

PRESS RELEASE

Media Contact

Jacqueline Pitts | Silicon Studio | pr@siliconstudio.co.jp | +81 (0)3 5488 7070

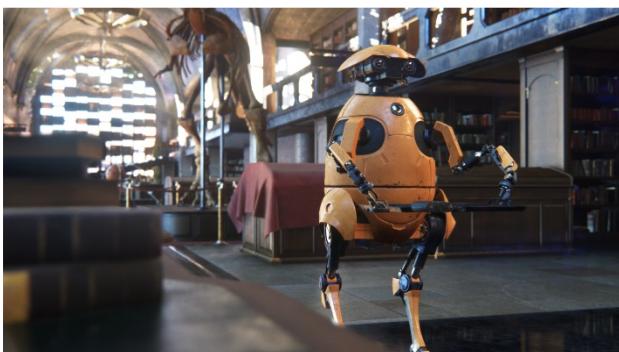
Silicon Studio accelerating efforts into VR tech development for a variety of industries:

Architecture, construction, automotive, games, and video production

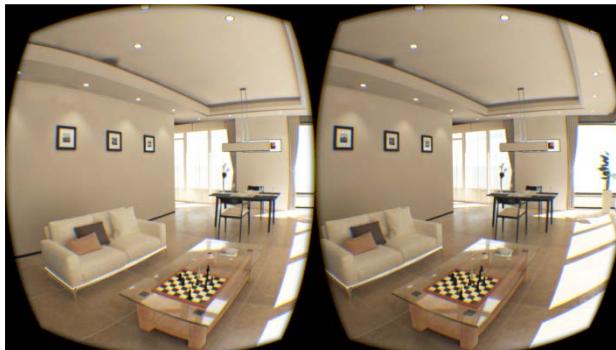
~Tech demos to debut at various events held in 2016~

Tokyo, Japan, (April 14, 2016) - Silicon Studio Corporation has announced it is joining the race to making virtual reality a true reality by beginning new initiatives for VR technology in 2016. Over the course of 2016, a number of companies and manufacturers are scheduled to release various VR devices and software for use with games, movies and amusement facilities. Non-entertainment industries such as architectural and automotive have also begun to look in to the possibilities VR has to offer. Currently the VR market is forecasted to reach \$30 billion USD by 2020 (Source Digi-Capital).

With the expected further upsurge in the VR market for both gaming and entertainment, Silicon Studio plans to continue to use their real-time CG technology to provide solutions to content production companies in these fields. In addition, they have also announced they are broadening the scope of their business to include non-entertainment industries who have expressed interest in this new growing market.

■ Screenshot of one of the VR Tech demos in development

At GDC 2016 in March, Silicon Studio exhibited the VR version of the "Museum" tech demo for the real-time rendering engine "Mizuchi". With quality approaching live-action video, the demo was very favorably received by both domestic and foreign customers.



Silicon Studio also announced they are proud to be working in cooperation with interactive AR and 3DCG content production company CAD CENTER Corporation (HQ: Chiyoda-ku, Tokyo, URL: <http://www.cadcenter.co.jp/>) on developing new VR tech demos for the architectural, construction, and housing development industries.

■ About Publication and Exhibition of VR Tech Demos

VR Tech Demos currently in development will be exhibited at various event being held in 2016.

Exhibition Event Schedule

Dates	Event
June 22～June 24	The 24 th 3D & Virtual Reality Expo
June 29～July 1	The 2 nd Advanced Content Technology Expo
July 5、15	GTMF 2016 (Game Tools & Middleware Forum)
August 24～26	CEDEC 2016 (Computer Entertainment Developers Conference)
September 15 & 16	Tokyo Game Show 2016

■ About Mizuchi

Mizuchi is a real-time rendering engine that supports physics-based rendering, with powerfully realistic texture expressions made possible by accurate light reflection. A variety of materials; such as metal, wood, and glass can be generated in real-time with life-like quality. The flexible design allows for content production for both games and non-entertainment industries.



■ About Silicon Studio

Silicon Studio is a Japan-based game engine and middleware company providing quality rendering, optical effects, and post-effects solutions for game development. Silicon Studio also publishes games across mobile, PC and consoles, and develops games for third parties.

※ Mizuchi is a trademark of Silicon Studio Corporation.

※ All other names and trademarks mentioned are the registered trademarks and property of the respective companies.