office: Shinagawa-ku, Tokyo; President and CEO: Tomoaki Amano), which develops and sells hardware and software that realizes Mixed Reality (MR: Mixed Reality) technology, Nikon and SBI Investment Inc. jointly established a private fund "Nikon - SBI Innovation Fund" to underwrite a third party allotment of shares, hardware to realize the MR that has been working to date. We will inform you that we will accelerate the development of the software "real time effector (tentative name)" and start entering the entertainment field. In addition, with the business expansion, we are looking for a creative rich effect development engineer who has experience developing 3DCG graphics software.



■ emmmR's business and mission

The company name of emmmR (MR) is a Mixed Reality Company that creates "more exciting" by fusing the excitement of "What to do?" with the real space. I picked up the head letter "emmm" from "eeny, meeny, miny, moe". And the last "R" is Reality 's "R". The business is to invite the world to develop and sell hardware and software that realizes MR, as well as invite the world that MR technology can be used for entertainment that anyone can enjoy easily. Conventional combination of real and virtual requires a huge set and the performers needed to perform precise performance matching the set positioning and CG video. However, using "real-time effector (tentative name)" developed by emmmR eliminates the need for a large-scale system, MR live combining real-world 3DCG effect displayed in real time according to the movement of the person Video streaming is realized. Although our technology is not only entertainment such as games and videos, it is expected to be utilized in medical care, construction site, design, fashion world etc. We are developing business to Asia around China.

■ Representative from emmmR

Now that the Internet and smartphones have become popular, everyone can send their creative towards the world. In the field of entertainment, we will start selling in China, the largest market of net streaming business, with the capital increase this step, taking into consideration C2C communication in addition to net streaming, ground wave, event production etc.

A world where real and virtual interfere with each other. We aim to grow such a magical space to the platform that everyone in the world can enjoy.

【Company profile: Acceptance place】

Nikon-SBI Innovation Fund (operated company SBI Investment Inc.)

Location: 1-6-1 Roppongi Minato-ku, Tokyo Izumi Garden Tower 19F

Representative: President Katsuya Kawashima

【Company profile】

Company name: emmmR Inc.

Location: 1-20-16 Osaki, Shinagawa-ku, Tokyo

Representative: Tomoaki Amano, President and Representative Director

Establishment: 5th - 15th day of 2017

URL : <http://www.emmmr.com>

Business description: Development and sale of hardware and software to realize MR, etc.



emmmR Inc.

【Press coverage on this release inquiries】

emmmR Inc.

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