



emmmR Inc.

Press Release

October 16, 2018
emmmR Inc.

**emmmR Inc. concludes distributor agreement with
JAPAN CABLE TELEVISION, LTD., to enhance business for
domestic broadcasting stations.**

emmmR Inc. (“emmmR”, Shinagawa-ku, Tokyo, President: Tomoaki Amano), which develops and distributes hardware and software for realizing Mixed Reality (MR) technology, announces the conclusion of distributor agreement with JAPAN CABLE TELEVISION, LTD. (“JCTV”, Minato-ku, Tokyo, President and CEO: Shinji Samejima) in September 2018.

This agreement will accelerate the installation of “Real-Time Effector” (“RTE”, currently a provisional title) to broadcast stations in Japan, enabling them to provide the visual effect utilizing the cutting-edge technology called “Mixed Reality” and services with new interactivity to viewers of various live programs such as entertainment and information programs.

<Purpose and background of distributor agreement>

emmmR has long partnered JCTV and developed RTE through the production of programs featuring a number of pop idol groups and other entertainment programs.

This time, emmmR and JCTV have agreed to take this partnership one step further to promote the use of RTE mainly to broadcast stations in Japan on the background of JCTV’s achievements of past program production.

<Comment from representative>

We have the privilege to take advantage of JCTV’s long-held know-hows and resources on program production. By doing so, emmmR and JCTV will develop our partnership through various areas such as promoting RTE to broadcasting stations in Japan and producing programs intended for Chinese market, a strategic market for emmmR. We firmly believe that this partnership will be able to lead the way to new field of visual effect utilizing Mixed Reality.

【Company Profile】

emmmR Inc.

Head Office: 1-20-16 Osaki, Shinagawa-ku, Tokyo 141-0032, Japan

Representative: Tomoaki Amano, President

Date of Establishment: May 15, 2017

Business Area: Development and distribution of hardware and software for realizing Mixed Reality

URL: <http://www.emmmr.com>

JAPAN CABLE TELEVISION, LTD.

Head Office: TV Asahi Ark Broadcasting Center 1-1-1, Roppongi, Minato-ku, Tokyo 106-0032, Japan

Representative: Shinji Samejima, President and CEO

Business Area: Distribution of 24-hour all-news channel “CNNj” and “CNN/US” in Japan

Planning and production of television programming for commercial TV stations and company video package

URL: <http://www.jctv.co.jp>