

October 1, 2024

Promotion booth at KIX for Osaka Kansai Expo

Kansai Airports is pleased to announce the opening of a promotion booth for the upcoming Osaka Kansai Expo on the 1st floor of Terminal 1 building in Kansai International Airport (KIX).

With just six months to go until the Expo, KIX will serve as the gateway of Kansai region, fostering excitement for the Expo and communicate regional attractions and airport initiatives to visitors to the Kansai.

Kansai Airports Group will continue to provide exciting travel experiences through the operation of the airports, gateways to the Kansai region that welcome domestic and international visitors.

■ KIX environmental initiatives booth

Contents: The booth introduce the efforts being made in KIX, an offshore airport, to harmonize with nature and other important themes for airports in the future society in line with the theme of the Osaka Kansai Expo, “designing future society for our lives”. In addition to panel displays, you can enjoy digital interactive contents such as a “Dive into Animation: Project Your Face as a Diver” and “3D holograms”.

Operator: Kansai Airports



Introduction of the future aviation energy



3D hologram

■ Tourism promotion booth for the Osaka Kansai Expo

Contents: This booth introduces wide-area excursions to various parts of western Japan while boosting momentum for the Expo. In addition to promoting each region on a daily basis, you can enjoy a Kansai wide area digital map, which helps you find regional attractions and tourist information on a digital map. Additionally, the Vibroscape allows you to experience sightseeing spots with images, sound, and touch.

Operator: Tourism Promotion Booth Management Committee for the Osaka Kansai Expo
(committee members: Kansai District Transport Bureau, Ministry of Land, Infrastructure and Transport, Kansai Tourism Bureau, General Incorporated Association Kansai Innovation Center, Kansai Airports, and Nippon Telegraph and Telephone Corporation)



Vibroscape



*See attached for details of each booth.

Location: 1st floor of Terminal 1 building (International and domestic arrival floor)



KIX environmental initiatives booth

Tourism promotion booth

[Inquiries from the press]

Thank you, Anniversary



Kansai Airport Co., Ltd.
Group Corporate Communications Dept.
Public Relations
Tel:072-455-2201

■ **Promotion booth opening ceremony**

Date and time: Friday, October 11 from 10:00 to 10:45

Location: At each booth on the international and domestic arrival floor, 1st floor of Terminal 1 Building

Time	Contents
10:00 to 10:20	<u>KIX environmental initiatives booth</u> -Introduction from 10:00 to 10:10 - <i>Sorayan's</i> greeting from 10:10 to 10:20
10:30 to 10:45	<u>Tourism promotion booth opening ceremony</u> -Introduction and greeting from 10:30 to 10:40 -Tape cutting from 10:40 to 10:45 * <i>Sorayan</i> and <i>MYAKU-MYAKU</i> will also attend. After the ceremony, you can enjoy "Kansai wide area digital map" and "Vibroscape (experience with images, sound, and touch)."

Sorayan: Official character of Kansai Airports Group

MYAKU-MYAKU: Official character of the Osaka Kansai Expo

Reference

Attachment 1: Details of KIX environmental initiatives booth (2 page)

Attachment 2: Details of the tourism promotion booth for the Osaka Kansai Expo (4 pages)

KIX environmental initiatives booth



*Examples

Kansai International Airport was opened 30 years ago as the world's first offshore airport on an artificial island. To address the issue of aircraft noise, the airport was planned to be built on the sea. From the planning stage, we have continued to devise and take measures to harmonize the airport with the natural environment. Even now, we are taking on various environmental challenges, by introducing new technologies, in cooperation with local communities and other companies.

In the run-up to the Osaka Kansai Expo, we will be focusing on providing information not only on social media and our website, but also inside the airport.

■ Theme: "KIX on the sea"

- A message as the offshore airport
- Atmosphere of the rich sea around the airport
- Floor design representing the surface of the water

■ Contents

We offer visual digital contents in order to catch attention of customers from overseas.

1. Dive into Animation: Project Your Face as a Diver

Passengers' faces are recognized and projected onto an animation as divers in the sea.

