

## avatarin to Showcase “newme” Robotic Avatar Service at Japan Pavilion, Expo 2020 Dubai

- avatarin, Inc., will be supporting the Japan Pavilion at the Dubai World Expo, and with the beta version of its avatar-based service, provide an experience that will make participants feel transported to the exhibit.
- This will be the first time for the “newme” avatar to be used overseas, and the service will be available from December 9 to 15, 2021.



**TOKYO, November 25, 2021** – ANA HOLDINGS INC. (hereinafter “ANA HD”) and the robotic avatar service platform [avatarin, Inc.](https://www.avatarin.com), is excited to announce that the beta version of its “newme” avatar service will be offered at Japan Pavilion, Expo 2020 Dubai.

This will be the first time the “newme” avatar will be used outside Japan, making its public debut at the global forum. The theme for the Dubai Expo is “Where ideas meet” and the Japan Pavilion is focused on bringing together technology, people, and ideas.

The newme service will primarily be for Japan-based viewers to experience the various scenes from the Japan Pavilion at Expo 2020 Dubai. This global telepresence experience will help participants from Japan connect through “newme” on their computers and personal devices.

“This is an exciting opportunity to showcase avatarin before a global audience and demonstrate the experience and functionality,” said Akira Fukabori, CEO of avatarin. “The newme avatar will allow individuals to virtually experience the Japanese Pavilion and our hope is that after the Dubai Expo, ‘newme’ and other emerging technologies from avatarin will continue to be utilized at events and garner participation and attention across the globe.”

ANA HD continues to innovate and embrace new technologies to better serve the communities in which it operates.

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### **About ANA**

Founded in 1952 with just two helicopters, All Nippon Airways (ANA) has grown to become the largest airline in Japan. ANA HOLDINGS Inc. (ANA HD) was established in 2013 as the largest airline group holding company in Japan, comprising 71 companies including ANA and Peach Aviation, the leading LCC in Japan.

ANA is a launch customer and the largest operator of the Boeing 787 Dreamliner, making ANA HD the biggest Dreamliner owner in the world. A member of Star Alliance since 1999, ANA has joint venture agreements with United Airlines, Lufthansa German Airlines, Swiss International Airlines, Austrian Airlines and Brussels Airlines - giving it a truly global presence.

The airline's legacy of superior service has helped it earn SKYTRAX's respected 5-Star rating every year since 2013, with ANA being the only Japanese airline to win this prestigious designation for nine consecutive years. ANA also has been recognized by Air Transport World as "Airline of the Year" three times (2007, 2013 and 2018); it is one of only a select few airlines to win this prominent award multiple times.

In 2021, ANA was awarded the 5-star COVID-19 safety rating by SKYTRAX, recognizing the airline's initiatives to provide a safe, clean and hygienic environment at airports and aboard aircraft, embodied in the ANA Care Promise.

ANA is the only company in the aviation industry to receive the Gold Class distinction from the 2021 S&P Global Sustainability Awards and ANA HD has been selected as a member of the Dow Jones Sustainability World Index list for the fourth consecutive year and the Dow Jones Sustainability Asia Pacific Index list for the fifth consecutive year.

For more information, please refer to the following link.

<https://www.ana.co.jp/group/en/>