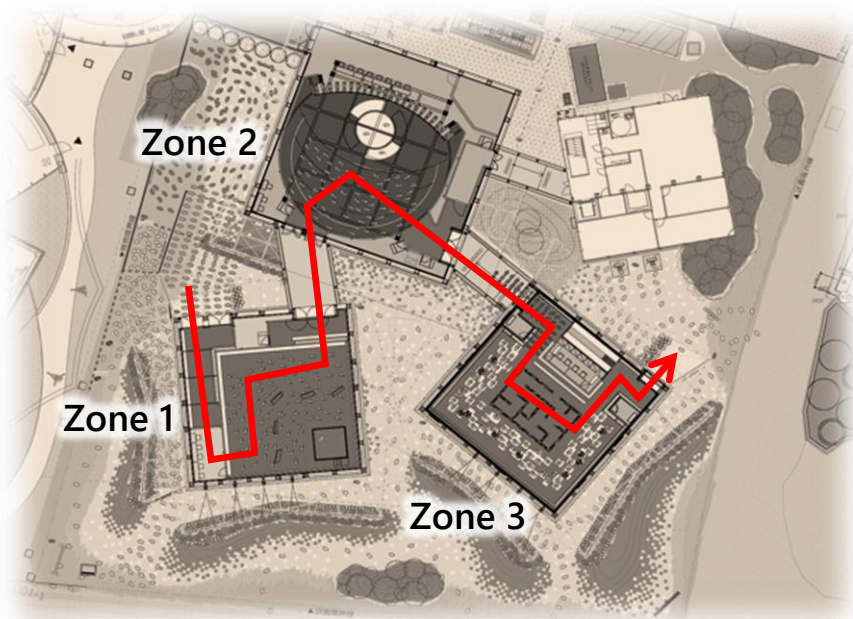


NTT Pavilion Experiences at Expo 2025 Osaka, Kansai, Japan

TOKYO—March 21, 2024—NTT Corporation (Headquarters: Chiyoda Ward, Tokyo; Representative Member of the Board and President: Akira Shimada; hereinafter "NTT") announces the experiences to be offered at the NTT Pavilion at Expo 2025 Osaka, Kansai, Japan (hereinafter "the Expo").

< Overview of the Pavilion Experience >

The experience theme of the NTT Pavilion is "PARALLEL TRAVEL"—a pavilion that takes visitors on a journey through time and space. By exploring three different zones, Zone 1 to Zone 3, visitors will embark on an immersive journey that transcends time and space. *The experience will be in a guided tour format, with a total duration of approximately 20 minutes.



●Zone 1: Prologue - The Evolution of Communication and the Gap Yet to Be Bridged

The first zone explores the history of communication evolution, its universal value, and the challenges that past technologies could not fully overcome. Through displays of historical and modern communication devices, along with dynamic visuals projected on a massive screen, visitors will experience the evolution of human connection.

As the prologue to the next-generation communication experience, this zone highlights a fundamental human desire—to connect with people across distances and to be part of a larger

world.



●Zone 2: Main Experience – The Rhythm of Connection Beyond Distance

The centerpiece of the NTT pavilion, Zone 2, features an experience with world-renowned music group Perfume as special guests. This immersive showcase will seamlessly connect three locations: the Expo venue in Yumeshima, the Expo'70 Commemorative Park in Suita City, and a virtual recreative version of the 1970 Osaka Expo. Through real-time 3D spatial transmission, visitors will experience an unprecedented journey that transcends time and space.

*On April 2, NTT will conduct the world's first real-time 3D spatial transmission. During the Expo, visitors will experience a pre-recorded version of this innovative performance.

By wearing 3D glasses, visitors will witness how distant locations merge seamlessly with pavilion space through immersive visuals and vibrations. This cutting-edge experience, brought to life through Perfume's dynamic performance, will allow visitors to feel the future of communication where physical distance no longer limits human connection.



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●Zone 3: Epilogue - The Possibility of a New “We”

In Zone 3, each visitor's “Another Me”—a digital representation of themselves—will come to life. Upon entering the pavilion, visitors will have their Another Me generated through a scanning process. This unique avatar will be projected onto a massive screen, where it will begin to move autonomously, transforming in appearance and interacting with other Another Me avatars beyond the barriers of language and culture. Together, they will create a harmonious song of hope.

Through this experience, visitors will gain a new perspective on their own potential, discovering new possibilities for themselves and for human connection in the future.



< Overview of Personal Experience Outside the Pavilion >

Near the exit of Pavilion Zone 3, visitors will find interactive installations designed to deepen their “PARALLEL TRAVEL” experience.

① “The World We Hear” – A Nostalgic Phone Experience

A device resembling an old-fashioned public telephone invites visitors to pick up the receiver and dial a three-digit number. Through the receiver, they will hear intimate, everyday moments—scenes that evoke universal emotions. From calling home for a ride on a rainy day to secretly chatting with a loved one on a home phone dragged into a room, this installation recreates the warmth of past phone conversations, making visitors feel the deep connections that telecommunication has always provided.

