

# Press Release



December 7, 2023

transcosmos inc.

## **transcosmos forms a partnership with BORDER, a Fortnite metaverse production studio** **Offers metaverse content for enterprises on Fortnite, a leading metaverse platform capturing business interests**

transcosmos inc. (Representative Director, Co-presidents: Masaaki Muta, Takeshi Kamiya) is proud to announce that the company has signed a partnership agreement with BORDER, a Fortnite metaverse production studio jointly operated by NEIGHBOR (CEO: Notef) and EbuAction (President and CEO: Keita Noda). With this partnership in place, transcosmos will combine its TCI-DX for Metaverse with the metaverse development & planning capabilities that BORDER owns, and strengthen its ability in developing creative content on Fortnite, a metaverse platform with more than 500 million users across the globe. Ultimately, transcosmos aims to offer new values for businesses and organizations in the field of the metaverse.



### 1. Story behind the partnership

The metaverse market has grown rapidly in recent years. Among popular metaverse platforms such as Roblox, ZEPETO, and VR Chat, Fortnite has built a dominant position. In March 2023, Fortnite released UEFN (Unreal Engine for Fortnite)\*, dramatically broadening the potential for creating captivating design and content. UEFN is a game changer, empowering businesses and organizations to amplify the value they offer in the metaverse.

Leveraging transcosmos's diverse customer base and extensive insights into customer communication across the customer journey, as well as BORDER's advanced technologies for developing Fortnite Metaverse, transcosmos will offer new values to clients, with a specific focus on creating communities and boosting brand awareness among Generation Z and Generation Alpha worldwide.

\*UEFN is a game development engine designed specifically for creating Fortnite Metaverse/Games powered by Unreal Engine, a game development engine by Epic Games.

### 2. TCI-DX Service for Metaverse, a suite of metaverse support services by transcosmos

With TCI-DX Service for Metaverse, transcosmos provides clients with end-to-end support to make the most TCI-DX Service in the metaverse space – a diverse set of solutions that covers all the front-end of digital customer touchpoints. The metaverse service suite helps clients across multiple areas, from developing metaverse-powered strategy, to building and managing the metaverse (attract and support customers on the metaverse), to utilizing data, all at one-stop.

■ For more information, visit here (no translation available): <https://www.transcosmos-cotra.jp/meta>



### 3. BORDER

BORDER is a Fortnite metaverse production studio which specializes in entrusted development for businesses in Japan, and is co-operated by NEIGHBOR, an enterprise Fortnite Creative Studio, and EbuAction. By creating unique worlds and avatars for enterprises on the metaverse, BORDER plans and develops marketing content designed to attract young audiences. BORDER ensures creating a high-quality, unique metaverse world in a short span of time.

NEIGHBOR is the first Fortnite creative studio for enterprises in Japan with the capability to run large-scale development projects in partnership with world-leading creators. Using Fortnite creative functions, NEIGHBOR – the co-operator of BORDER – develops metaverse cities and original metaverse games. EbuAction is a Fortnite metaverse production studio for the Japanese market led by the 16-year-old entrepreneur, Keita Noda.

Note: BORDER, NEIGHBOR, and EbuAction are not sponsored, endorsed or operated by Epic Games.

■Website (no translation available): <https://border-verse.jp/>

■Owned media (BORDER GATE) (no translation available): <https://media.border-verse.jp/>



\*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

\*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 166 bases across 27 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/>

**Contact for Media Inquiries**

transcosmos inc. Public Relations & Advertising Department  
Email: [pressroom@trans-cosmos.co.jp](mailto:pressroom@trans-cosmos.co.jp)