

FOR IMMEDIATE RELEASE

March 15, 2021

Dentsu Presents at SXSW ONLINE 2021

Four Innovative Products Based on 'CODE HUMANITY' Concept

Dentsu Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hiroshi Igarashi), and Dentsu Creative X Inc. (Headquarters: Minato-ku, Tokyo; Representative Director & President: Shunsuke Matsuki), will deliver a presentation on four product prototypes created in conjunction with partner companies and universities, at SXSW 2021 ONLINE.

Dentsu has presented concepts and exhibited various prototype works at the SXSW trade show every year since 2018. This year's concept is CODE HUMANITY.

CODE HUMANITY.

The concept focuses on humanity, often forgotten as technology advances, and promotes coding, which moves forward developments in the technology revolution that are close to people's emotions, affections, and states of mind. Through the combination of technology and creativity, Dentsu aims to create innovative solutions, services, and products; nudge society in a better direction; and expand the business domains of our partners.

This year, Dentsu will exhibit works at CODE HUMANITY based on four themes in connection with humanity: Motion, wellbeing, food cycle, and weather.

For details, please visit the Dentsu SXSW website.

Japanese: <http://dentsusxsw.com/jp/>

English: <http://dentsusxsw.com/en/index.html>

Dentsu Presentation details

- Date/Time 1. Tuesday, March 16, 2:30 p.m. (CDT)
Wednesday, March 17, at 4:30 a.m. (JST)
2. Wednesday, March 17, at 2:30 a.m. (CDT)
Thursday, March 18, 4:30 p.m. (JST)
- Venue <https://www.sxsw.com/> (SXSW ONLINE 2021 Official Website)
Note: SXSW online Pass is required to view the presentation.

Four Prototype Presentations Overview

1. motion x dentsu MOTION DATA LAB

This platform shows the human movement and behavior patterns that are measured.



Dentsu/PYRAMID FILM QUADRA/
PYRAMID FILM/GORAKU/Xenoma/Data
Artist

Website: <https://motiondatalab.com/>

Smart Apparel and image recognition technology have given rise to an era in which we can digitize people's movements in any location.

We were inspired to design a platform that creates value out of motion data and its potential.

By storing a huge amount of motion data daily, we hope to innovate a diverse range of industries such as by using it to predict risk of illness, and help pass on traditions and cultures.

Our goal is to make motion data an invaluable resource for mankind.

2. wellbeing x dentsu Marshmallog

This marshmallow-like IoT toy records subjective disorders in a fun way using built-in sensors.



Dentsu/Touchence/Mitsui Chemicals/
A-KAK/Rooftop/TRY2/neurowear

Website:
<http://www.neurowear.com/marshmallog/>

What do meditation and stress toy have in common?

They both encourage people to take control of what they're focusing on.

They are also both drawing attention as a self-management method for modern-day people who tend to be at the mercy of social media, multi-tasking and other distractions in their environment.

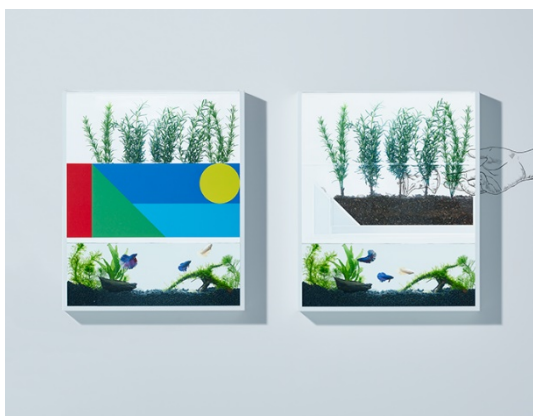
Marshmallog is a "connected stress toy" that invites users to interact through touch.

Using gyro sensors and flexible pressure sensors, the stress toy measures how and when users touched it and helps them improve their attention span in an entertaining way by providing biofeedback through sound and visuals.

Marshmallog is always there for you to accept your feelings and record the moment.

3. food cycle x dentsu Hungry Frame

This experimental device embodies the food cycle of an ecosystem with the power of the black soldier fly.



Dentsu/Grubin/amana

Website: <https://grubin.jp/en/>

Daily meal leftovers have the potential to grow the next meal. It is the larvae of the black soldier fly that bring out that potential. It breaks down leftover food quickly, while the larvae that grow after eating the leftovers become food for fish, and the larvae dung acts as a fertilizer for vegetables.

We have designed the food cycle as a product that merges with living spaces and propose a form of coexistence between black soldier flies and humans. Together with Grubin, the team that was selected to take part in 'Todai To Texas', a project led by the University of Tokyo to support startup teams, we are working on improving how leftover food can be treated.

4. weather x dentsu SKYPEDIA

This app uses AI to create creatures from the shape of clouds and teach about the weather while having fun.



Dentsu Creative X

Website: <http://skypedia.ai/>

Each day begins with the weather forecast.

Most of us are curious about the weather, but how many of us know that the daily weather is a manifestation of a larger environmental issue?

As technology advances, weather forecasts are turning into mere pieces of information, a small part of our daily lives, but it robs us of our innate fascination with nature itself.

SKYPEDIA generates illustrations of creatures from the shapes of clouds.

It draws from a vast collection of data related to the sky and clouds to update you on a variety of weather conditions.

We're using technology to reclaim what technology took—our fascination with nature. SKYPEDIA allows you to stay in touch with nature.

All you need to do is look up.

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Contacts

Media-related inquiries: Corporate Communications Division

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