We show the message as an offshore airport, along with our gratitude to the visitors.



2. Introducing eco-friendly aviation fuel

New aviation fuels will be an extremely important theme in the future of the airport.

We hope our customers will be interested in SAF* made from waste cooking oil and hydrogen fuel.

※SAF…Sustainable Aviation Fuel



3. KIX Eco theater

We show a 3D hologram mini video about environmental initiatives with four programs.

- (1) Seaweed beds that nurture life
- (2) Natural power and solar power
- (3) Hydrogen-powered cars
- (4) Reusing water in airports





Kansai District Transport Bureau, Ministry of Land, Infrastructure and Transport
Kansai Tourism Bureau
General Incorporated Association Kansai Innovation Center
Kansai Airports
Nippon Telegraph and Telephone Corporation

October 1, 2024

Osaka Kansai Expo Promotion Booth at Kansai International Airport, the gateway to West Japan
Welcoming Expo Visitors to Kansai and West Japan!

The Osaka Kansai Expo, starting in April 2025, is expected to attract 28.2 million visitors and have an economic ripple effect of approximately 2.9 trillion yen. Seizing this as the greatest opportunity, we will set up a promotion booth at Kansai International Airport (KIX), where many domestic and international travelers use, to promote wide-area excursion tourism in Kansai and other parts of West Japan and to raise a momentum for the Expo.

At the booth, we offer creative regional promotion activities on a daily basis, created by local tourism officials. We also offer a "Kansai wide area digital map," which provides visitors with regional attractions and tourist information on the digital map and "Vibroscape," NTT's research technology that allows visitors to experience sightseeing spots with images, sound, and touch.

A ceremony will be held to mark the opening of the booth on Friday, October 11, 2024. We invite you to experience and capture the Kansai wide area digital map and Vibroscape on that day.

1. Overview of the booth

- ◆Location
International and domestic arrival floor (1F), Terminal 1, Kansai International Airport
- ◆Exhibition period
Friday, October 11, 2024 to October 13, 2025
*Exhibition after April 2025 is still under adjustment.
- ◆Operating hours
9:00 a.m. to 6:00 p.m. everyday
- ◆Booth management and cooperation

Kansai District Transport Bureau, Ministry of Land, Infrastructure and Transport	Establishment and operation of the promotion booth
Kansai Airports	Provision of space in front of the arrival gate
Kansai Tourism Bureau	Promotion of tourism content in the Kansai region
General Incorporated Association Kansai Innovation Center	Provision of Kansai wide area digital map “Dig the LOCAL in KANSAI” See Attachment 1 for details.
Nippon Telegraph and Telephone Corporation	Provision of "Vibroscape", NTT's research technology, to provide video experience of sightseeing spots See Attachment 2 for details.

2. Opening ceremony

◆Date and Time

Friday, October 11, 2024 from 10:30 to 11:00

◆Speakers

Hiroyuki Iwasaki

Director-General, Kansai District Transport and Tourism Bureau, Ministry of Land, Infrastructure,
Transport and Tourism

Satoru Katahira

Corporate Executive Vice President, Kansai Airports

Toi Yoshitaka

Representative Director, Kansai Tourism Bureau

Mitsumoto Hirose

Executive Director, General Incorporated Association Kansai Innovation Center

Kyoko Yamamoto

Head of Market Planning & Analysis, Senior Vice President, NIPPON TELEGRAPH AND TELEPHONE
CORPORATION

Sponsorship (TBC)

Tatsuya Kitagawa

General Manager, Planning Department, Public Relations and Promotion Bureau, Japan Association
for the 2025 World Exposition

◆Program

10:30 Opening

10:35 Greeting and explanations of the booth

10:40 Opening ceremony (Tape cut)

10:45 Closing

*After the ceremony, you can try "Kansai wide area digital map" and "Vibroscape" for yourselves.

