

Immersive Yokai Exhibition Created with Highly Flexible, Reliable Panasonic Projectors



HITOHATA, INC.

Yokai Immersive Experience Exhibition NAGOYA
– Imagination of Japan

Installation: July 2025
Location: Chubu Region, Japan

The Challenge

Design a reliable and adaptable projection system that delivers uncompromising quality for immersive exhibitions in venues in Japan and abroad.

The Solution

Panasonic's PT-MZ20K projectors, each delivering a powerful 20,000 lm operating on standard AC 100 V, were used in large projection systems built with relatively few units, enabling flexible installations in various venues worldwide.

"The PT-MZ20K projector combines outstanding installation flexibility with the reliability needed for extended operation—both critical features for a setup on tour. That's why we've selected it repeatedly."

Mr. Takeaki Higashiyama
Representative Director
HITOHATA, INC.

Note: Job title at time of implementation

Background

Digital Art Museum Exploring the Mysterious World of Yokai

In July 2025, HITOHATA, INC. launched the Yokai Immersive Experience Exhibition NAGOYA – Imagination of Japan. The exhibition explored the world of yokai—supernatural creatures deeply rooted in Japanese pop culture that are now attracting global interest. Classic yokai art from Japan's late-medieval Edo and early-modern Meiji eras was reimagined as immersive digital experiences through projection mapping and the integration of video with three-dimensional sculpture. The exhibition vividly brought the yokai universe to life using 28 Panasonic PT-MZ20K LCD laser projectors, building on the success of the previously launched Ukiyo-e Immersive Experience Exhibition, which has traveled the world to present traditional Japanese woodblock prints (ukiyo-e).

Reason for Choosing Panasonic

Exceptional Installation Flexibility and Reliability

Mr. Higashiyama, President of HITOHATA, explained that for the yokai exhibition in Nagoya (and global venues later), they selected equipment with flexibility in mind: "Some venues may not support 200 V power, and some have ceilings with low load capacity. However, the PT-MZ20K projector delivers 20,000 lm of brightness using only AC 100 V, and its compact, lightweight design makes it highly adaptable to different environments. The previously launched ukiyo-e exhibit has toured locations in Japan and abroad for over two years and not a single PT-MZ20K projector has experienced failure. The combination of easy installation and reliable performance over extended periods makes the PT-MZ20K the perfect solution for touring exhibitions, so we chose it again for our new exhibition."

Creatively Showcasing Japan's Charms through Digital Art

Since 2019, HITOHATA has been staging projection-mapping experiences that celebrate Japan's rich cultural heritage and tourism attractions. The company's first immersive digital art museum project, the Ukiyo-e Immersive Experience Exhibition, has toured four locations in Japan and two overseas as of August 2025 (two still ongoing), earning wide praise both at home and abroad.

- Venue: Kanayama Minami Building – Museum Wing (formerly the Nagoya/Boston Museum of Fine Arts) 1-1-1 Kanayama-cho, Naka-ku, Nagoya, Aichi Prefecture
- Exhibition dates: July 19 – September 23, 2025
- Organizer: Yokai Immersive Experience Exhibition NAGOYA Executive Committee (TV Aichi, HITOHATA and Jiji Press)
- Website: <https://www.yokaiimmersive.com/>



▲ Panasonic's Space Player projecting the event's animated logo at the venue entrance.

Projection Mapping



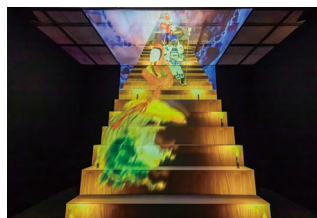
▲ Yokai Gathering bringing spirits to life on the walls, floor and ceiling, with three PT-MZ20K projectors (one per wall) each casting images wider than 12 m, and a PT-MZ17K illuminating the circular ceiling.



▲ Yokai Village surrounding visitors with a 360° projection for a fully immersive experience, with eight PT-MZ17K units projecting dynamic visuals onto the walls and floor.



▲ The front wall of Yokai Gathering used a PT-MZ20K projector paired with the ET-EMU100 ultra-short-throw lens for vivid, close-range projection.



▲ Endless Yokai Staircase realized with a PT-MZ20K projecting onto a custom-built structure.



▲ In Yokai Back Alley, a single PT-MZ14K projecting yokai creatures onto a house's walls and various props.



▲ A corner of Yokai Back Alley with a pond where yokai dwell, projected with a PT-MZ14K.



▲ Yokai Hyakki Yako (Night Parade of One Hundred Demons) featuring an endless procession of yokai, brought to life with two PT-MZ20K and two PT-MZ17K projectors.



▲ Yokai Theater showcasing dynamic 3D visuals with PT-MZ16K and PT-MZ20K projectors placed both inside and outside a holographic screen.



▲ PT-MZ20K and PT-MZ17K units installed throughout the Yokai Hyakki Yako zone.



▲ A PT-MZ14K projector enabled visitors to interact with racing Tsukumogami (possessed creatures) by waving their hands to trigger changes.

In the Customer's Own Words

Delivering Immersive Experiences to Japan and the World

From day one, the exhibition drew a strong turnout. Visitor feedback was overwhelmingly positive, with many expressing how impressed they were by the fusion of immersive projections and three-dimensional installations. The approach clearly resonated with audiences. We've received many offers to take the exhibition to other venues. Following the success of the Ukiyo-e Immersive Exhibition, we are delighted to continue using Panasonic projectors to share immersive, high-quality content with visitors worldwide.



Benefits

Large, High-impact Projections Realized with PT-MZ20K

At the Nagoya exhibition, PT-MZ20K projectors were deployed in eight of the nine zones spanning two floors. In the last zone, Yokai Gathering, a single PT-MZ20K unit projected vivid, dynamic visuals more than 12 m wide onto a large wall.

Mr. Higashiyama explained: "The larger the system, the higher the transportation costs and the longer the setup time at each venue. Therefore, we aimed to minimize the number of projectors and keep the system compact. The PT-MZ20K projector runs on a standard 100 V power supply yet delivers up to 20,000 lm of brightness. This allowed us to project bright, high-resolution visuals

across large surfaces with only one unit. It enabled us to successfully balance two conflicting requirements: minimizing the number of units while maintaining high content quality. Another key advantage was the broad range of optional lenses, which provided installation flexibility. For the Yokai Gathering exhibit, we wanted to project onto the walls, floor and ceiling. To do this, we placed a PT-MZ20K projector very close to the front wall and used an ET-EMU100 ultra-short throw lens to project a large, immersive image from a very short distance, exactly as we had envisioned."

Installed equipment

- LCD Projector **PT-MZ20K** ×7
- LCD Projector **PT-MZ17K** ×15
- LCD Projector **PT-MZ16K** ×1
- LCD Projector **PT-MZ14K** ×3
- LCD Projector **PT-MZ11K** ×2
- Zoom lens **ET-EMU100** ×1
- Zoom lens **ET-EMW200** ×18
- Zoom lens **ET-EMW300** ×2
- Zoom lens **ET-EMW400** ×4
- Zoom lens **ET-EMW500** ×3

Panasonic

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See our website for details on other projects.

<https://panasonic.net/cns/projector/>



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