

Monday, March 23 Update: Notice Regarding Postponement of *Cyber Wagashi* Restaurant

Effective Saturday, February 29, THE MOON restaurant, which is located on the 52nd floor of the Roppongi Hills Mori Tower where the *Cyber Wagashi* service was planned, will be temporarily closed from Saturday, February 29 until further notice in order to prevent the infection and spread of the new coronavirus. Accordingly, the *Cyber Wagashi* service will also be postponed. We apologize for this inconvenience, but hope that you understand this decision was made in consideration of the health and safety of customers and staff. We will announce the launch of service as soon as a date has been determined.

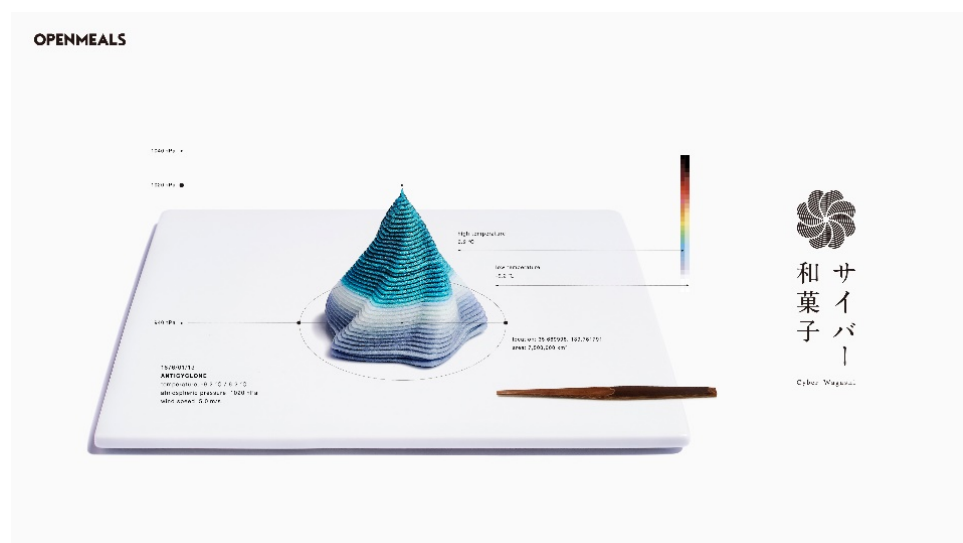
- Temporary Closure: Saturday, February 29 until further notice

Note: Customers who have already booked reservations will be contacted individually by THE MOON. Please direct all questions and other inquiries to the following:
THE MOON TEL: 03-3470-0052

FOR IMMEDIATE RELEASE

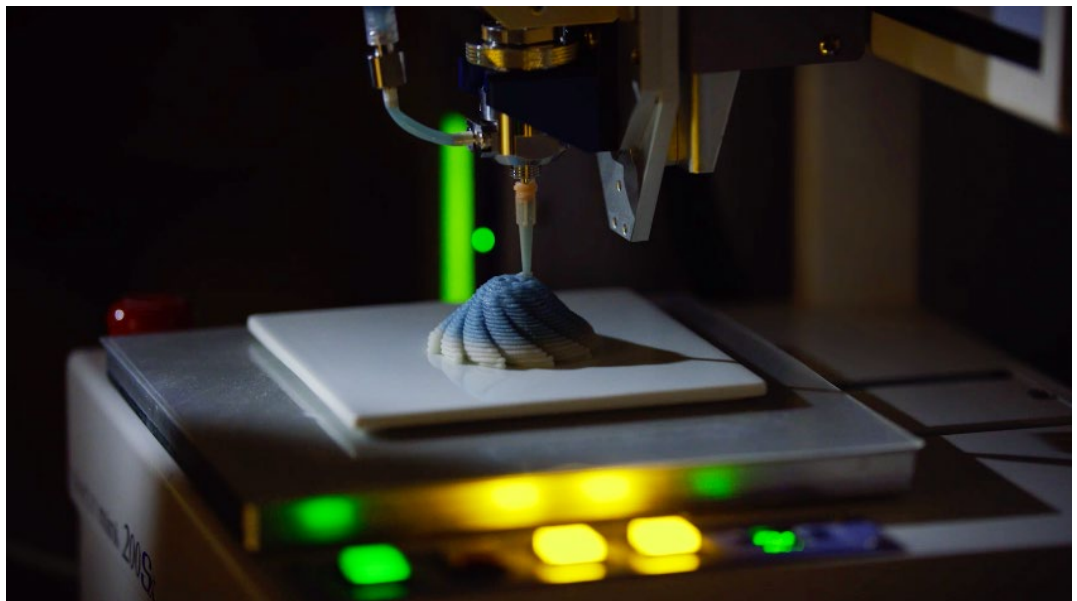
February 17, 2020

OPEN MEALS, Proponent of Super Futuristic Food Experiences, Produces *Cyber Wagashi* Formed by the Season, Created Using Weather Data

