



CCI' Z-Ken Launches Metaverse Services in Collaboration with REALITY XR cloud

PUBLISHED

November 14, 2023

TOKYO, JAPAN, November 14, 2023 -- CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is pleased to announce that its Gen Z Study Group or 'Z-Ken' has launched Metaverse Services to provide metaverse solutions in collaboration with a leading metaverse solution company, REALITY XR cloud (Minato-ku, Tokyo; Kazuya Haruyama, Representative Director, President).

REALITY
XR cloud



This will allow us to create marketing campaigns and initiatives that specifically focuses on the Gen Z audience, offering new ways for advertisers to capture the market.

The metaverse, which has been increasingly featured in the media, can now provide not only content to enjoy, but also a place for economic activities such as holding events and selling products, by being more closely linked to the real world. Moving forward, the metaverse market is expected to continue to grow.

Our new Metaverse Services combine Z-Ken's experience and expertise in research and marketing activities centered around Gen-Zers, and REALITY's metaverse solutions and Gen-Z users, to provide metaverse campaigns and initiatives more focused on and tailored to the Gen-Z audience.



Our Metaverse Services include:

Use existing spaces, launch your own spaces, or create related metaverse initiatives within the REALITY Worlds platform

REALITY is a smartphone application developed by REALITY XR cloud, which has been downloaded 10 million times worldwide. Boasted by the company as the “metaverse with people in it”, REALITY Worlds is Japan’s most populated metaverse, according to the company’s research, with a total of 100 million visitors. Brands can use the existing spaces, launch their own metaverse, or create related campaigns and initiatives within the REALITY Worlds platform.

Advertise in the metaverse

Brands can place their brand and/or product advertisements on billboards, walls and aerial drones within the metaverse, just the same way they do in the real world.



Create your own world

A full OOH takeover opportunity is available within the existing space. Alternatively, a brand can create its own world as well.



REALITY Spaces experiences

REALITY Spaces is a 3D metaverse platform that can be used for business and educational purposes. Users can operate their avatars in a closed space, walking, running, and moving freely within the virtual environment. The platform also allows users to interact with each other, watch videos or enjoy other activities together, providing highly immersive and realistic experiences that only 3D can offer.

About REALITY XR cloud

REALITY XR cloud operates the namesake metaverse platform, leveraging 3DCG and extended reality (XR) technology to offer metaverse solutions for brands and companies. For more information, please visit: <https://reality-xrcloud.inc/>.

About Gen Z Study Group (Z-Ken)

CCI's Gen Z Study Group (Z-Ken) is a consulting project, helping brands find solutions to Gen-Z marketing challenges. Z-Ken conducts various surveys and interviews with Gen Z creators and their audiences to investigate and communicate the reality and trends of Generation Z. Resulting data is used for promoting Gen Z marketing, developing solutions as well as social media consulting. To learn more about Z-Ken, please visit: https://note.com/cci_jakumake.

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Inquiry form is available at <https://www.cci.co.jp/en/contact/>