


NTT QONOO

— Company Overview —

NTT QONOO (“ko-no-cue”) was launched on October 1, 2022 as a wholly owned subsidiary of NTT DOCOMO to promote the NTT group’s XR business.

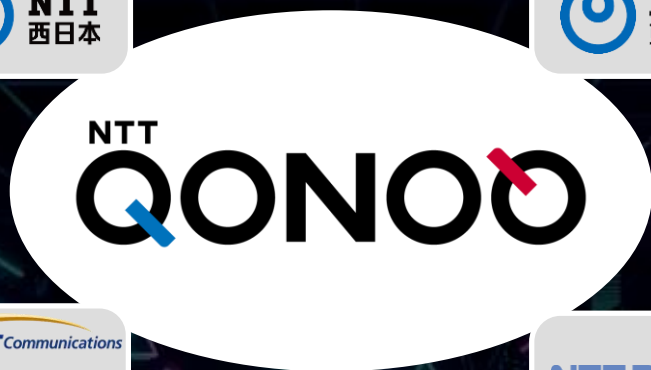
NTT QONOO, INC.

A collage of four images. Top left: A musician in a purple shirt playing a red bass guitar. Top right: A family of four (father, mother, and two children) smiling together. Middle: A person wearing a VR headset, looking down. Bottom: A person in a grey uniform and cap holding a rolled-up document.

To enrich communication by creating innovative extended reality (XR) services and devices and helping enterprises utilize XR technologies to accelerate their digital transformations.

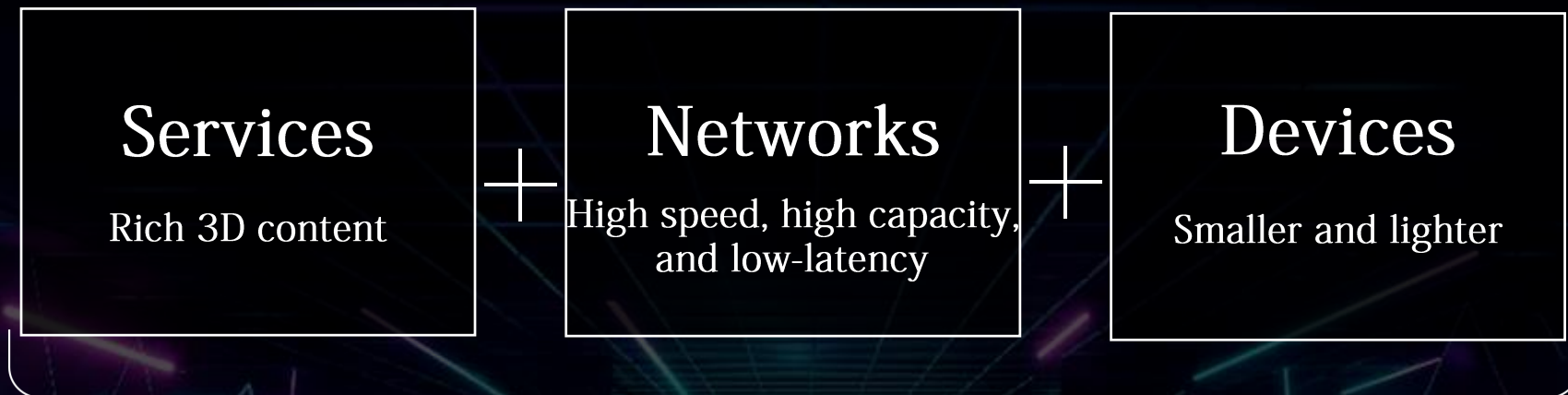
Position in NTT Group

NTT QONOO (“ko-no-cue”) integrates XR business units and assets within the NTT group.



NTT XR
Extended Reality





NTT QONOO and NTT group to provide core components of XR business

Metaverse



VR
AR
MR

Providing experiences and communication through avatars in the virtual realm

Digital Twins



Providing new values through interactions between the real world and virtual spaces using XR

XR Device Business

Through our immersive hardware devices, we provide new values and experiences together with our services.

