

## Event Reports

5G

Open House

Exhibition Report

# docomo Open House 2021

## —The society of the future begins here. Hello, Transformation. —

R&D Strategy Department Masahiro Tamaoki<sup>†</sup>

“docomo Open House 2021 —The society of the future begins here. Hello, Transformation.—” was held online for four days from February 4 to 7, 2021. This article introduces the event and explains the details of the main exhibits.

## 1. Introduction

For four days from February 4 to 7, 2021, NTT DOCOMO held “docomo Open House 2021 —The society of the future begins here. Hello, Transformation. —” online.

This article describes details of the main exhibits at this event.

## 2. Online Exhibition on a Web Page

In light of the recent social situation, this event was held online. 233 exhibits from NTT DOCOMO and its partners were presented under the title of

“Tech Showcase.” Various lectures and seminars titled “docomo Open House TV” were held in conjunction with the exhibition, with the participation of not only NTT DOCOMO executives but also celebrities from outside the company. A rich variety of 74 contents were released for those not familiar with technologies such as the 5th Generation mobile communication system (5G) and AI to enjoy, such as lectures on solving future social issues and creating new value. During the four days of the exhibition, the total number of visitors exceeded 90,000, making it a great success (**Figure 1**).

In Tech Showcase, the details of technologies and their user benefits were introduced in individual

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<sup>†</sup> Currently, Communication Device Development Department.

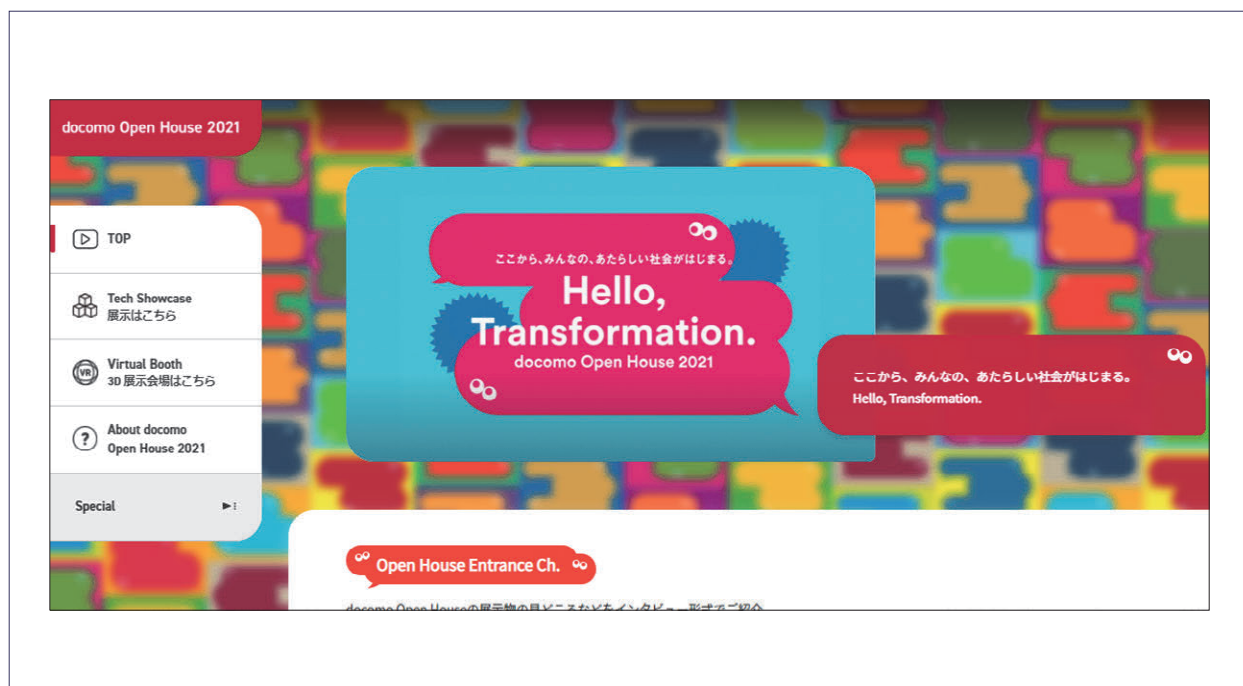


Figure 1 docomo Open House 2021 entrance page

template Web pages. Some exhibits offered interactive functions such as viewing live demonstrations through a Web conference system, chatbots, comment posting from visitors, and exchange of business card information using registered information. In addition, compared to exhibitions held in real venues, we were able to promote contents through a range of videos without the limitations of conventional displays and exhibition stands (Figure 2).

Similarly, we were able to provide lectures and seminars without being restricted by venue size or time. By delivering seven videos simultaneously, users could watch various lectures and seminars with the sense of zapping between them. In addition, lectures and seminars already completed could be delivered as so-called “missed deliveries,” which do not restrict user viewing time. In addition,

as some performances are possible with online distribution, NTT DOCOMO President and CEO, Motoyuki Ii appeared via Volumetric Capture<sup>\*1</sup> in his welcome speech (Figure 3). Meanwhile, in his speech titled “Digitization Creating a New Society,” Executive Vice President and Executive General Manager of R&D Innovation Division, Naoki Tani introduced NTT DOCOMO initiatives to contribute to the realization of a society where the new normal<sup>\*2</sup> is an environment in which people can work and live safely and securely through the evolution of advanced technologies and ecosystems. Also, to make these NTT DOCOMO initiatives more enjoyable, a variety of lectures were held on themes that transcend the boundaries of partners, including technology commentary program by celebrities called “What’s This Tech?”.

<sup>\*1</sup> Volumetric Capture: A technology that converts images captured by a camera, etc., into three-dimensional digital data and reproduces the images in 3D space.

<sup>\*2</sup> New Normal: A state in which a new common sense has irreversibly taken hold as a result of changes in the social environment and circumstances.



Figure 2 docomo Open House 2021 Tech Showcase



Figure 3 Welcome speech

### 3. VR Exhibition on a Smartphone App

At the same time as the aforementioned Web page exhibition, we also held a VR exhibition entitled “Virtual Booth” in which visitors could experience immersive contents using NTT DOCOMO technologies and solutions using the Virtual Event Platform developed by NTT DOCOMO (Figure 4).

In this Virtual Booth, volumetric video technology delivered rich and realistic limited-edition content via a smartphone app of 3D productions adding objects and models, etc., to images of celebrities and badminton players (Figure 5). This technology not only faithfully reproduces 3D models of people and objects photographed from all angles using special equipment in VR space, but also digitizes



Figure 4 Virtual Booth



Figure 5 Main booth of Virtual Booth

the movements of the subjects with high precision, enabling viewing of realistic VR content from any 360-degree viewpoint.

## 4. Conclusion

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This article introduced the “docomo Open House 2021 —The society of the future begins here. Hello,

Transformation. —” event held for four days from February 4 to 7, 2021, and described its exhibits.

NTT DOCOMO will create fun and surprising services that will revolutionize user lifestyles and communications for the new society of the future. We would also like to work on solving social issues with the aim of realizing growth and a prosperous society in Japan.