

■ SANRIO Virtual Fes in Sanrio Puroland Floor Guide

A huge space spanning five underground floors of Virtual Puroland. The B2 LUNA STAGE (Fee-based area) will host live performances by artists, the B3 FUTURE STAGE (Fee-based area) will host live performances by virtual artists. In the B4 CHILL PARK (Free-entry area), there will be mini live performances by Sanrio characters, a virtual sauna, a cafe and other communication spaces. There will also be a virtual store selling digital and real goods that can only be purchased there.

▪ PURO ENTRANCE (Free)



The entrance to this event, which is a faithful 3D reproduction of the actual exterior of Hello Kitty Land Tokyo.

▪ B1: ENTRY HALL (Free)



Gorgeous introductory floor with a retro and pop feel. There will be greetings by Sanrio characters and Bad Badtz-maru will explain the rules of this festival.

▪ B2: LUNA STAGE (Fee)



A fantastic live floor with constellations of Sanrio characters shining in the night sky. The most advanced technology is used to present the artists' passionate live performances.

▪ B3: FUTURE STAGE (Fee)



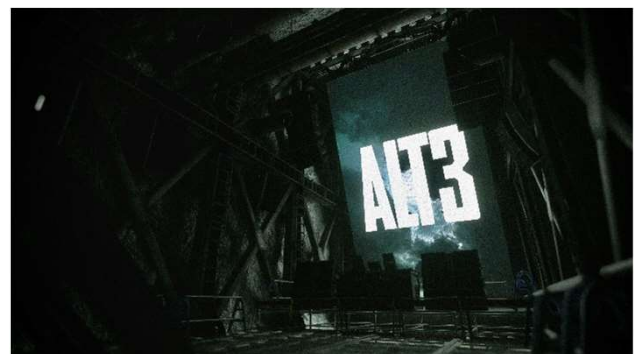
A live floor where Sanrio character objects float in space, fusing futurism and kawaii. Virtual artists will be the main performers.

▪ B4: CHILL PARK (Free)



A chill-out floor based on the concept of communication. In addition to contents such as cafes, saunas, and stores, mini live performances featuring Sanrio characters will be presented.

▪ B5: ALT3 Directed by 0b4k3 (Free)



A club floor dedicated to PC and PCVR produced by 0b4k3, a pioneer of virtual clubs, featuring up-and-coming VRDJs, artists and VJs active in the VRChat scene.

*The image of each floor is how it looks in the VRChat version.

**The images of each floor are currently being created.

■ The 52 artists/groups have been announced!

AKB 48, Hatsune Miku + PinocchioP, and other artists will perform at B2 LUNA STAGE (fee required). Kizuna AI, Mirai Akari, and other virtual artists will perform at the FUTURE STAGE (fee required) in B3. Hello Kitty and other Sanrio characters will perform at CHILL PARK (B4), where they will each give a mini live performance. A total of 52 groups are scheduled to perform.

【B2】



Hatsune Miku + PinocchioP



AKB48 (Team8)



CHiCO with HoneyWorks



Hakushi Hasegawa

【B3】



Kizuna AI



Mirai Akari



Dennou Shojo Siro



Inaba Haneru

【B4】



SANRIO CHARACTERS



Kinu



YUKICHI KASAKU/men

【B5】



Ob4k3



2ToneDisco



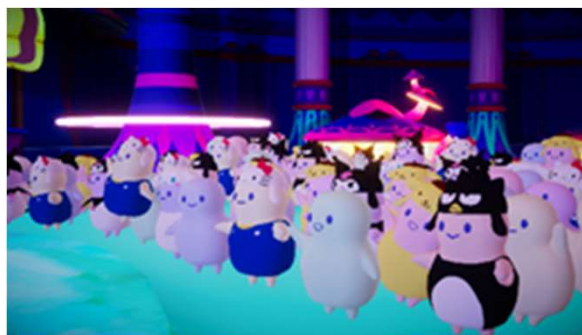
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Lamp DX

And 37 more artists/groups!