Contact:

●Booth setup and operation in general

Harada, Sasao and Kondo

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District Transport and Tourism Bureau

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●Kansai wide area digital map

Matsutani

General Incorporated Association Kansai Innovation Center

Phone number: 090-4221-4914

E-Mail: kazuki_matsutani@k-innovation.or.jp

●Vibroscape experience device

Research and Development Marketing Division

Nippon Telegraph and Telephone Corporation

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Osaka Kikai Kisha Club

Kansai Financial Press Club

Attachment 1: Kansai wide area digital map "Dig the LOCAL in KANSAI"

The Kansai wide area digital map allows travelers in Kansai to easily access sightseeing information for the 10 prefectures in Kansai. The illustrated map, full of originality, showcases the charm of each place throughout Kansai, providing travelers with even more sightseeing information!

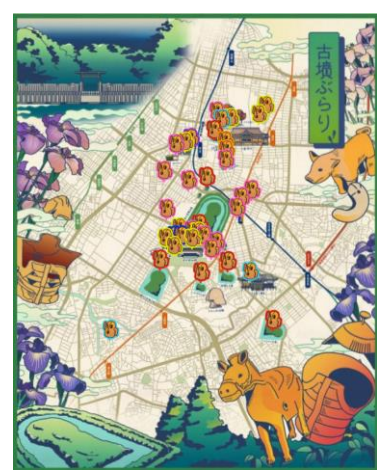
Kansai wide area digital map "Dig the LOCAL in KANSAI"



<https://kansaimap.stroly.com/ja>

You don't need to download the app; it links with location information and shows your current location on the illustrated map. Let's explore and find your favorite area by visiting various places!

Example of the maps



Sakai city in Osaka Prefecture



Kinokuni-ji Onsen in Hyogo Prefecture

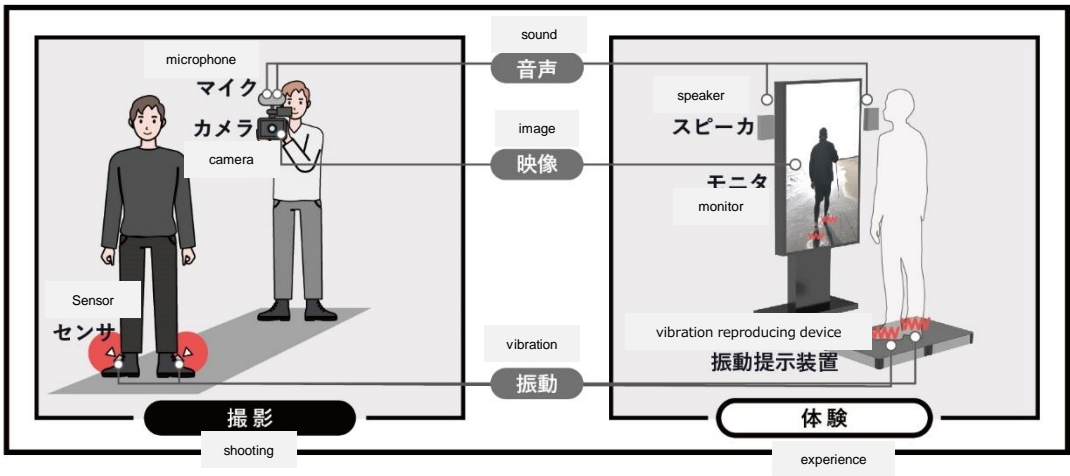


Amanohashidate in Kyoto Prefecture

Attachment 2: Virtual sightseeing experience using NTT technology

In addition to image and sound, the vibrations generated by movements are measured by sensors on your feet, and this technology reproduces them on a monitor, speaker, and a vibration device under your feet. You can experience virtual sightseeing as if you are actually there, enjoying the scenery through the monitor and the associated vibration.

Vibroscape (NTT Technology)



Examples of the booth



Examples of virtual sightseeing



Nachikatsuura in Wakayama Prefecture



Akiyoshidai in Yamaguchi Prefecture



Iwami Kagura in Shimane Prefecture



Kazurabashi in Tokushima Prefecture