

Official Hatsune Miku Virtual World

MIKU LAND GATE β

~to Be Opened in Virtual Cast During Aug. 8th-10th~

Tokyo, JP (June 17th, 2020) - Virtual Cast, Inc. (<https://corp.virtualcast.jp/>) and Gugenka® (<https://gugenka.jp/>) have announced that they will jointly open MIKU LAND GATE β, a virtual world where users worldwide can visit and purchase official Hatsune Miku merchandise via the VR live communication service Virtual Cast. The world is slated to open this summer from August 8th (Sat.) - 10th (Mon.) and offers free admission.

Virtual Hatsune Miku world designed by first-class architects - Exclusive merchandise available

The novel coronavirus outbreak has had an unprecedented impact on the event scene worldwide where some are postponed or canceled altogether. However, events taking place in virtual reality have been attracting attention more than ever as fans can gather in large numbers safely from the comfort of their home.

MIKU LAND GATE β is an entrance area of a futuristic Hatsune Miku themed amusement park in virtual reality which will be designed by the Takeru Shoji Architects (<https://www.takerushoji.jp/en/>) - a first-class architectural design office based in Japan that works on homes and shops in real life. The office will be utilizing BIM data to design a world where the virtual and the real intertwine.



Those on PC can visit MIKU LAND GATE β via Virtual Cast (available on Steam) and as an avatar they can attend the opening/ending ceremony, interact with other visitors and also enjoy shopping experiences. Those without PC or VR equipment can also participate from the smartphone app Holomodels (available on iOS/Android) provided by Gugenka.

On Virtual Cast, visitors can purchase both digital and physical products made exclusively for this event. Gugenka, known for their digital figure service, will be selling a digital life-size Hatsune Miku figure and the PC hardware store TSUKUMO (<https://shop.tsukumo.co.jp/>) will be selling physical merchandise. More details will be announced at a later date on the teaser website (link in the description below).

【MIKU LAND GATE β - DETAILS】

- **Dates** : August 8th (Sat.) 12:00 JST - August 10th (Mon.) 23:00 JST, 2020
- **Venue** : PC > Virtual Cast | Smartphone > HoloModels (iOS/Android)
- **Admission Fee** : Free
- **Host** : Virtual Cast, Inc., Gugenka® (cs-reporters Inc.)
- **Cooperation** : Crypton Future Media, INC.
- **World Architecture** : Takeru Shoji Architects
- **Teaser Website** : <https://mikuland.virtualcast.jp/2020/en.html>
- **Download Links**

-Virtual Cast (Steam) - <https://store.steampowered.com/app/947890/VirtualCast/>

-Holomodels (App Store) - <https://apps.apple.com/jp/app/id1327786451>

(Google Play) - <https://play.google.com/store/apps/details?id=com.csreporters.HoloModels>



< What is “Hatsune Miku”?>

<https://piapro.net>

Hatsune Miku is music software developed by Crypton Future Media, INC., which enables anyone to make their computer sing by entering lyrics and melodies. As a massive number of users created music using the software and posted their works on the Internet, Hatsune Miku quickly evolved into a cultural phenomenon. Moreover, Hatsune Miku has gained much attention as a character, involved in many fields such as merchandising and live performance as a virtual singer. Her popularity continues to spread across the globe.

※Kagamine Rin, Kagamine Len, Megurine Luka, MEIKO and KAITO are also virtual singers developed by Crypton Future Media, INC.

<About Virtual Cast, Inc.>

Virtual Cast, Inc. is the operator for the VR live communication service Virtual Cast – jointly developed by Dwango Co., Ltd. (<https://dwango.co.jp/english/index.html>) and infinite loop Co., Ltd. (<https://www.infinitemloop.co.jp/>). Virtual Cast enables users to become avatars of their choosing and engage in a plethora of virtual activities. Users can live-stream from their virtual studio via live-streaming services such as Niconico Live-streaming (<https://live.nicovideo.jp/>) and Youtube. Furthermore, multiple users from around the globe can also gather in the same virtual studio to enjoy communication and share experiences.

PRESS CONTACT

Virtual Cast, Inc. / PR Miyata/Matsumoto

E-mail : pr@virtualcast.jp
