

# Expo Enlivened with 132-meter Projection Created with World's Brightest Projectors

Note: "World's brightest" as of May 2025 for projectors up to 150 kg (excl. lens)



Kansai Innovation Center  
(MUIC Kansai)

## Mega Canvas

Location: Kansai Region, Japan  
Installation: June 6 – October 13, 2025

### The Challenge

Transform the exterior of a massive cold storage warehouse into a dynamic projection-mapping canvas.

### The Solution

Panasonic's ultra-high-brightness PT-RQ50K projector was used, combined with a meticulously engineered projection design, to deliver a vivid and impactful visual experience.

"Despite the challenging work environment, our team was able to control the projectors with exceptional precision. Our undertaking, which has drawn much attention, is now being referred to simply as 'the Yokorei Pavilion.'"

Mr. Yasutaka Mashiko  
Team Leader  
Kansai Innovation Center (MUIC Kansai)

Note: Job title at time of implementation

### Background

#### Building Excitement for the Osaka-Kansai Expo

During the Expo, large-scale projection mapping is being showcased at the Yokorei cold storage warehouse, which is located between Yumeshima Station and the Expo entrance. MUIC Kansai organized the event with the goal of transforming the massive Yokorei building into a notable visual landmark and generating excitement for the Expo. The concept was partially inspired by company personnel witnessing the capabilities of the PT-RQ50K projector at a trade show. Once the Expo began, the vivid imagery projected dramatically across the entire 132-meter facade of the Yokorei Warehouse quickly became one of the Expo's highlights.

### Why Panasonic's PT-RQ50K Projector?

#### Chosen for its Reliability and Unmatched Expertise

Mr. Mashiko, who spearheaded the project as a team leader at MUIC Kansai, explained: "Panasonic is the only company in Japan producing 50,000-lumen, high-brightness projectors. More importantly, they have an impressive track record that includes projection mapping on the Tokyo Metropolitan Government Building and at numerous international events. During our planning discussions, their unwavering reliability and passion stood out the most. We truly felt that Panasonic was the only partner we could entrust with this project. From selecting optimal installation points to fine-tuning the final plan, they executed everything in a highly professional manner."

### Diverse Initiatives for Tackling Issues in Modern Japan

MUIC Kansai, an innovation hub launched in alignment with the Osaka-Kansai Expo, is operated by the Kansai Innovation Center, a nonprofit organization founded by Mitsubishi UFJ Financial Group and MUFG Bank. Its mission is to address pressing issues in modern Japan by bringing together businesses and experts from various sectors. Focusing on themes such as tourism, inbound demand, sustainability, health, food and entertainment, the center pursues initiatives that contribute to business and culture in central Japan's Kansai region.



▲ Yokorei cold storage warehouse (event venue)





# Projection Mapping



▲ Cultural Heritage Art Wall that uses ultra-high-definition scanning technology developed by Kyoto University to create digitized displays of cultural assets



▲ Mitsubishi Asian Children's Picture Diary Movie, featuring drawings by children from across Asia



▲ Remotely Managed Service enabling projection without dedicated personnel



▲ Fireworks shows to make a lasting impression on visitors as they leave the Expo



▲ Trailer housing five PT-RQ50K projectors with precise temperature control



▲ PT-RQ50K units installed inside the trailer

## Benefits

### Large-scale Projection Realized with Five Projectors in a Trailer

One of the challenges of executing a projection spanning 132 meters was finding an installation site that was both legally compliant and technically feasible. After evaluating various options, the team decided to place the projectors inside a trailer parked across the street from the projection surface. Mr. Mashiko recalls, "At first, the installation seemed quite complex, but Panasonic reassured us that there would be no technical issues. Housing five 50,000-lumen projectors in a single trailer generates a tremendous amount of heat, but the trailer was equipped with ventilation, air conditioning and other modifications necessary to eliminate any problems. The project marked a significant milestone in the evolution of projection mapping in the Kansai region."

### Giving Life to Diverse Stories:

### From Cultural Heritage to Children's Illustrated Diaries

The digital mapping event featured a variety of content, including works by renowned Japanese artists depicting cultural heritage and Osaka traditions, projects by local Kansai students and illustrated diaries by children worldwide. Mr. Mashiko explained, "With world-class projectors and cutting-edge projection technology, we were able to dynamically showcase appealing features of Japan and the creativity of young people. Panasonic's team collaborated closely with our creatives to refine our projection plan with meticulous care. They worked tirelessly, night after night, fine-tuning the visuals, even using binoculars to adjust the tiniest details. Their unwavering technical support helped us achieve a remarkable impact with our event."

## In the Customer's Own Words

### A Single Comment Made It Clear Our Message Had Reached the Audience

"During the projection test phase, we began to hear speculative chatter about 'something special appearing to be underway at Yokorei.' Once the installation went live, it quickly began to attract attention across the social media landscape. Before long, people were simply referring to our event as 'the Yokorei Pavilion.' When I saw someone post, 'I'm heading home while gazing at the Yokorei Pavilion,' I realized that our project was deeply resonating with people. During the rest of the Expo, we plan to enhance the experience with more diverse content, including a new projection featuring colored drawings by children in Osaka, which we hope will draw more families to the site. We're also considering allowing the space to be used for personal messages, such as birthday greetings and even marriage proposals. Building on the success of this project, we hope to see many more exciting initiatives for high-quality projection mapping spread across the Kansai region."



Mr. Yasutaka Mashiko  
Team Leader  
Kansai Innovation Center  
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## Installed equipment



3-Chip DLP™ Projector  
**PT-RQ50K x5**

## Remotely Managed Service

\* The service's contents vary by country or region.  
Please contact your local Panasonic sales representative for detailed information.

# Panasonic

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See our website for details on other projects.

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



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