

FOR IMMEDIATE RELEASE

February 5, 2025

Synesthesias to Launch Next-Generation XR Entertainment in Honolulu in Partnership with HIS and NAKED Inc.

~Signs Strategic Partnership Agreement with HIS~

Synesthesias Inc. (hereinafter "the Company") announces the launch of "XploreRide," a tourism entertainment service utilizing its next-generation XR technology, in Honolulu, Hawaii, beginning February 2025, in partnership with H.I.S. Co., Ltd. (hereinafter "HIS") and NAKED Inc. (hereinafter "NAKED").



The service implements RideVision®, one of the Company's flagship XR products, in electric buses to provide passengers with an immersive theme park-like entertainment experience in any environment. It offers tourists unprecedented and innovative sightseeing experiences, maximizing Honolulu's appeal through the seamless integration of real and virtual elements.

Under the supervision of the Hawaii Tourism Japan, the service delivers exciting and engaging tourism entertainment unique to Honolulu, allowing passengers to explore Hawaiian history, culture, and customs through XR content.

■ Project Background

In September 2024, HIS and the Company signed a Memorandum of Understanding (MoU) for strategic business partnership. Since then, both companies have been closely collaborating on planning and business development to create innovative tourism experiences utilizing XR technology in overseas markets.

■ Project Roles

The project brings together the expertise of three companies:

- Event Organization, Sales, and Operations: HIS (operated by H.I.S. Hawaii Corporation)
- Technology Provision and RideVision® Implementation: Synesthesias
- XR Content Direction and Production: NAKED

This collaboration leverages each company's core strengths to ensure delivery of premium-quality service.

■ Future Development

The Honolulu launch represents the first international deployment of the RideVision®-based service. In partnership with HIS, expansion to major U.S. mainland cities is planned within 2025. Further development is envisioned in high-demand regions, including Europe and the Middle East.

■ About RideVision®

RideVision® employs autonomous driving technology to enable synchronized XR experiences in any vehicle, revolutionizing tourism and transportation experiences. This groundbreaking technology enables immersive theme park-like experiences in any location, fundamentally transforming the nature of tourism and transportation while delivering excitement and emotional engagement to all users.

URL: <https://synesthesias.jp/en/products/15/>

■ Product Features

- **Turning Every Journey into Entertainment**

The service creates new value during travel time by delivering high-satisfaction experiences. The system increases memorable moments while dramatically improving productivity in the tourism and entertainment industries.

- **Retrofittable to Any Vehicle**

Proprietary technology enables installation on any vehicle type, with completion possible in as little as one day.

- **Minimal VR Motion Sickness**

Proprietary technology based on autonomous driving systems integrates and controls two types of high-precision positioning data. Realizes an XR environment perfectly synchronized with vehicle movement. Significantly reduces VR motion sickness by eliminating discrepancies between visual and physical sensations.

- **User-Friendly SDK for XR Content Creators**

RideVision® SDK supports both Unity and Unreal Engine platforms, enabling profitable opportunities for content creators and providers.

- About Synesthesias, Inc.

Name: Synesthesias, Inc.

Location: 19-8, Nihonbashi Koamicho, Chuo-ku, Tokyo

Representative: CEO Akihiro Aritoshi

Business: Development of entertainment services for autonomous vehicles, VR/AR content production and technology development, 3D computing technology development for multi industries: "RideVision®," "Landscape Design Tool," "SUKE-SAN," "ZEKUU," "TwinLink," "ConstructTwin," "WalkVision"

URL: <https://synesthesias.jp/>

Service Inquiries: sales@synesthesias.jp

<For Press Inquiries>

Synesthesias, Inc.

PR Representatives: Okaidani, Tomari, Uematsu

E-mail: pr@synesthesias.jp