■ Original Avatars



By using VRChat or DOOR™, you will be able to participate in the virtual space as the event's original avatar, "Mochipoly".

You can customize your avatar by using "MakeAvatar," a smartphone application that allows anyone without 3DCG knowledge to easily make up a character, or you can wear a Sanrio character onesie or costume and become a Sanrio character. (Sanrio costumes are available for an additional fee, total of 6 types.)

The Sanrio costumes can be purchased at Xmarket for 2,200 yen (tax included) for each of the six types.

You can customize your avatar by using "MakeAvatar," a smartphone app that allows anyone without 3DCG knowledge to easily make up a character.

If you have a head-mounted display and a gaming PC, you can also enjoy never-before-seen virtual effects, such as Hello Kitty ribbons appearing when avatars high-five each other in the virtual space. It's like attending a real live performance.

*The customization of Mochipoly can be done by those who have purchased a ticket with an avatar costume for the VRChat version or a ticket with an avatar costume for the DOOR™ version.

You can upload your original avatar to each platform via "MakeAvatar".

Original avatar "Mochipoly" can be created in "Make Avatar" from today (November 18)!

Prior to the event, PURO ENTRANCE and B1 ENTRY HALL will be open to the public from November 20 (Sat) to November 21 (Sun) from 13:00 to 17:00, and our staff will be there as avatars to answer your questions. If you are a VRChat beginner, please take this opportunity to join us.

XMarket <https://xr-marketplace.com/en/special/sanrio-vfes/tickets>

MakeAvatar <https://makeavatar.jp/en/top>

■ Artist collaboration digital figure (HoloModels Nano) will be on sale! There will be a pre-sale event with virtual sales staff on December 4th and 5th!

The B4 CHILL PARK floor is a chill-out floor based on the concept of communication, with contents such as a cafe and sauna, as well as mini live performances featuring Sanrio characters.

In addition, to commemorate the event, the Virtual Shop, which will be attached to the event, has decided to release original collaborative digital figures (HoloModels phenomenon) with artists such as Kizuna AI and Miku Hatsune. Total 23 types, 2,200 yen each (tax included)

During the two days of December 4 (Sat.) and 5 (Sun.), the B4 CHILL PARK floor will be open for a limited time pre-opening from 13:00 to 17:00 (JST) for pre-sale of these digital figures. Virtual sales staff will be on hand to serve customers, so please enjoy shopping while communicating with them.



What is a digital figure (HoloModels®)?

You can decorate digital figures anywhere you want with AR using the "HoloModels" application exclusively for smartphones. You can freely change the size of the figure, pose it as you like, and animate it using the various sprays.

With HoloModelsVR, you can freely create, install, and view poses in a 360-degree virtual space.

* To play in VR, you will need a separate PC or VR device and download of HoloModelsVR.

** It cannot be used as an avatar in VRChat or DOOR.

■ Platforms

VRChat

By connecting a head-mounted display and a gaming PC to this event, you can have a highly immersive experience.

By diving into the virtual space, you can move freely around the various floors and enjoy the live performances of the artists right in front of you.

VRChat ticket purchasers will also receive DOOR™ and SPWN tickets, allowing them to enjoy the experience on any platform.

Recommended environment and available devices

1) PC-connected VR (Oculus/Vive/Index + Gaming PC) + Gaming PC 2) Gaming PC

DOOR™

By participating in this event with a head-mounted display (standalone VR), you will be able to experience high quality live performances.

You will be able to enjoy live viewing of the artists in the virtual space.

You can also enter the floor and watch the live viewing on your PC or smartphone.

DOOR™ ticket purchasers will also be given tickets for SPWN.

*There is a limit to the number of functions and areas that can be experienced.

