



# Startup Support for Innovative Avatar Technology

Sharing the latest upcoming technology and startups from Japan through SusHi Tech Tokyo

**S**usHi Tech Tokyo 2024, an event organized by the Tokyo Metropolitan Government (TMG) to create sustainable ways of solving urban issues using cutting-edge technology, held its Global Startup Program, one of the event's three pillars, at Tokyo Big Sight.

## Showcasing Tokyo's Potential to the World

The program is part of the broader concept known as Sustainable High City Tech Tokyo, which aims to create sustainable new value by overcoming global urban challenges through cutting-edge technology, diverse ideas, and digital expertise.

Over 80 countries, cities, and regions took part in the event, which drew over 430 startups and 40,000 participants. The two-day program, billed as Asia's largest and Japan's only global innovation conference, was a great success.

The aim of holding the Global Startup Program event at this time was to showcase Tokyo's strengths and potential to the world, and bring together many stakeholders. It was

also an opportunity for innovation, as many of the business negotiations at the event proceeded to concrete discussions, with around 3,000 business meetings taking place throughout the two-day event.

## Collaboration with Large-Scale French Startup Event

Governments worldwide are facing similar challenges, from environment and energy issues to demographic change, aging infrastructure, and passing on traditional culture. The Tokyo event's purpose is also as a startup support system, hopefully serving as a catalyst for solving these issues through innovation.

The current goals are to increase the number of startups by tenfold in five years, increase the number of unicorn startups tenfold, and increase the number of public-private partnerships by the same amount. As part of this effort, the TMG collaborated with the VIVA TECHNOLOGY 2024 event in France, with some of the startups from this program exhibiting at the Japan Pavilion. The TMG is strengthening ties between SusHi Tech Tokyo and VIVA TECHNOLOGY after Japan was selected as a special guest country slot for the event in 2024, and there are ongoing plans for collaboration between the two events.

In France, the government has taken the lead in developing a startup support system that is truly a public-private partnership. This can serve as a point of reference for the TMG and Global Startup Program, with the aim of helping businesses rapidly expand globally.

## Original Japanese Technology

Pocket RD, Inc., which took part in both the Tokyo event and VIVA TECHNOLOGY 2024, has developed a fully automated 3D avatar production solution.

Using a body scanner that can generate avatars for full-body imaging, avatars can be generated with their own unique editing application to

freely customize details, while retaining and utilizing their own characteristics. With this technology, generated avatars can make realistic movements that match the worldview of each digital space, such as metaverses and games.

While scanners used by other companies require 50 or 100 cameras and about three months to generate data, Pocket RD, Inc.'s scanner only uses 28 cameras and takes around 10 minutes, while still being able to generate realistic and detailed facial expressions and body movements.

CEO Momikura Atsuya's vision is for people to connect with others around the world through video and live streaming, potentially revitalizing society as a whole.

The company got a great response to the realization of their concept during the exhibitions at VIVA TECHNOLOGY 2024. Overseas companies and individuals are deeply interested in Japanese technology, which has a long track record of safety and reliability, which bodes well for the future and potential of new discoveries coming out of SusHi Tech Tokyo events.

A new future, originating from Japan, is just around the corner.



Users operating avatars developed by Pocket RD