

IOWN INTEGRAL

NTT R&D FORUM 2024

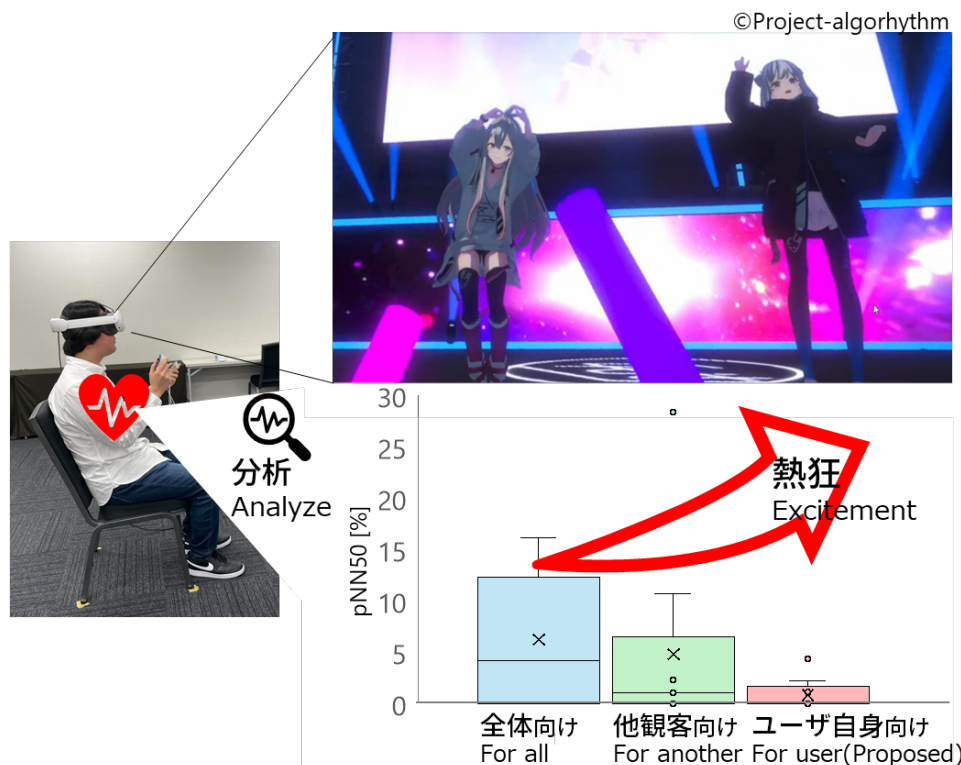
RESEARCH

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Emotional-perception-control technology

Realize entertainment that transcends the limitations of the real world in the cyber world

#Customer Experience Value Creation



リアルイベントでは困難な演者との1:1のインタラクションをサイバー空間内で実現することでユーザをより強い興奮状態に導く*

Enabling 1:1 interaction with performers in music events, which is difficult to achieve in real, can lead users to a more excited state in the cyber world.

*pNN50(副交感神経指標)が低下傾向にあることを確認

*Confirmed that pNN50 (parasympathetic nervous system index) is on a downward trend.

///Technical Issue

In entertainment in the cyber world, the mechanisms for fostering and communicating emotions, such as a sense of unity and enthusiasm with performers and other spectators, are still inadequate.

---Technology

Guides the user's emotion to a desirable state by controlling sensory stimuli, such as visual and haptic, tailored to the individual.

---Applicable Business

VR Services

VR events by virtual characters such as Vtubers.

Virtual events that fans can enjoy, such as music events.

We aim to commercialize the system around 2026.

///Research Goal

We research mechanisms for fostering and conveying emotions such as a sense of unity and enthusiasm in the cyber world and realize emotional experiences that transcend those in the current real world.

---Novelty

Current mechanisms used in virtual music concerts (emotes, particles, etc.) require a trial-and-error approach and are mainly limited to audiovisual effects. Our technology improves emotional experiences through multimodal methods, such as synchronizing cheering actions with other spectators and enhancing cheering actions through force feedback. It is also based on academic findings in psychology and brain science.