

A38_Collaborative Creation of Educational Opportunities and Community Revitalization Using AR

Hello, everyone. I'm from NTT DOCOMO's New Business Development Department.

I am going to introduce you to our "comotto" project.

On March 1, 2023, DOCOMO launched the comotto brand of learning and entertainment for children and their families through co-creation with a variety of partnerships.

With comotto, children learn about things that are important for their future, beyond what they can study at school alone.

Here's a video that explains this concept.

Offering four main features, comotto enables children to lead vibrant lives in today's society.

The first feature is a variety of learning categories.

We provide new learning opportunities for expanding future possibilities in areas such as the natural environment, money, and programming.

The second feature is collaboration with a range of partners.

We work with local communities and partners to provide content that highlights their respective characteristics.

The third feature is age-appropriate instruction.

We help children learn in a way that best suits their particular age.

And the fourth feature is the various means of learning that combine real-world and virtual experiences.

We also provide real-life experiences that are unique to each region while offering virtual learning that is not dependent on where the student happens to live.

Now let me share a few specific examples of comotto.

Let's begin with an online farming experience in Hokkaido.

Taking advantage of comotto's unique virtual experience, children from all over Japan have been able to enjoy farming in Hokkaido through online participation.

They could virtually experience the process of making butter at home.

This ultimately turned out to be the subject of a children's research project during their summer vacation.

In Kyoto Prefecture, we collaborated with local communities to provide real-life learning opportunities.

We raised the children's awareness of disaster preparedness by allowing them to get close to emergency response vehicles and to use a disaster prevention app.

Please check out the comment from an employee who organized the event.

Parents remarked that the event provided an opportunity to become well prepared to protect

their children from disasters, and children were interested and inspired by DOCOMO's disaster response vehicle.

We are very happy that the comotto event provided an opportunity for people in the local community to gain a greater sense of security.

We also held an event for merging the digital and real worlds in Mie Prefecture.

Prehistoric animals were reconstructed at the venue using AR.

Children also enjoyed hands-on experiences by trying their hand at programming and taking part in other activities as a new style of learning that combines digital-related fun with real-world application.

Please also see an employee's comment for this event.

In Mie, we ran a comotto booth at the Digital Days event organized by the prefecture.

The booth was very lively, with children experiencing VR through XR City.

There were many kids who were hooked on the app and kept using it the whole time, and I think we were able to present them with a great experience.

We would like to continue to deliver NTT's technology to make Mie Prefecture even more energetic in the future.

This is how we conduct events in which local characteristics are utilized in collaboration with the DOCOMO Group's regional offices and branches.

In the first year of service, events were held at 26 locations.

Under the slogan of "More for the future of children", comotto will engage in initiatives that leverage both the real and digital resources of local communities.

We also hope to revitalize these communities and eliminate disparities in information and learning by providing opportunities for children throughout Japan.