

FOR IMMEDIATE RELEASE

Hitachi and KDDI Unveils "Mirai Meeting"
- a Joint Exhibition at Expo 2025 Osaka
Theme will be "Society 5.0 and the Future City"



Future Life Expo "Future City" Pavilion (panoramic view)

Tokyo, March 10, 2025 – Hitachi, Ltd. ("Hitachi") and KDDI Corporation ("KDDI") today unveiled the "Mirai Meeting" - a joint exhibition on the theme of "Society 5.0 and the Future City," at the "Future Life Expo: Future City" project, a part of the Future Society Showcase Project Exhibition at Expo 2025 Osaka, Kansai, Japan ("the Expo").

Mirai Meeting is an interactive exhibition based on the concept "we can change the future." It is made up of two parts: the Mirai Theater, where visitors can experience how future cities will change by choosing solutions for future issues; and the Mirai Arcade, where up to three visitors can work together to experience solving social issues in a game-like setting.



Overall image of "Mirai Meeting"

Overview of Mirai Theater

- A theater style interactive exhibition with a large 6 x 15 meter screen.
- Visitors will investigate familiar themes such as "food and health" and "work and learning" through the scenario of receiving an SOS from a child living in the future in 2035. Visitors can choose solutions through smart devices while having fun and deepening their understanding of future global issues with the guide of the "navigator."
- By exploring solutions through a simulation in cyberspace, visitors can guide the child living in the future and experience how future cities will change.



Mirai Theater (photo)



Mirai Theater (screen image)

Overview of Mirai Arcade

- An interactive exhibition in the style of a games corner, using three large 65-inch touch panels.
- This is an interactive shooting game that can be played by up to three players.
- Visitors can shoot “Mirai Balls” - which represent solutions such as renewable energy and self-driving cars - at modern social issues like climate change and urban overcrowding that are displayed on the screen. The idea is for the players to collaboratively play together to solve social issues.



Mirai Arcade (photo)



Mirai Arcade (screen image)

Virtual Future City

KDDI will provide a “Virtual Future City” during the Expo, in which a future city will be constructed in the metaverse. For more details, please refer to the KDDI press release.

https://newsroom.kddi.com/news/detail/kddi_nr-490_3764.html (Japanese version)

Promotion video

Hitachi KDDI joint exhibition promotion video (90 seconds)

<https://www.youtube.com/watch?v=1fh8r4IyeQo>

Previous Press Releases

August 28, 2024, Press Release

Hitachi and KDDI Announce the Contents of a Joint Exhibition in Expo 2025 Osaka, Kansai, Japan's "Society 5.0 and Future City"

<https://www.hitachi.com/New/cnews/month/2024/08/240828b.html>

August 2, 2023, Press Release

Hitachi and KDDI to Jointly Exhibit in Expo 2025 Osaka, Kansai, Japan's “Future Life Expo: Future City,” a Project Showcasing a Future City

<https://www.hitachi.com/New/cnews/month/2023/08/230802b.html>

About Hitachi, Ltd.

Hitachi drives Social Innovation Business, creating a sustainable society through the use of data and technology. We solve customers' and society's challenges with Lumada solutions leveraging IT, OT (Operational Technology) and products. Hitachi operates under the 3 business sectors of "Digital Systems & Services" – supporting our customers' digital transformation; "Green Energy & Mobility" – contributing to a decarbonized society through energy and railway systems, and "Connective Industries" – connecting products through digital technology to provide solutions in various industries. Driven by Digital, Green, and Innovation, we aim for growth through co-creation with our customers. The company's revenues as 3 sectors for fiscal year 2023 (ended March 31, 2024) totaled 8,564.3 billion yen, with 573 consolidated subsidiaries and approximately 270,000 employees worldwide. For more information on Hitachi, please visit the company's website at <https://www.hitachi.com>.

About KDDI Corporation

KDDI is a telecommunication service provider in Japan, offering multitude of services to individual customers through its "au", "UQ mobile" and "pivo" brands, and to corporate customers through its "KDDI BUISNESS" brand.

In May 2022, KDDI had stated "KDDI VISION 2030: The creation of a society in which anyone can make their dreams a reality, by enhancing the power to connect". Under this vision, KDDI is promoting its business strategy in the Mid-Term Management Strategy (FY2022–FY2025), defined as the "Satellite Growth Strategy". With a focus on 5G communications, data-driven practices, and generative AI, KDDI will accelerate business growth by providing value-added services in the growth areas of DX, finance, energy, and life transformation (LX) which encompasses five areas of future growth (Mobility, Sports/Entertainment, Web3/Metaverse, Healthcare, and Space).

Placing "sustainability management" at the core, KDDI will aim to achieve the sustainable growth of society and the enhancement of corporate value together with our partners, by harnessing the "Satellite Growth Strategy" and strengthening the management base.

Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.
