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ANA NEO, Inc.

ANA NEO Announces “ANA GranWhale”

～Online platform will provide a new travel experience in a virtual space that will be accessible on smartphones, tablets, and VR headsets～

TOKYO, August 23, 2022–ANA NEO announced today the official name of the virtual travel platform under development as ″ANA GranWhale.″ Since ANA NEO’s formation last year, the organization has been developing its platform strategy and partnerships.

ANA GranWhale is a metaverse travel service that utilizes technology, including VR, to recreate the destinations and cultures of the world and will consist of three services;

- Sky Park – travel theme park space
- Sky Mall – shopping space
- Sky Village – space inspired by the city of the future

“We named the service ANA GranWhale to represent the memories and dreams of ANA customers around the world who have traveled with ANA throughout its 70-year history, and the large whale that was born to encompass the whole wild world,” said ANA NEO President Mitsuo Tomita. “The arrow in the symbol represents the virtual and the real, respectively, and the fusion of the two symbolizes the ANA GranWhale flying straight into the future with stability and growth, where Web 3.0 and metaverse travel will become a more commonplace.”

In response to the accelerating metaverse movement, ANA GranWhale will be available for smartphones, tablets and VR headsets. The first version available to the public will be Meta Quest 2.

To further understand the ANA GranWhale world, a video is available at the ANA NEO website and includes music specifically composed for ANA GranWhale by Taro Hakase, a renowned violinist and composer.

ANA GranWhale video image

ANA NEO has previously announced partnerships with Kyoto City and Sompo Japan Insurance Inc. and is currently working on several types of alliances that include co-creation projects, V-TRIP and business partnerships with collaborative partners from a wide range of industries.

Over the coming months, ANA NEO plans to announce a series of partnerships for SDGs visions such as regional development, the digital twin society, the NFT and Web 3.0 era. ANA NEO will continue to accelerate the construction of the world's first travel metaverse service ANA GranWhale with the launch projected towards early 2023.

[About ANA NEO]
Mitsuo Tomita: President and CEO
Hajime Tabata: Co-CEO, Executive Producer
Founded: August 7, 2020
Headquarters: Front Place Nihonbashi, 2-14-1, Nihonbashi, Chuo-ku, Tokyo 103-0027, Japan
Capital stock: 87.35 million JPY (as of March 31, 2022)

<Company introduction and message>
Created by ANA NEO, ANA GranWhale is an unrivaled lifestyle experience in the metaverse that offers virtual travel, shopping, events, and entertainment. Atop these extraordinary services, users can even purchase NFTs within the experience. In partnership, ANA NEO will also allow users to visit and explore Kyoto and other cities around the world. With connections to real destinations, ANA GranWhale will link users to real travel plans personalized to their online activity.

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