

Forest Fantasia Cafe Enjoy an unusual cafe experience in the depths of a secret forest



▲Visitors can have a simulated experience of a sylvan picnic surrounded by trees and flowers



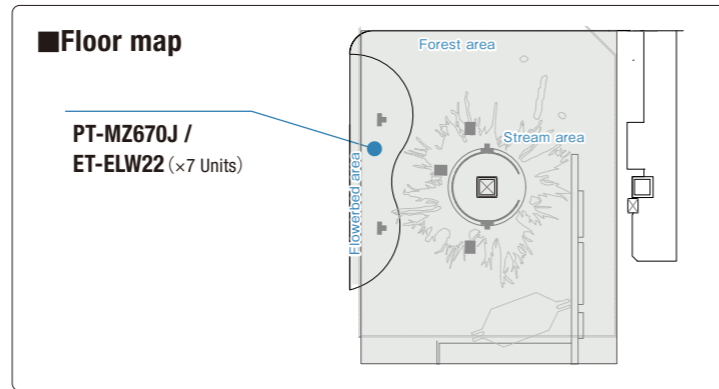
▲When you put your drink down on the table, a flower blooms beneath it



▲The PT-MZ670J is set up so that it is hidden in the trees



◀By scanning your specialized QR code here, you can receive a capsule, while a video of an animal bringing the capsule to you plays, making the scenario feel more immersive



Future Developments

Huis Ten Bosch Co., Ltd.

Hoping to convey the wonder of Huis Ten Bosch through the use of digital content

We hope to expand the use of digital content with future facility replacements and the like. Thanks to the capabilities of projectors, we can produce digital content that will be enjoyed by visitors of all ages. We are also looking into the possibility of large-scale outdoor projection mapping, and we hope to devise ways to further convey the appeal of Huis Ten Bosch to more and more people.



Tsuyoshi Tsujimoto
Division Chief, Event Planning Division,
Park Planning Department
Marketing Headquarters
Huis Ten Bosch Co., Ltd.

NAKED, INC.

We will adapt to the 4K high-resolution era

We firmly believe that we are now entering an era of further penetration of 4K high-resolution technology. With consumers becoming more and more used to high resolution, it is my belief that it will become the standard going forward. I really got a strong sense of the capabilities of Panasonic's projectors, and I am hoping that more options will become available for 4K high resolution. I look forward to more collaborations with Panasonic, in new and exciting directions, in the future.



Sho Kawasaka
Creative Director
NAKED, INC.

Equipment introduced



1-Chip DLP® Laser Projector
PT-RZ690JLB (x20 Units)



LCD Laser Projector
PT-VMZ60J (x3 Units)



LCD Laser Projector
PT-MZ670J (x7 Units)



Space Player
NTN91000 (x3 Units)



Ultra-Short-Throw Lens
ET-DLE020 (x9 Units)



Zoom Lens
ET-DLE060 (x10 Units)



Zoom Lens
ET-ELW22 (x7 Unit)



Early warning software
ET-SWA100F3

Using Laser Projectors and Ultra-Short-Throw Lenses to realize an immersive experience that fuses the digital with the real



Fantasia City of Lights Huis Ten Bosch

Flower Fantasia | Sea Fantasia | Forest Fantasia Cafe

Installed system: Projection Mapping

Date of installation: February 2021
Location: Nagasaki Kyushuu area

Challenge:

- To achieve, upon the replacement of the attractions, high-quality visual displays that fit in with the existing facilities
- To limit mechanical trouble as far as possible

Solutions:

- Create a high-quality visual experience by combining the high durability of the 1-Chip DLP® Laser Projector with the short-distance projection of the Ultra-Short-Throw Lens
- Install Early warning software

“ Ever since seeing the first preview, I've been deeply impressed with the quality of the images. That impression has not changed since we started actually running the devices. We are not seeing any current problems, so we are all very satisfied with their reliability. ”

Tsuyoshi Tsujimoto
Division Chief, Event Planning Division, Park Planning Department
Marketing Headquarters
Huis Ten Bosch Co., Ltd. *Affiliation at time of delivery.

