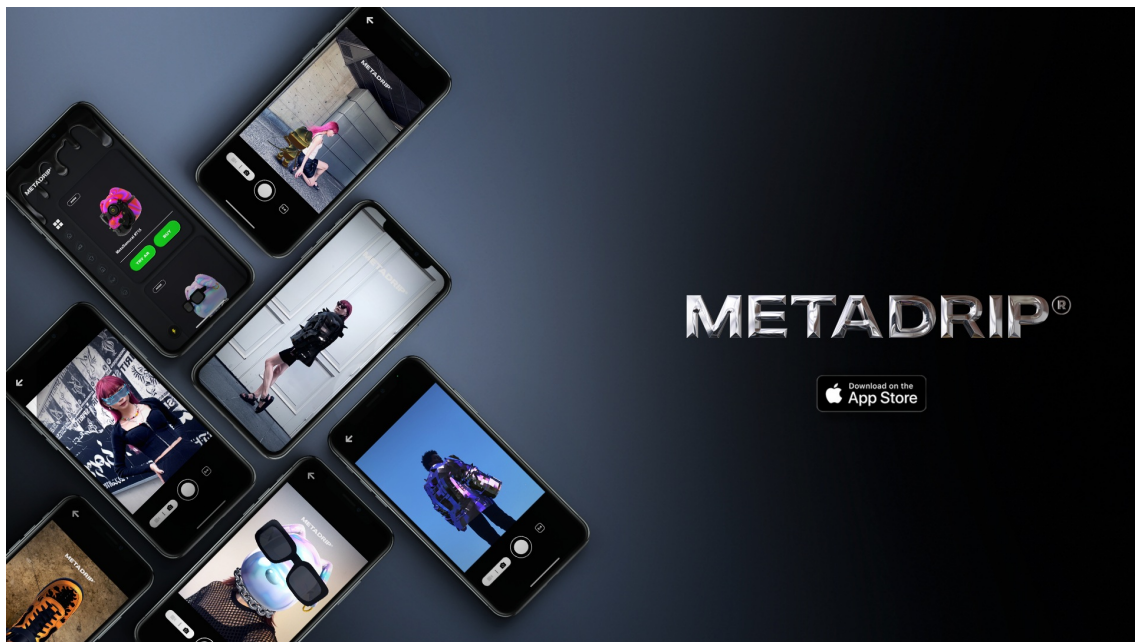


Releasing β Version of "METADRIP," Japan's First App for Cell That Enables Users to Enjoy NFTs in AR

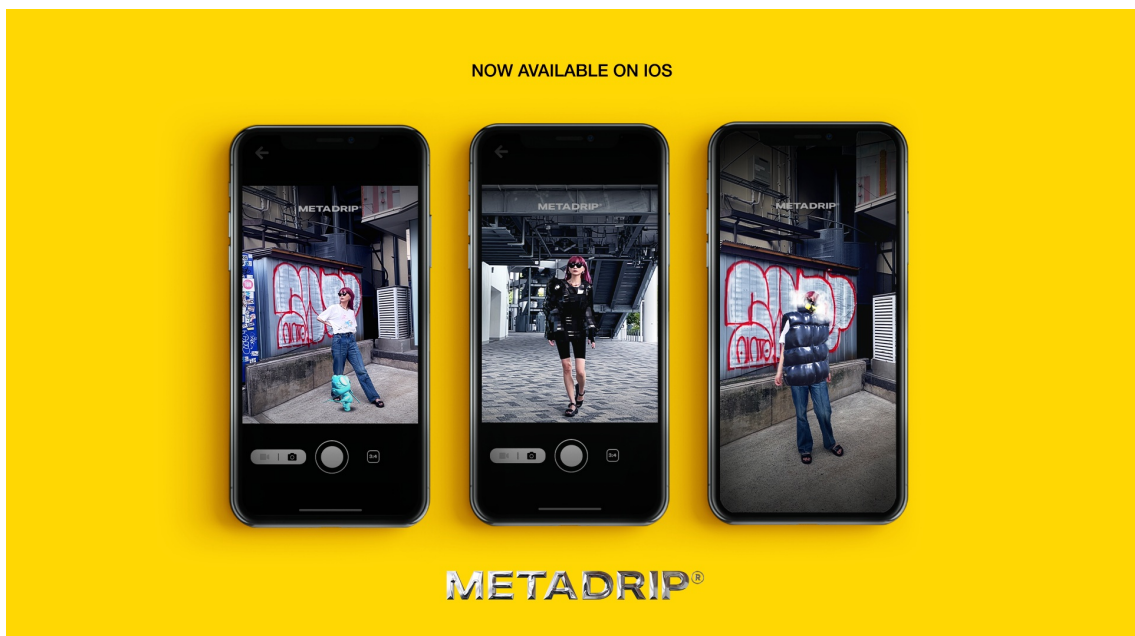
—Connecting Digital Assets with AR Technology to Provide New Utilities—