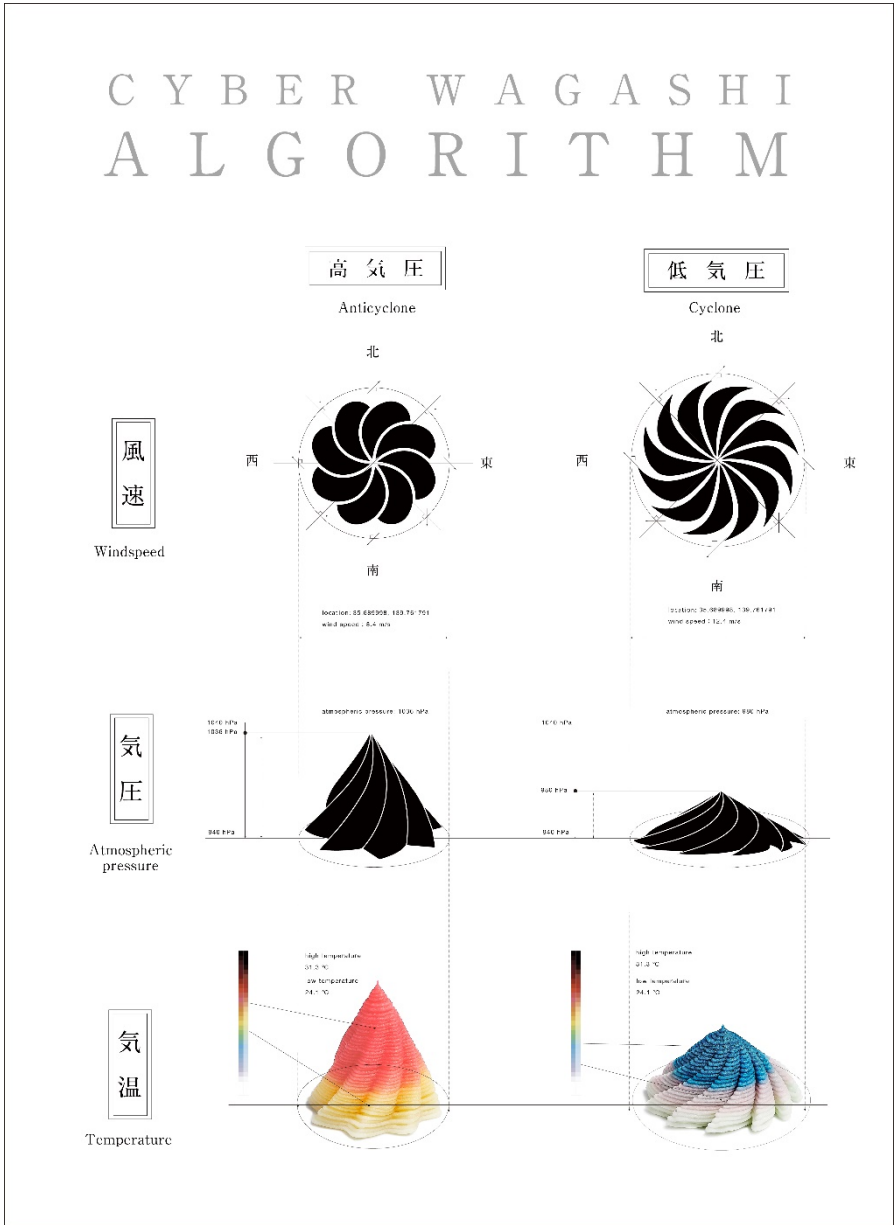


Dentsu Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hiroshi Igarashi) announces that its internal cross-organizational food tech project OPEN MEALS, which has gained global reputation for futuristic concepts such as Sushi Teleportation and Sushi Singularity, has produced edible Cyber *Wagashi* (traditional Japanese confectionaries) created based on weather data as an initiative aimed at realizing the concept of super futuristic restaurants. These creations will be served for one month beginning on February 29th at THE MOON restaurant located at Roppongi Hills as part of the Media Ambition Tokyo* program.

Cyber *Wagashi* were developed using a proprietary algorithm based on weather data and formed shapes through the use of a 3D printer. Now that we can no longer sense the passage of the four seasons as we had in the past due to climate change and urban lifestyles, consumers will be able to see, eat and enjoy the Tokyo sky on any given day through *wagashi* that change in shape and color depending on the current windspeed, atmospheric pressure, temperature and other weather data.