Background of System Installation

Replacement of the attractions while incorporating the existing structures

Fantasia City of Lights, which opened in March 2021, is composed of seven areas. It includes hands-on attractions that fuse the digital with the real. This project was initiated based on the idea of replacing some of the attractions, with the themes of “flowers” and “light,” which are the symbols of Huis Ten Bosch. To provide a better experience for visitors, both a display that incorporates the existing structures and a realistic video quality were required. The creative company NAKED, INC. handled the displays in four of the seven areas. Through visuals, audio, scent, and other various display methods, Fantasia City of Lights immerses visitors in a whole new world.

Reasons for System Installation

Utilizing devices that are reliable and make the most of a limited space

In three of the areas NAKED, INC. was responsible for, they used Panasonic Laser Projectors. In addition to the high-quality image display, ease of maintenance, and high durability, the wide selection of optional lenses was also a major factor in the decision to use Panasonic products. “Since we can't close the facility temporarily due to machine trouble or the like, it was extremely important to install equipment with the highest level of reliability in order to better serve our customers.” (Tsujimoto; Huis Ten Bosch Co., Ltd.) “The PJLink standard equipment, the accuracy of the calculator, and the different types of mounting hardware were all very easy to use; this was one of the reasons we chose Panasonic.” (Kawasaka; NAKED, INC.)

The largest theme park in Japan, and a resort rich in flowers and light

Huis Ten Bosch, located in Sasebo, Nagasaki Prefecture, is noted for its European-like streets, cobblestones, and canals leading to the sea, creating a beautiful harmony between the town and nature. March 2021 saw the opening of Fantasia City of Lights. Under the themes of “flowers” and “light,” it allows parkgoers to enjoy an immersive experience that fuses the digital with the real.

- Location: 1-1 Huis Ten Bosch, Sasebo-shi, Nagasaki, Japan
- URL: <https://www.huistenbosch.co.jp/>



▲It boasts the largest land area of any standalone theme park in Japan

Effects Achieved by System Installation

An entertainment that fuses the digital with the real, and can be enjoyed with all five senses

Fantasia City of Lights is themed around an immersive experience that can be enjoyed with all five senses. Each of its areas is designed with the goal of making visitors want to capture the scene with their cameras, and it is hoped that young people who visit will use the power of SNS to promote the park. In Flower Fantasia, many flowers are constantly abloom, painting the walls and ground in a beautiful array of colors. "With regard to setting up the devices here, the ceilings were low and there wasn't much floor space either, but we wanted to project onto the walls over a broad area. So we went with the Ultra-Short-Throw Lenses that could project images over a wide area with only a short projection distance." (Kawasaka; NAKED, INC.) At Sea Fantasia, the images shift and change with the movement of the viewer, showing things

like beautiful fish swimming about, such that even though there is nothing actually there, the viewer feels that they are interacting directly with real marine life. Thanks to the Ultra-Short-Throw Lens, visitors can get up close to the projection wall without their shadows getting in the way, contributing to the feeling of a totally immersive experience. In Forest Fantasia Cafe, if you put your drink down on the table, a flower blooms beneath it, and animals carry capsules to you, making it an interactive experience. Visitors can have a simulated experience of a sylvan picnic surrounded by trees. "At Fantasia City of Lights, the staff too have praised the high quality of the images, and visitors have been posting photos on social media, so I feel like it's been really well-received." (Tsujiimoto; Huis Ten Bosch Co., Ltd.)