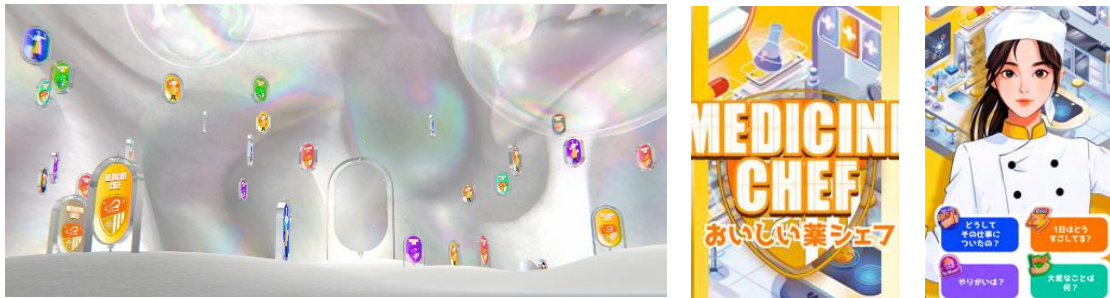
② “The Touch of Life” – A Sensory Communication Experience

This installation is linked in real-time to the DYNAMIC EQUILIBRIUM OF LIFE within the Expo via IOWN-APN (All-Photonics Network). Visitors will not only see and hear the person on the other end but also exchange touch-based sensations, sharing an emotional and sensory connection.

< Overview of the Virtual NTT Pavilion Experience >

The Virtual NTT Pavilion is more than just a digital twin of the physical NTT Pavilion at the Expo—it offers unique, interactive experiences that can only be realized in a virtual environment. Just like the real pavilion, visitors can explore three different areas, with opportunities to collect exclusive virtual items unique to NTT.

One of the highlights is “Another Me Planet,” an original experience that expands upon the Another Me concept introduced in Zone 3 of the physical pavilion. This immersive feature allows visitors to create their own Another Me, envisioning themselves in future professions that do not yet exist. They can receive personalized AI-generated voice messages from their future selves, created using NTT Laboratories’ speech synthesis technology. Additionally, visitors can engage in conversations powered by NTT’s proprietary large language model, “tsuzumi,” enhancing the depth of their virtual interaction.



< Dynamic Curtain Display Covering the Pavillion >

Inside Zone 2, cameras will capture the facial expressions of visitors, allowing the pavilion's outer curtain to react in real-time to the crowd's emotion and energy. As a result, the pavilion itself will appear to come to life, moving and swaying in response to visitors' excitement and engagement.

< Creating Diverse Use Cases with Various Partners >

In collaboration with the Japan Association for the 2025 World Exposition and various organizations participating in the Expo, NTT will demonstrate future use cases powered by the IOWN-APN (All-Photonics Network) both inside and outside the Expo venue.

< The Key Technologies Used in the Experience >

At the NTT Pavilion, two experiences will be made possible by leveraging high speed, high capacity, low latency, and low power consumption capabilities of IOWN (Innovative Optical and Wireless Network).

① The world's first real-time 3D spatial transmission using IOWN (Zone 2 experience)

Utilizing Dynamic 3D spatial data transmission and reproduction technology, and vibrotactile-sound field presentation technology, 3D spatial data and vibration data of the Expo'70 Commemorative Park will be transmitted and reproduced in real time at the Expo venue in Yumeshima. With IOWN's high-speed, low-latency network, this will mark the world's first-ever real-time 3D spatial live performance, creating an immersive communication experience.

② Sustainable AI Integration Using IOWN Photonic Disaggregated Computing (Dynamic Curtain Display)

The cameras installed in Zone 2 will capture visitors' facial expressions, which will then be instantaneously analyzed at a remote location (NTT WEST Headquarters) using IOWN Photonic Disaggregated Computing. Based on the analysis results, the pavilion's outer curtain will dynamically respond and move.

IOWN Photonic Disaggregated Computing is the first in the world to incorporate photonics-electronics convergence devices, a key technology for low power consumption. This technology reduces power consumption to just 1/8 of conventional levels.



About NTT

NTT contributes to a sustainable society through the power of innovation. We are a leading global technology company providing services to consumers and businesses as a mobile operator, infrastructure, networks, applications, and consulting provider. Our offerings include digital business consulting, managed application services, workplace and cloud solutions, data center and edge computing, all supported by our deep global industry expertise. We are over \$93B in revenue and 330,000 employees, with \$3.6B in annual R&D investments. Our operations span across 80+ countries and regions, allowing us to serve clients in over 190 of them. We serve over 75% of Fortune Global 100 companies, thousands of other enterprise and government clients and millions of consumers.