Cyber *Wagashi* Creation



Weather data conversion algorithm

Cyber Wagashi Service Overview

Duration	Saturday, February 29 to Sunday, March 29, 2020
Location	THE MOON 52nd Floor, Roppongi Hills Mori Tower, 6-10-1 Roppongi, Minato-ku, Tokyo (TEL) 03-3470-0052
Menu	Two types of <i>wagashi</i> (Served in limited quantity) 1. High Atmospheric Pressure Cyber <i>Wagashi</i> (¥3,000 excluding tax, served with matcha green tea) 2. Low Atmospheric Pressure Cyber <i>Wagashi</i> (¥3,000 excluding tax, served with matcha green tea)

Serving Time	Four times a day (12:00pm, 13:30pm, 15:00pm, 16:30pm) Note: Reservations are required.
Reservation	The Moon TEL: 03-3470-0052 (From February 20 to March 10)

Cyber Wagashi Joint Development Team Members

- Kyoto University of Art & Design, Kyoto Traditional Culture Innovation Laboratory (KYOTO T5): Supervision of design using traditional crafts, coordination of Kyoto craftsmen
- X-tech Management Co., Ltd.: Mediation and intercession of related organizations
- Shiho Sakamoto (*wagashi* creator): *Wagashi* director
- SAKURA internet Inc.: Data usage environment architecture
- Shimadzu Business Systems Corporation: Weather data advisor, API provision
- MUSASHI ENGINEERING, INC.: 3D printer (Food Innovation Machine)
- Konel Inc.: Research, engineering, 3D print control, CG production, web production, video production

OPEN MEALS is a creative group that aims to convey the future of food experiences and create new food industries through research of the intersection between food, technology and art and joint creations with companies and universities across industries and domains. OPEN MEALS created a massive global sensation at South by Southwest (SXSW) in 2018 with the Sushi Teleportation food data transfer project, and again in 2019 with the Sushi Singularity super futuristic restaurant concept. OPEN MEALS plans to test the molding technology of 3D printers acquired from this Cyber *Wagashi* project, which will be used in the future for application in the Sushi Singularity project, while continuing to establish new technologies with various partners and realize entire concepts.

<http://www.open-meals.com/cyberwagashi/index.html> (Japanese only)



Sushi Singularity Restaurant Food Fabrication Machine (Image)

* Media Ambition Tokyo

A festival of technology art combining cutting-edge art, video, music, performances, talk shows and other elements presented at various locations, mainly Shibuya, Roppongi and Ueno, as well as other areas across Tokyo including Ebisu, Iidabashi, Daiba and Ochanomizu.

Contact:

Media-related enquiries: Corporate Communications Division

E-mail: global.communications@dentsu.co.jp

Business-related enquiries: OPEN MEALS



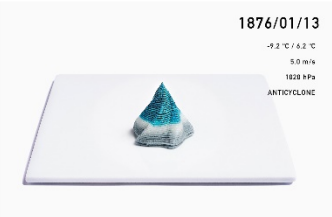



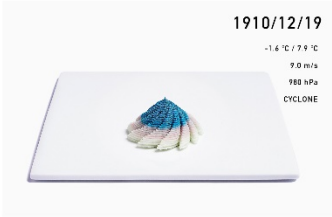


Email: openmeals@dentsu.co.jp

[Reference]

Images of Additional Cyber *Wagashi* (formed based on weather data taken from a specific day in the past)

Note: These will not be offered at The Moon

C Y B E R W A G A S H I
T H E D A Y

<p>The hottest day of Heisei. (Previous Japanese Era)</p>  <p>2004/07/20 37.3 °C / 39.5 °C 12.4 m/s 1016 hPa ANTICYCLONE</p>	<p>The hottest day after 100 years.</p>  <p>2120/08/21 36.8 °C / 42.8 °C 12.8 m/s 1020 hPa ANTICYCLONE</p>	<p>The coldest day observed in meteorological history.</p>  <p>1876/01/13 -9.2 °C / 6.2 °C 5.0 m/s 1028 hPa ANTICYCLONE</p>
<p>The day of the earliest cherry blossom affirmation and following declaration in observed history</p>  <p>2002/03/21 8.2 °C / 21.5 °C 24.4 m/s 988 hPa CYCLONE</p>	<p>Day of the Super typhoon 80 years later.</p>  <p>2100/09/23 24.5 °C / 36.2 °C 99.8 m/s 870 hPa CYCLONE</p>	<p>The day mankind first stood on the moon. (Japan time)</p>  <p>1969/07/24 24.1 °C / 31.5 °C 8.8 m/s 1031 hPa ANTICYCLONE</p>
<p>The day an airplane first flew in the skies over Tokyo.</p>  <p>1910/12/19 -1.6 °C / 2.9 °C 9.0 m/s 988 hPa CYCLONE</p>	<p>Day of an eclipse in the Heisei Era.</p>  <p>2016/03/09 3.8 °C / 14.9 °C 11.4 m/s 1006 hPa CYCLONE</p>	<p>The day human genome sequencing was completed.</p>  <p>2003/04/14 12.5 °C / 18.1 °C 11.6 m/s 982 hPa CYCLONE</p>