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Official launch of Gatebox character summoning device and announcement of new character platform framework

2019.10.11 **Product Information**

Gatebox Inc. (Head Office: Chiyoda-ku, Tokyo, CEO: Minori Takechi) officially released the Gatebox mass production model (GTBX-100), a character summoning device which lets users live with their favorite characters, on October 11, 2019 (Fri.). Gatebox has also announced a new “character platform framework” which will enable users to live with a wide variety of characters on Gatebox.

Gatebox Official Website Link <https://www.gatebox.ai/>

Gatebox Character Platform



Release of Gatebox mass production model (GTBX-100)

Gatebox is a character summoning device which allows users to live with their favorite characters. Cutting edge projection and sensing technologies enable users to summon characters inside the box and communicate with them. Please view the official website for detailed specifications for Gatebox.

Release Information

Price ¥150,000(plus tax)

Release Country Japan

How to Buy

Buy it on the Gatebox official website (<https://www.gatebox.ai>)

Release Date

October 11, 2019 (Fri.)

Shipping
Schedule

Shipping begins on Oct. 15, 2019 (Tue.) on a first come first served basis

*A wireless Internet connection is required to use Gatebox.

*Some of the content available in Gatebox is paid content.

In the hope that users of the Gatebox limited production model (GTBX-1) will continue to cheer on the evolution of Gatebox, we are implementing a “replacement plan” to exchange them for the Gatebox mass production model (GTBX-100) free of charge. Limited production model users will be notified of the details about the timing of the exchange, etc., at a later date.

Gatebox Character Platform Framework

As Gatebox worked to develop a product to achieve our vision of “Living with Characters,” we received enthusiastic requests from many fans who want to be able to live with their favorite characters. Gatebox is pleased to announce that we are making the Gatebox character summoning device a “character platform” that will feature a wide variety of summonable characters to make our fans’ dreams a reality.

As the initial phase of content for the character platform, we will begin distribution of Azuma Hikari and Gatebox Video.

To enable third party developers to distribute applications on Gatebox (hereinafter referred to as “Gatebox apps”), we will open a Gatebox App Market this winter. This will allow third party companies to distribute their own content on Gatebox, and enable users to enjoy living with their favorite characters by choosing the content they prefer.



Initial Phase Content ①: Comforting bride “Azuma Hikari”

Azuma Hikari is an AI partner based on the concept of a “comforting bride” that will provide comfort for her owner through daily conversation.

In addition to being able to enjoy voiced conversation, she will also provide lifestyle support for users as a live-in partner that plays music and reads weather reports, news, calendars, and more by linking with the LINE AI assistant Clova. She can also chat with users through LINE even when they are separated, and the character will actively address the user on her own, achieving a human-like communication experience no smart speaker can match.

Price: Free until June 2020 (From July 2020 onward, a shared living fee of ¥1,500/month is required)

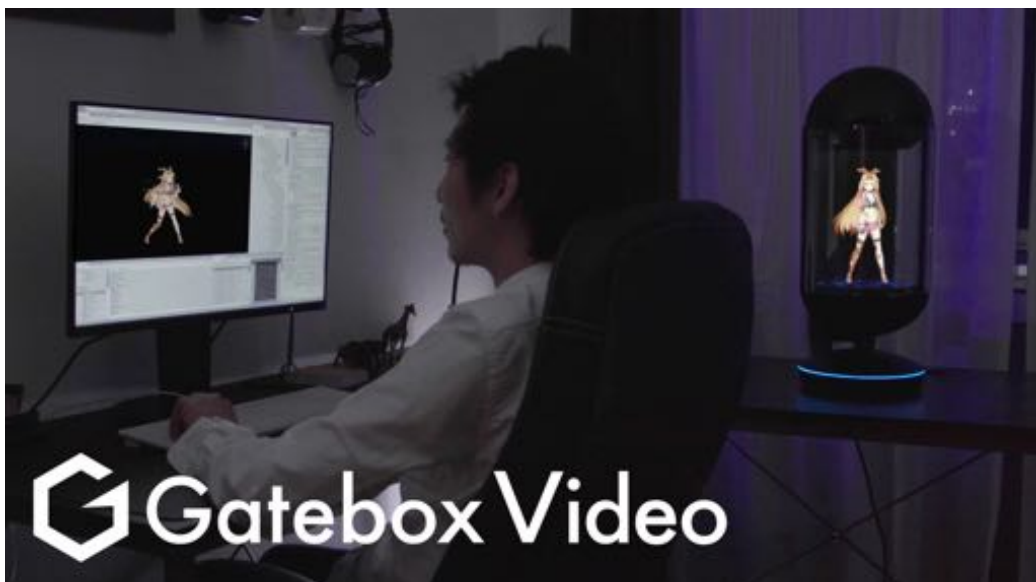
*The features available through the connection with Clova can be used when living with Azuma Hikari on Gatebox even if you do not have any Clova devices other than Gatebox.



