

Recreating the world of manga through immersive production while ensuring ease and efficiency of installation and reducing operational burden.



Shueisha Inc.
Manga Dive, the Oshi no Ko Super Immersive Live event

Date of installation: September 2024
Location: Kyushu area

Challenge

To remotely manage projection mapping that allows visitors to fully immerse themselves in the world of manga.

Solution

Use 25 PT-MZ17K and 2 PT-CMZ50 projectors to project images in all directions. Additionally, achieve setup in a short period and stable operation with the ET-FMP50 series. Detect abnormalities in equipment through Monitoring Services to avoid on-site problems.

"The short setup period was achieved through the camera auto-adjustment and geometric correction functions. Remote monitoring and automatic equipment operation helped to reduce the operational workload."

Masakatsu Ito
Shueisha Inc.

Background of System Installation

Fusion of manga content and the latest technology

From September 11, 2024, for about two and a half months, the Oshi no Ko Super Immersive Live event was held. This is part of the Shueisha XR project, which combines Shueisha's manga content with the latest technology to pursue unprecedented surprises, experiences, and the future of media, and is named Manga Dive. The manga x music x live entertainment, which expresses the world of the work using projection mapping in a 360° (4 sides) space and floor (1 side), provided the audience with an immersive new sensory live experience.

Reasons for System Installation

Remote operation that is convenient, accurate, and reduces on-site burden

Since the event was held in Fukuoka, it was necessary to operate and manage it remotely from Tokyo. Media Processor ET-FMP50 and Remote Managed Service (Monitoring Service) were selected because they could solve various challenges associated with this plan. Mr. Masakatsu Ito from Shueisha Inc. commented on the background of the system installation, saying, "I found it really convenient that we could set up quickly due to the camera's auto-adjustment function, automatically operate equipment, and remotely check and monitor the status. The deciding factor was that we could operate all equipment stably and automatically throughout each day of the event, reducing the burden on operational staff and enabling maintenance-free operation."

Holding an event themed on popular content in Fukuoka

Oshi no Ko is a popular manga that has been serialized in Weekly Young Jump (Shueisha) since April 2020. We held a limited-time event where you can enjoy the appeal of the content, which also boasts high ratings as an anime, from various angles including immersive live experiences, stories, characters, and original drawings.

Address Event Hall, 6F BOSS E-ZO FUKUOKA, 2-2-6 Jigyohama, Chuo-ku, Fukuoka
URL <https://www.mangadive.jp/oshinoko-sil/>



An event where you can experience the world of manga with the latest technology.

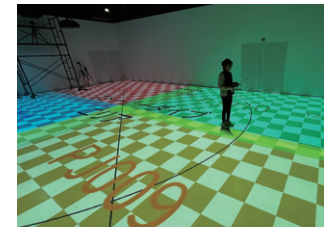
Projectors



▲ Images are projected 360° on all four wall surfaces and the floor to create an immersive space.



▲ The PT-MZ17K provides high brightness of 16,500 lm to project vivid images with a sense of immersion.



▲ The camera auto-adjustment function and geometric correction function using ET-FMP50 contributed to the short setup period.



▲ ET-FMP50 installed in the backstage area.

Effects Achieved by System Installation

Completed setup in a short period, contributed to stable operation

Projection mapping requires very precise image adjustment. Mr. Ito said, "Thanks to the camera auto-adjustment and geometric correction functions, we were able to set up with sufficient precision in a short period of time. During the event, we were able to operate all the equipment automatically, which reduced the operational burden. In terms of troubleshooting measures, the ability to monitor the projector's abnormalities in real-time, influenced by outdoor temperatures and indoor conditions, contributed to stable operations."

Wide-range high-brightness image projection

Mr. Ito also said that the high brightness of the projectors enhanced the immersive experience for the audience. "I am satisfied with the wide-range image projection and the color reproduction and vividness that really convey the images in the content."

Customer Feedback

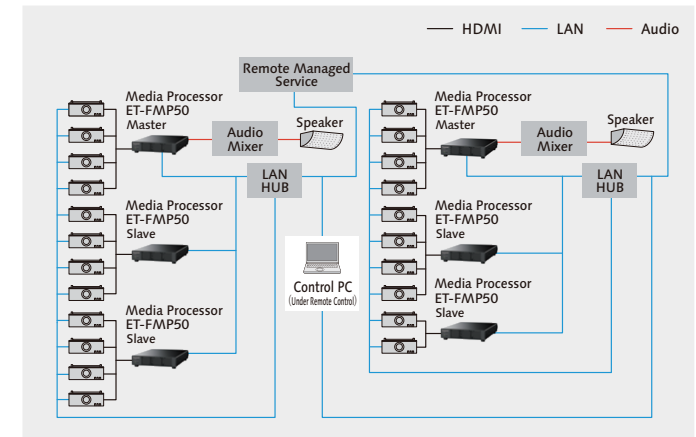
A strong partner for content creation with an eye to the future

I believe that integrating projectors and Media Processors end-to-end helps simplify systems, reduce the time required for installation adjustment, and stabilize operations. We will be handling lots of new content in the future, so more diverse image expressions, new equipment, and new expression methods will be demanded by specific users and the general public. If Panasonic continues to provide products that can meet these demands, content creators like us can continue to create with an eye to the future.



Masakatsu Ito
Shueisha Inc.

System Configuration Diagram



Delivered Devices



Media Processor
ET-FMP50 × 6 units



LCD Laser Projector
PT-MZ17KJLB × 25 units



LCD Laser Projector
PT-CMZ50JW × 2 units

Remote Managed Service (Monitoring Service)