Media contacts

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< Reference: Pavilion architecture >

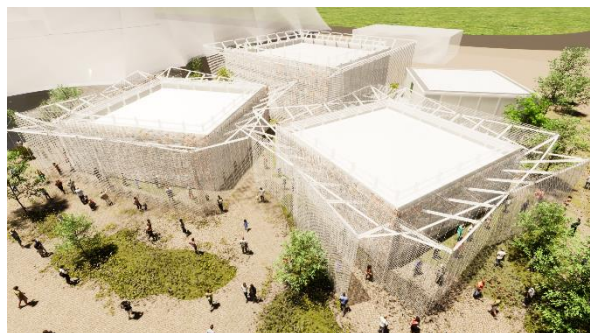
The NTT Pavilion is located immediately to the right of the East Gate of the Expo venue. With a site area of 3,500m², it is the largest private sector pavilion at the Expo. The pavilion consists of three buildings (Zone 1 to Zone 3).

The architectural concept is a structure “Clad in Emotions” with three themes, “A Circulating Pavilion,” “A Pavilion That We Build Together,” and “A Living Pavilion.” The pavilion uses approximately 180,000 pieces of recyclable cloth and 1,500 pieces of carbon wire while also reducing steel usage by 20% compared to conventional construction methods, leading to a 15% reduction in CO2 emissions. Additionally, solar power, hydrogen power, and biomass power will be utilized as green energy sources.

The pavilion also places emphasis on sustainability and diversity, values that will become increasingly important in future societies. For example, a canopy (sunshade) was created through collaboration with internal and external stakeholders. During the Expo, children visiting the pavilion will select a piece of fabric in a color that represents their vision of the future and tie it to the pavilion walls. This interactive installation will allow the pavilion’s colors to change daily, reflecting the evolving hopes and perspectives of the next generation.

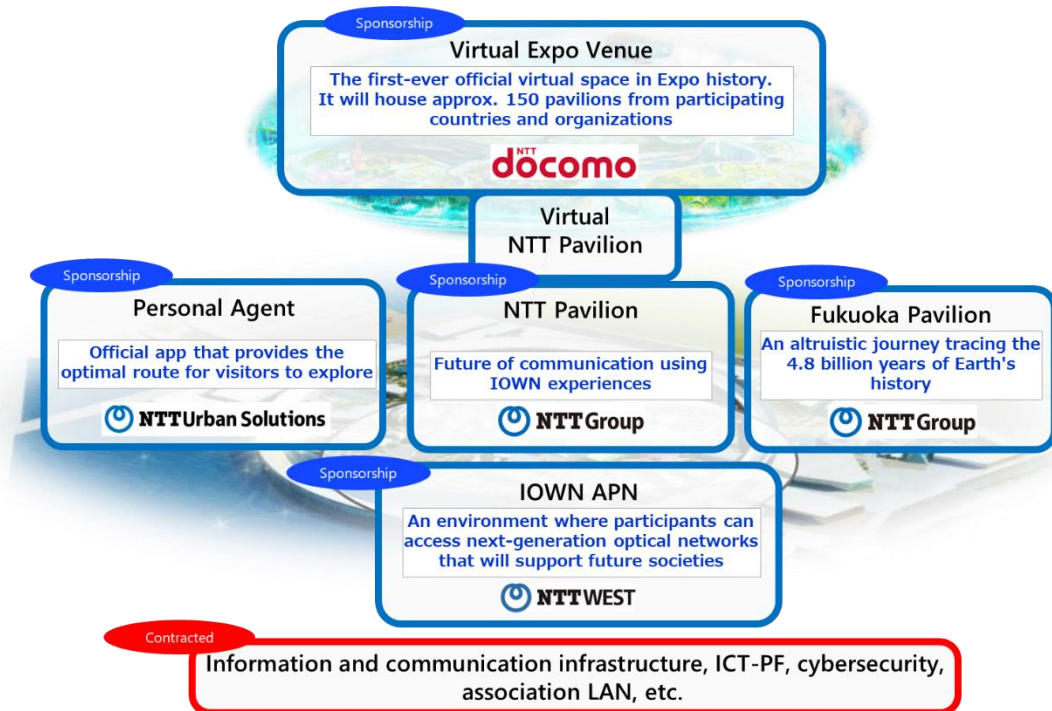
*The Pavilion was designed by NTT FACILITIES, the same company that contributed to the Japan Pavilion at the Dubai Expo.

*Cloth and carbon wire were manufactured by a company in Ishikawa Prefecture, supporting regional recovery efforts.



< Reference > Overview of NTT Group's Participation in the Expo

At the Expo, the NTT Group will showcase the next generation information and communication infrastructure, IOWN, along with cutting-edge technologies integrated throughout the venue. Through these innovations, we hope to offer visitors an exciting glimpse into the future of communication and connectivity, creating a society where people can experience new and inspiring ways to connect.



< Reference > About Perfume

A three-person unit consisting of a-chan, KASHIYUKA, and NOCCHI.

The band was formed in Hiroshima in 1999 and made their major debut in 2005.

In 2013, he became the first Japanese singer to perform at the world's largest advertising festival, the Cannes Lions International Festival of Creativity.

In addition, the world's largest music festival "Coachella 2019" They will also appear at Primavera Sound 2023, Europe's largest music festival.

It is attracting attention not only in Japan but also around the world.

September 2025 will mark the 25th anniversary of the band's formation and the 20th anniversary of their major debut.