Initial Phase Content ②: Gatebox Video service for creators

The Gatebox Video service lets users create their own characters and summon them in Gatebox. Creators can upload character animation videos (mp4) created with tools such as Unity and MMD to a dedicated website, so that they can enjoy playing the videos in Gatebox. Furthermore, by releasing the works they create on the website, they can also be played in Gatebox by other users, enabling new representations of characters which take advantage of Gatebox's realistic interface.

Gatebox Video PV : <https://youtu.be/aVtCIHuVpyw>



When the service launches, we plan also to distribute content on Gatebox Video by famous creators like Eiichi Shimizu and Tomohiro Shimoguchi, the writer and artist team behind the Ultraman manga, and musician Shinjiro “Mani” Sakamoto.

Gatebox will also offer a “channel feature” which lets officially authorized companies and creators distribute more premium content. Official channels will distribute exclusive content only viewable by subscribers who sign up for channels with a monthly subscription fee, allow customization of video thumbnails and channel pages, and can be used to enhance engagement with fans and as a new source of revenue.

At service launch, popular Vtubers like Yomemi and Shinonome Megu will setup channels, and we plan to provide an experience unique to Gatebox that is unlike any other video streaming service.

Official Channels at Service Launch

Channel Name	Featured Characters
Yomemi Channel	Yomemi, Moemi, others
MeguRoom	Megu Shinonome
Insidechan Channel	Insidechan Mark1, Insidechan Mark2

Price: Basic service is free (A separate monthly fee is required to sign up for official channels.)

Gatebox App Market Content Partner ①:

Distribution of the Gugenka® digital figurine service “HoloModels in Gatebox”

“HoloModels in Gatebox” is an application which enables users to enjoy digital figures in Gatebox, including popular characters like Emilia and Rem from “Re:Zero — Starting Life in Another World” who appear in the HoloModles™ digital figure service developed by Gugenka®. The realistic interface of the Gatebox character summoning device is used to summon a variety of characters in Gatebox as digital figurines, making home decoration which provides any enjoyable viewing experience a reality.

Due to the much stronger than expected response to the announcement of Gatebox support for HoloModels™ on October 7th, we decided to begin distributing HoloModels in Gatebox on the Gatebox App Market this winter.



Displayable Characters at Launch

Title	Characters
Re:Zero — Starting Life in Another World	Emilia, Rem
KonoSuba: God's Blessing on this Wonderful World!	Megumin
Eromanga Sensei	Izumi Sagiri
The Helpful Fox Senko-san	Senko

Price: Basic service is free (There is a separate fee for purchasing characters)

Distribution Schedule: Launch is planned for this winter

Gatebox App Market Content Partner ②:

Partnership with Pyramid Inc. smartphone game “Alice Gear Aegis”

Pyramid Inc. (Head Office: Shibuya Ward, Tokyo, President: Junichi Kashiwagi) and Gatebox Co., Ltd. have agreed to a partnership for the development of applications connected with the Pyramid smartphone game “Alice Gear Aegis” with Gatebox support. We will leverage Pyramid’s game design capabilities to advance development with the goal of releasing new content that takes advantage of Gatebox’s realistic interface by the end of 2020.

Gatebox App Market Content Partner ③:

Partnership with Amazing Inc. smartphone game “Venus Eleven Vivid!”

Amazing Inc. (Head Office: Osaka, Representative Director: Katsumi Marunaga) and Gatebox Co., Ltd. have agreed to a partnership for the development of applications connected with the Amazing smartphone game “Venus Eleven Vivid!” with Gatebox support. We will leverage Amazing’s game design capabilities to continue development with the possibility of releasing new content that takes advantage of Gatebox’s realistic interface by the end of March 2021, and we also plan to give demonstrations at events in 2019.

Gatebox App Market Content Partner ④:

Distribution of the Honeycomb Lab business-oriented AI solution “aicontainer in Gatebox”

Honeycomb Lab Inc. (Head Office: Shibuya Ward, Tokyo, Representative Director: Kiyokazu Kawaharada) and Gatebox Co., Ltd. are collaborating on business applications for “aicontainer in Gatebox”, which employs the aicontainer visual AI solution developed by Honeycomb Lab. “aicontainer in Gatebox” allows the visuals and conversation contents to be customized freely to meet the client’s needs, and can project characters based on actual photos of humans taken in 3D, etc., enabling communication through a colorful interface beyond the capabilities of existing communication robots and tablets.



Future Development

Over the past year of development, Gatebox has created an environment which will serve as a platform enabling users to live with their favorite characters. Going forward, Gatebox will collaborate with our content partners to pursue potential applications of Gatebox as a “character platform,” not only expanding the available content, but creating a world in which characters blend seamlessly into everyday life in all kinds of situations both inside and outside of the home.

©Tappei Nagatsuki/KADOKAWA CORPORATION/ Re:Zero kara Hajimeru Isekai Seikatsu Production Committee

©2019 Rimukoro/KADOKAWA/ The Helpful Fox Senko-san Production Committee

©2017 Natsume Akatsuki/Kurone Mishima/KADOKAWA/ KonoSuba2 Production Committee

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Trial Session Information

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