Recommended devices

1) Standalone VR (Oculus/Vive/Index + Gaming PC) 2) PC-connected VR (Oculus/Vive/Index + Gaming PC) 3) PC (Windows/Mac)

Compatible Devices

1) Standalone VR (Oculus/Vive/Index + Gaming PC) 2) PC-connected VR (Oculus/Vive/Index + Gaming PC) 3) PC (Windows/Mac)

4) Smartphone

SPWN

You can watch the B2/B3 artists' live performances via live viewing from your PC or smartphone.

Available devices: ① PC (Windows/Mac) ② Smartphone

■ Ticket Prices

B2F and B3F live venues require the purchase of a paid ticket.

VRChat: 1 DAY 6,800 JPY 2 DAYS 9,800 JPY

DOOR: 1 DAY 5,800 JPY 2 DAYS 8,800 JPY

SPWN: 1 DAY 4,500 JPY 2 DAYS 7,500 JPY

【Sanrio Virtual Fes in Sanrio Puroland】

Date: Saturday, December 11, 2021 and Sunday, December 12, 2021, 17:00 - 22:00 (JST)

(B5 floor: until 24:00 JST)

Location: Virtual Sanrio Puroland

Sponsor: Sanrio Company, Ltd. and Sanrio Entertainment Co., Ltd.

Planning and production: Interdimensional TOKYO, Gugenka Corporation, Melody Fair Corporation, VRChat Inc.

Support: Astonishment Inc., Pocket RD Inc., BALS Inc.

Performing artists:

Kizuna AI, Hatsune Miku + Pinocchio P, AKB48,AKB48 (Team8), Dennou Shojo Siro, Mirai Akari, CHiCO with HoneyWorks, NatsuiroMatsuri,MariGEM(Marinasu×GEMS COMPANY),+α/ Alfakyun.,DÉ DÉ MOUSE,Kashitaro Ito, Syounen T , Inaba Haneru, Serph, GLUTAMINE , Kaede Higuchi, KMNZ (Kemono's), VALSHE, Hakushi Hasegawa, YuNi, PASOCON MUSIC CLUB, Mom, Megu Shinonome, Kano,Ginga Alice,SAKI ASHIZAWA, Monste Z MATE, AMOKA, Yukichi Kasaku/men, LAUSBUB,and from Sanrio characters, canorin, JNzi, Lamp DX, minawa, sara-arai, Kinu, 0b4k3, Carpenter, Swa, fotfla ,kaiware style, KillU, 2ToneDisco, TORIENA, Reflex, and from Sanrio characters, Hello Kitty, Cinnamoroll, Kuromi, Cogimyun, Hapidanbui, Mashumairesh! (SHOW BY ROCK!),

Ticket price: Free admission for PURO ENTRANCE and B1, B4 and B5.

Ticket price: Free admission for PURO ENTRANCE and B1, B4, B5. B5 is for PC and PCVR only, and there is a limit to the number of visitors.

B2F and B3F live venues require the purchase of a paid ticket.

VRChat: 1 DAY 6,800 JPY 2 DAYS 9,800 JPY

DOOR: 1 DAY 5,800 JPY 2 DAYS 8,800 JPY

SPWN: 1 DAY 4,500 JPY 2 DAYS 7,500 JPY

Sanrio costumes for avatars (6 types in total) will be charged separately.

Sanrio costumes for all avatars and tickets are included in the full bundle.

Official website: <https://v-fes.sanrio.co.jp/en.html>

Official SNS: Twitter @SANRIO_VFes

How to participate: You can participate in Sanrio Virtual Fes in Sanrio Puroland from PC-connected VR (Oculus/Vive/Index + Gaming PC), Gaming PC, standalone VR (Oculus Quest etc.), PC (Windows/Mac), and smartphones.

DOOR™ is a registered trademark of NTT.

*The name "metaverse" was originally given to a fictional virtual space service in Snow Crash. Later, as technology evolved and a variety of virtual space services appeared, it came to be used as a generic term for them as well.

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