

“The Recreated Kohfukuji Chukondo” and “The Ashura Statue”**VR productions to be screened in Kyushu**

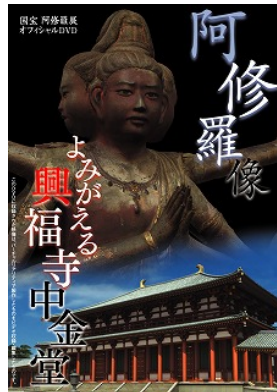
Screenings at “The National Treasure ASHURA and Masterpieces from Kohfukuji” exhibition held at the Kyushu National Museum from July 14

“The Recreated Kohfukuji Chukondo” and “The Ashura Statue” virtual reality (*VR) productions jointly produced by Toppan Printing Co., Ltd. and The Asahi Shimbun will be shown at “The National Treasure ASHURA and Masterpieces from Kohfukuji” exhibition held from July 14, 2009 at the Kyushu National Museum. The event is organized by: Kyushu National Museum / Fukuoka Prefecture, Kohfukuji, the Asahi Shimbun, Kyushu Asahi Broadcasting Co.,Ltd. and will be held at the Kyushu National Museum (4-7-2 Ishizaka, Dazaifu City, Fukuoka Prefecture.

Both productions were shown for the first time from Tuesday March 31 to Sunday June 7, 2009 at “The National Treasure ASHURA and Masterpieces from Kohfukuji” exhibition at Tokyo National Museum. They received the highest number of visitors ever, with a total of 946,172 people, and the VR productions were highly praised by many viewers for their high definition images and the sense of immersion they provide.



A screening at the VR Theater



The Recreated Kohfukuji Chukondo / The Ashura Statue” DVD

Sold and distributed by Toppan Printing Co., Ltd.

Production / Copyright Toppan Printing Co., Ltd.

At the Tokyo venue for the “Ashura Exhibition”, “The Recreated Kohfukuji Chukondo” VR production provided visitors with a view of the Kohfukuji temple as it was when first constructed. With “The Ashura Statue” VR production, it was possible to provide see the statue in ways that aren’t possible at the actual exhibit, such as the chance to view the statue close-up with the high resolution VR images projected on a large screen. Both VR productions will be shown at the VR Theater at the Kyushu venue for the “Ashura Exhibition” starting July 14. Using a large screen and ultra-high definition 4K (*2) projectors, it will be possible to view the productions with the sense of immersion provided by the VR technology that Toppan Printing has developed.

An official Ashura exhibition DVD featuring the two productions, entitled “The Recreated Kohfukuji Chukondo / The Ashura Statue”, will be on sale at the venue. This DVD further explores the beauty of Kohfukuji

and the Ashura statue with additional scenes to those viewed at the exhibition. The theme music for the VR productions and DVD has been composed by Missa Johnouchi, who has been named a UNESCO Artist for Peace.

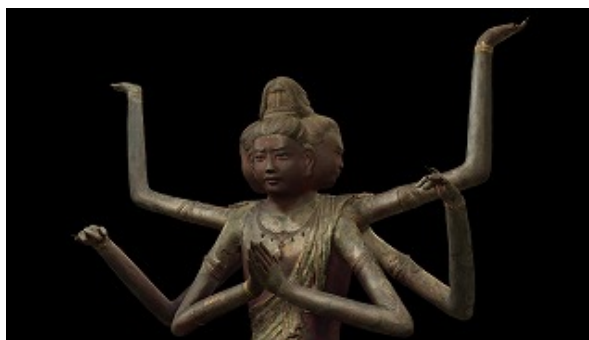
The VR productions

Kohfukuji is a historic temple dating back approximately 1300 years. At one time it contained numerous temples and pagodas, but many of them no longer exist. Reconstruction is currently underway. With the “The Recreated Kohfukuji Chukondo” VR production, the Chukonndo hall has been recreated in VR images ahead of the completion of actual reconstruction. The VR production also recreates the corridors and inner gates from the original building, which are not part of the reconstruction project. VR’s special feature is the ability to visualize buildings or objects that no longer exist. Viewers will be able to see the Kohfukuji temple brought back to life as a piece of Tenpyo culture.

“The Ashura Statue” VR production is the world’s first virtual reality representation of the Ashura statue, a national treasure that is a famous piece of Tenpyo sculpture, highly popular with a diverse audience because of its expression, which seems to show sadness. The statue has been recreated in detail using ultra-high definition photography and the digital archiving knowhow that Toppan Printing has accumulated through 3D nd color measurement technologies. This means that it is possible to see the Ashura statue from various angles and in closeup, something that cannot be achieved with the actual statue. It is possible to see various aspects of the Ashura statue because a feature has been added whereby the color is completely removed so that the fine details of the statue can be seen, something that can only be done with VR.



The Chukondo as recreated in “The Recreated Kohfukuji Chukondo” VR production



The standing Ashura as recreated in “The Ashura Statue” VR production

Overall editorial supervision: Kohfukuji

Editorial supervision: Hiroaki Kaneko / Kakichi Suzuki

Production / Copyright: The Asahi Shimbun, Toppan Printing Co., Ltd

“The National Treasure ASHURA and Masterpieces from Kohfukuji” exhibition

Organized by: Kyushu National Museum / Fukuoka Prefecture, Kohfukuji, The Asahi Shimbun, Kyushu Asahi Broadcasting Co.,Ltd

Venue: Kyushu National Museum, Exhibition Gallery (4-7-2 Ishizaka, Dazaifu , Fukuoka, 818-0118)

Period: Tuesday July 14 to Sunday September 27, 2009 URL : <http://www.asahi.com/ashura/>

Toppan Printing’s efforts in VR production

Since 1997, Toppan Printing has been developing VR technology as a means to visually display cultural assets. It has been active in producing VR content based on valuable cultural assets from Japan and overseas. Productions include “Nasca” and the “Illustrated Biography of Prince Shotoku”. The company is also expanding the use of VR theaters with large screens, and has installed them in China’s Palace Museum and Honduras’s Museo Para La Identidad Nacional (Museum of National Identity). In collaboration with Tokyo National Museum, the TNM & TOPPAN Museum Theater was opened in the Museum’s Research and Information Center in 2007. URL : <http://www.toppan-vr.jp/bunka/>

(*1) VR (Virtual Reality)

Virtual Reality allows viewers to move freely within a computer-generated 3D graphic image and experience a sense of being in the 3D space itself. The main elements of the system are the high-definition 3D data (shape, texture, light, etc.) that creates the environment and the technology that generates the image from the data in real time in response to the navigator’s operation. If a large screen is used to display the high-resolution images that are created, viewers can experience an even greater sense of immersion in the space.

(*2) 4K

4K is a format advocated by DCI (Digital Cinema Initiatives, LLC), a digital cinema standardization organization led by 7 leading U.S. motion picture companies. It is a resolution of 8.85 million pixels (4096x2160 pixels, 4Kx2K), more than 4 times that of full high-vision.

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The Asahi Shimbun Head office: Chuo Ward, Tokyo; President & CEO: Kotaro Akiyama

NOTE: This product is not available in the United States. For more information, please contact Ron Ens at 732-469-8400 ext. 2505.