

Press Release

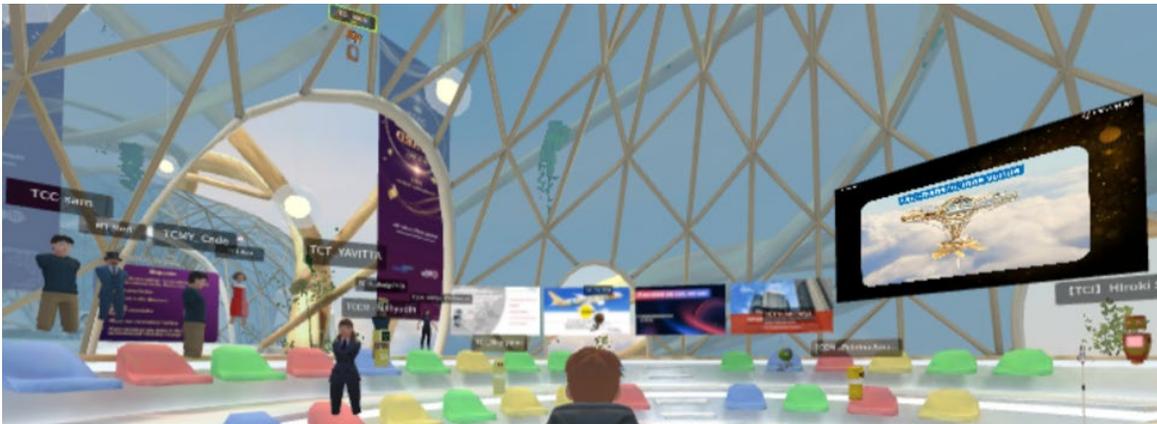


September 6, 2023
transcosmos inc.

transcosmos holds a corporate event on a global scale in the metaverse

Employees communicate across the globe via a real-world venue (South Korea), the metaverse, and Zoom

transcosmos inc. (Representative Director, Co-presidents: Masaaki Muta, Takeshi Kamiya) hereby announces that the company held the 2023 Golden Award in Korea on Thursday, July 27, 2023, connecting the real-world venue (FKI Tower Conference Center in South Korea), the metaverse hall and Zoom. The Global Award is an annual award session where transcosmos recognizes teams and individuals who have achieved outstanding results in the previous fiscal year. In a metaverse hall - the One-transcosmos venue - participants from 16 cities across 10 countries and regions, namely, Japan, South Korea, China, Indonesia, Taiwan, Malaysia, the Philippines, Thailand, Vietnam and India, shared their achievements through an interactive communication.



Event hall in the metaverse

1. Story behind the event connecting the real-world venue and the metaverse
transcosmos believes that the metaverse to be one of the communication channels. Based on this concept, transcosmos helps companies utilize the metaverse for their business not only by offering the web-based metaverse space, but also by assisting them in using various types of metaverse solutions through its one-stop services that range from planning and consultation, platform selection and development, customer acquisition, customer communication, to the utilization of customer data. transcosmos decided to hold its Global Award using the metaverse as a proof of concept, experimenting with the possibility of connecting global locations going beyond physical restrictions, uniting management and employees as one, and realizing new ways of workstyle and communication that combine the real and the metaverse worlds. The purpose of the experiment was to identify the challenges and advantages of holding an internal event using the metaverse.
2. Overview of the 2023 Global Award in Korea in the metaverse
 - Simultaneous access from Japan, South Korea, China, Indonesia, Taiwan, Malaysia, the Philippines, Thailand, Vietnam and India
Members across 10 countries and regions accessed the metaverse simultaneously, and smoothly ran the meeting without any time lag between the metaverse hall and the real-world venue.
 - Web-based metaverse platform
Used V-air, a web-based metaverse by Urth Inc. (Chief Executive Officer: Hiroki Tanaka) for the platform. Users can log in via their smartphones and PC browsers to the metaverse, no app installation required.

■Security measures

The metaverse space used for the event is normally open to the public. transcosmos deployed security measures during the event, putting login restrictions to prevent unauthorized access to make the event internal-only.

■Enhanced audio quality

Deployed Tencent Cloud audio technology to address audio quality challenges due to simultaneous access and conversation across 10 countries and regions, and the difference in audio output between the metaverse and the real-world. With the technology, minimized the environmental noise and ensured audio quality for a large-scale event.

■Sense of unity between the real-world venue and the metaverse hall

An MC hosted the event from the metaverse hall, and interacted with members in the real-world venue in South Korea. This real-virtual hybrid performance created a sense of unity between the two worlds.

■Technical management between the real and virtual venues (video/sound transmission)

A successful partnership with the technical management team at tbc Az Co., Ltd. , a company that plans and runs many hybrid events, enabled transcosmos to plan and manage image and sound transmission for this three venue, online-offline hybrid event, delivering an immersive experience to all participants at different venues.



Exhibition booth



Award ceremony



The real-world venue

3. Comments from employees joined the event

“An extremely wonderful try.”

“As a company committed to pursuing Technology, trying something new is essential.”

“It was good for remote employees who cannot normally participate in person could join the meeting.”

Making the most of the metaverse space, a space free from location constraints, transcosmos will continue to explore and test new ways of work and communication combining the real and the metaverse world to enhance global interaction. By deepening understanding and accumulating knowledge internally, transcosmos will identify potential challenges, and ultimately deliver solutions and create new value.

4. Future plans

transcosmos not only connected the real venue in South Korea and the metaverse space, but also delivered high-quality audio and a sense of unity to participants. In addition, transcosmos promoted communication among employees through various sessions, and tested and verified different performances including fireworks at the award ceremony. Going forward, transcosmos will accelerate its efforts in developing simultaneous translation tools and multilanguage services, as well as a voting system and other tools for the metaverse space. Offering the benefits of both real and the virtual world, transcosmos will assist companies and organizations across diverse industries, while driving its initiatives towards creating new ways of communication with the power of the metaverse.

Contact us to find out more about business and communication powered by the metaverse (no translation available):

https://www.trans-plus.jp/cotra/metaverse_contact

(About Urth inc.)

Company name: Urth inc.

Representative: Hiroki Tanaka

Address: Waseda University entrepreneurship Center, 1-22-3, Nishiwaseda, Shinjuku, Tokyo 169-0051 Japan

Business: IT and architectural services, etc.

URL (no translation available): <https://u-rth.com/information/>

(About tbc Az Co., Ltd.)

Company name: tbc Az Co., Ltd.

Representative: Tomoko Fujisawa

Address: 2-3-10, Honcho, Aoba-ku, Sendai city, Miyagi prefecture 980-0014 Japan

Business: A wide range of event and media related businesses including TV/Radio program production

URL (no translation available): <https://www.tbc-az.co.jp/>

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*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 172 bases across 28 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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