News Release

TOYOTA BOSHOKU

Toyota Boshoku Participates in Demonstration for a New Mobility Experience of Rideable Attraction“MOOX on FC Bus”

Kariya(JAPAN) – February 1,2022– Toyota Boshoku Corporation is pleased to announce the launch of a new mobility experience featuring a vehicle interior demonstration experiment that is set to be held at Aichi Expo Memorial Park (Nagakute City, Aichi Prefecture) between February 10 (Thu) and February 16(Wed).

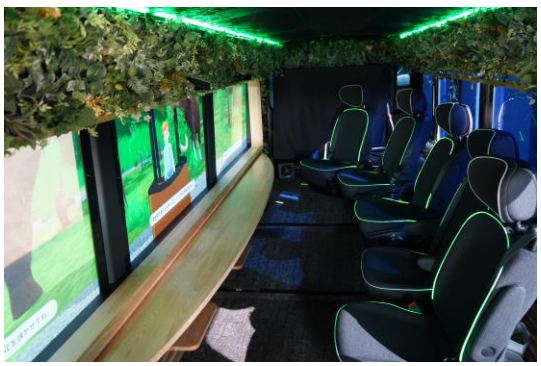
The demonstration is in conjunction with Aichi Prefecture's project that promotes the autonomous driving society implementation, and will be conducted jointly with Toyota Motor Corporation, NTT DoCoMo, Inc., and JTB Corporation. Toyota Boshoku has developed a concept space that gets on board an FC bus. When moving around the park the vehicle responds to its location and provides passengers with information and entertainment. The demonstration will involve a rideable attraction entitled: "MOOX on FC bus[*1]." In the demonstration, the vehicle will be equipped with stereophonic sound system and Augmented Reality (AR) technology to enable multiple passengers to experience interactive virtual content at the same time, with an eye on making this possible for future use in the metaverse.

*1 "MOOX" : A coined word that combines Mobile and Box to express a private room that enhances traveling experience. The FC (fuel cell) bus developed by Toyota Motor Corporation is equipped with an interior space to create a mobile service experience. Not only is the bus zero-emission thanks to the fuel cell system, but it also uses the battery’s electricity to run both the vehicle and operate the experience system.

■About the “MOOX on FC Bus”

1) Overview

Exterior



Interior

Seats

< Main Equipment Features >

- Virtual tour experience stimulating the five senses via a stereophonic sound system and transparent displays.
- Personal audiovisual system tailored to the attributes of passengers, utilizing a facial recognition system and personal sound zone speakers.
- Air purification device and decorative lighting on each seat.
- Contactless occupant status monitoring.

2) Installed Feature Details

Virtual tour experience stimulating the five senses via a stereophonic sound system and transparent displays
The system offers entertainment experiences including the ability to play games or watch live performances while on the move. Augmented Reality (AR) video content is displayed on a transparent display mounted on the vehicle window. Being linked to the vehicle location information, passenger gaze, and gestures determined by the depth sensors*2 provides an interactive virtual experience while moving. In addition, a 3D sound system linked to the AR content and vibration devices mounted on the seats will boost enjoyment. *2: Sensor capable of recognizing the shapes of people, objects, and other items as three-dimensional solids.
Personal audiovisual system tailored to the attributes of passengers, utilizing a facial recognition system and sound zone speakers
Each passenger's generation and such other attributes are measured using a facial recognition system. Personal sound zone speakers mounted on the headrests of the seats allow for personalized hearing. Passengers can watch videos aligned with their attributes to enjoy a variety of content while traveling, and can do so individually or with a group.
Air purification device and decorative lighting on each seat
Each seat is equipped with an air purifying device to provide a clean seating area at all times. In addition, the seats feature decorative lighting that emits light in sync with the content for an immersive effect.

Demonstration experience outline (for reference)

1. Dates: February 10 (Thu), 2022 - February 16(Wed), 2022
2. Site: Aichi Expo Memorial Park
3. Route: An approx. 2.2 km circuit starting from the north side of the West Entrance Plaza
4. Demonstration experience passengers: February 10 – Governorof Aichi Prefecture and media organizations

* For an overview of the press release, trial rides, and other details, please check the news release of Aichi Prefecture.

(Reference: A partner company equipped with each exhibition item)

Panasonic Corporation, NTT sonority, Inc., Foster Electric Company, Limited, ReBock Co., Ltd., TOYOTA CENTRAL R&D LABS., INC.