1SEC (head-quartered in Meguro-ku, Tokyo, and in Los Angeles, USA, CEO: Hirokuni Miyaji), that runs a web3 creative studio 1Block has released a beta version of AR app "METADRIP" on App Store. This app enables users to experience AR easily, with the aim of bringing more utilities to digital fashion assets and NFT.



Overview

We have been questioning current situation of digital fashion assets and NFTs, which is simply presenting them as ornamental digital arts and profile pictures. Therefore, what we will provide is an experience that makes the most of AR technologies to create new practicality and versatility, so that we achieve mass-adoption of technology, and the Metaverse Project called 1BLOCK VERSE in the future.



Also, to celebrate the release of METADRIP, an AR contest will be held to win MetaSamurai, a 3,333-piece of 3D NFT collection operated by 1Block. *Selection will be made by 1Block admin team.

**AR CONTEST
AR CONTEST
AR CONTEST
AR CONTEST**

**METADRIP®
OF THE DAY!**

- 1 METADRIPをダウンロード
- 2 METADRIPで撮影
- 3 撮影した"動画"or"静止画"を以下いずれかのSNSで投稿
with hashtag: #METADRIP #MetaSamurai
with METADRIP download link
- 4 応募完了

Feel free to choose your theme!

Winners will receive
MetaSamurai as a gift.

Download here!

#METADRIP #MetaSamurai

The graphic features a red background with two smartphones. The top phone shows a person in a dark coat standing in a park-like setting. The bottom phone shows a blue 3D character on a screen. To the right is a packaged MetaSamurai figurine. A QR code is located in the bottom right corner.

About the AR Contest Details and How to Participate in the Campaign__

It' ll be updated on 1Block' s official Discord server.

1Block Discord : <https://discord.com/invite/1block>

■About METADRIP



METADRIP is a smartphone app that allows users to try on /experience digital assets, including 3DCG-generated NFTs, in AR (Augmented Reality) through the camera. In the future, there will be a special function added. This function allows, the holder of the assets, can try on and experience AR feature of the specific items which has been minted as an NFT. The number of these assets will also be updated constantly. METADRIP incubates mass-adoption among society, creators, and brands. It will be achieved with making the most of AR technologies, and infusing the new layer of practicality to digital assets.

- App Store (iOS) : <https://apps.apple.com/jp/app/metadrip/id1602192184> ※iPhone-xs or later.
- METADRIP website : <https://www.metadrip.world/>

■About MetaSamurai



MetaSamurai is 1Block's NFT project with unlimited possibilities. It is a 3DCG NFT collection of 3,333 items operated by 1Block, a web3 creative studio based in Los Angeles and Tokyo that empowers creators and develops and operates web3 projects.

MetaSamurai achieved the 7th on world traded volume and the 1st on domestic traded volume (24h basis). Also, it has collaborated with some of world-famous brands.

- MetaSamurai website : <https://www.metasamurai.world/>

■Company's overview

Name : 1SEC Inc.

CEO : Hirokuni Miyaji

Locations : [USA] 1541 Ocean Avenue , Santa Monica CA, US 90401 [Japan] 6F STUMPS IKEJIRI OHASHI, 1-6-13, Ohashi, Meguro-ku, Tokyo 1530044

Established : January, 2019

Capital Fund : 277,460,000 JPY

URL : <https://www.1sec.world>

1SECのプレスリリース一覧

https://prtimes.jp/main/html/searchrlp/company_id/44158