Designing spaces to improve the visitor's experience

In Forest Fantasia Cafe, the space has been designed to hide the projectors in the trees. "In order to allow visitors to become even more immersed in the worldview of each area, we wanted, as far as possible, to prevent them from being aware of the presence of artificial devices like projectors, as well as to keep the visitors' shadows from being cast onto the projection wall," says Mr. Kawasaka of NAKED, INC. The Ultra-Short-Throw Lens allows for image projection across a broad area with a small number of projectors, and it is being used to great effect in designing the layouts of a variety of areas. "With this replacement, we thought about making use of the walls and layout instead of changing the interior of the buildings. For this, we used projectors, which allowed us to create a new world that visitors could become immersed in." (Kawasaka; NAKED, INC.) Fantasia City of

Lights opened during the ongoing coronavirus pandemic. With regard to this point, Mr. Tsujimoto of Huis Ten Bosch Co., Ltd. had this to say: "It was really a period in which it would be difficult to go and experience something like this directly, and we wanted, instead, to provide our visitors with an exciting and immersive virtual experience by using video content. That was what we were going for with this replacement." He went on to say, "In order to provide our visitors with the best visual experience possible, no disruption of the visuals can be allowed. The speed at which abnormalities in the equipment could be detected have allowed us to comfortably and stably provide the content to our visitors. Our visitors have been really satisfied, so I really think it was a good idea to go with video content." The video content in each area pleased Mr. Tsujimoto greatly.

Flower Fantasia Making bloom a flower all your own



▲The short-range projection achieved using the PT-RZ660JLB and the ET-DLE020 Ultra-Short-Throw Lens allows projection onto walls over a wide area



▲In the entrance, two PT-VMZ60J units, which are compact but have a brightness of 6,000 lm, are used to welcome visitors with a dazzling display

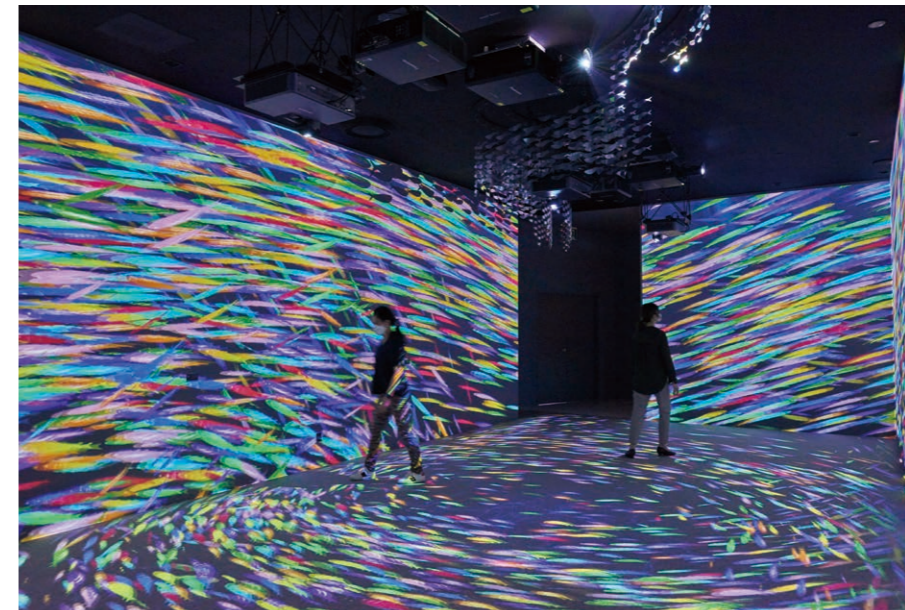


▲The images produced by the DLP® Laser Projectors are extremely beautiful even when viewed up close—this enhances the realism even in a narrow space



▲When the petri dish lid is opened, a fragrant aroma emerges, mirroring the blooming of the flowers

Sea Fantasia Is this under the sea? Look at the colorful fish as they dance!



▲The ET-DLE020 Ultra-Short-Throw Lens prevents shadows from getting in the way, creating a truly immersive space



▲Fish gather around the visitors' feet



▲The PT-RZ690JLB achieves vivid visual effects



▲The interactive presentation allows visitors to create their own jellyfish by touching the images



▲Visitors can enjoy the scenarios created by the images as if they were actually in the beautiful ocean