Metaverse

NTT
QONOO



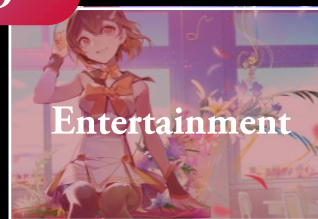
XR World

Launched on
March 31,
2022

We are working with partners in various genres, such as sports, commerce, and education, to expand experiential values.



After 2023

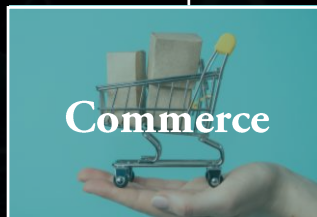


Entertainment



Sports

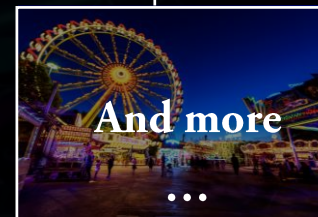
User Community



Commerce



Education



And more

Virtual live system

NTT
QONOO



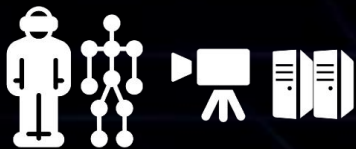
Matrix Stream[®] ☒

- Real, virtual, and online
- Real time live performances on a virtual platform
- Theatrical performances and music videos

Video recording

XR content creation

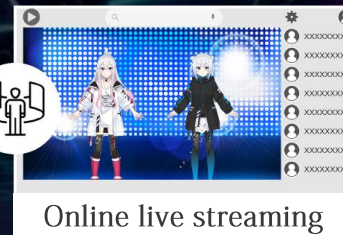
Multi-channel Streaming



Live events in real venues



Live events in virtual venues



Online live streaming

XR studio



Motion capture system

Matrix Stream®



Real-time XR live engine



V Singer/V Tuber

Tacitly



A virtual singer who ...

- performs live music on virtual platforms
- interacts with fans worldwide
- speaks Japanese, English and Chinese

Digital Twin

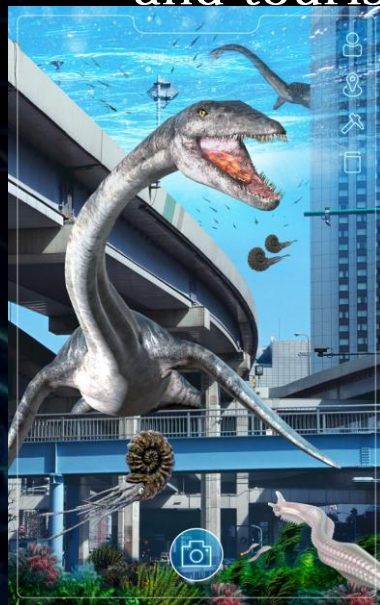
NTT
QONOO



XR City
Launched on
July 14, 2022

新感覚街あそびアプリ

The variety of content allows users to experience their city in new ways. XR City creates new flows of people in commercial facilities and tourist spots.



Area Partners

Shinjuku Southern Terrace



Tokyo Dome City



Saitama Prefectural Government



many more areas

XR devices make content and services more attractive.
NTT QONOO develops XR devices that maximize customer experience.



Business	<ul style="list-style-type: none">• Developing software and hardware for XR business• Providing immersive services and solutions for XR and digital-twin domains, targeting markets worldwide• Planning and developing immersive devices
Establishment	October 1, 2022
Ownership	NTT DOCOMO, INC. (100%; approx. 450M USD)
President and CEO	Seiji Maruyama
Employees	About 200 (October 1, 2022)
Location	Sanno Park Tower, 7F 2-11-1 Nagata-cho, Chiyoda-ku, Tokyo 100-6150 Japan
Website	https://www.nttqonoq.com



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