

【MIRAIT ONE Corporation】**Implements Live Streaming of Fireworks Event Using Local 5G and Drone Imagery in a First for Japan in Large-scale Event DX**

Major telecommunications construction company MIRAIT ONE Corporation (head office: Koto-ku, Tokyo; President and Chief Executive Officer: Toshiki Nakayama; “MIRAIT ONE”) will utilize local 5G and smartphones to jointly implement live streaming of video produced in the cloud at SANRIKU FIREWORKS COMPETITION 2022 with FIREWORKS Inc. (address: Rikuzentakata-shi, Iwate; Representative Director: Katsuhiko Asama; “FIREWORKS”) and Sony Corporation (head office: Minato-ku, Tokyo; “Sony”) as large-scale event DX.

SANRIKU FIREWORKS COMPETITION was jointly started by the City of Rikuzentakata and FIREWORKS in 2020 with the concept of promoting tourism in the Sanriku region and “everyone launching fireworks” based on the wish to deliver “energy” and “smiles” to the world. The fireworks event has been held every year until 2022 even during the COVID-19 pandemic by taking a variety of steps and using creative ideas, and is one of the largest fireworks festivals in Japan. FIREWORKS is a private enterprise that aims to operate festivals without placing a burden on , regional areas through subsidies, etc. and serves as the principal operator of the festival.

MIRAIT ONE will create a local 5G communications area in Takata Matsubara Sports Park, which is the venue for the event, and provide an environment for low-latency uploading of large volumes of video shot by drone for filming the fireworks from several hundred meters in the air. Furthermore, when creating this with Sony, it will conduct signal measurement in the air to contribute to stable, high-quality live streaming of the actual event by creating a 3D model of signal visualization.

Sony will provide an environment to upload the video via local 5G to M2 Live, a cloud based Live processing service. Sony’s Airpeak S1 drone equipped with Alpha 7 IV full-frame interchangeable lens camera and Xperia PRO* 5G smartphone will send the video shot via 5G. In addition, several cameras installed on the ground will also upload video to M2 Live, enabling simple switching between these via remote switching. No special editing equipment or space is required because everything can be operated on the M2 Live service. It will efficiently provide a highly expressive live streaming video production using video from a variety of perspectives. (* Special specification model for this trial)

MIRAIT ONE will work with FIREWORKS and Sony on large-scale event DX utilizing the latest ICT to realize the operation of efficient and appealing fireworks festivals, and also consider application of the solution to other events.

About MIRAIT ONE Corporation

MIRAIT ONE Corporation was launched on July 1, 2022 through the integration of MIRAIT Holdings Corporation, MIRAIT Corporation, and MIRAIT Technologies Corporation. MIRAIT ONE has established “co-creating an exciting future through challenges and technology” as its purpose (significance of existence), and is engaged in the resolution of issues faced by customers and society and regional revitalization by promoting initiatives such as urban development and regional development, corporate DX and GX, green business and global business based on the technical capability cultivated until now in telecommunications facility construction and the civil engineering business.

About FIREWORKS Inc.

Fireworks festivals that have been held primarily by local governments and local volunteers until now have become difficult to continue to hold due to budget cuts and personnel shortages resulting from the declining population and the low birthrate and aging population.

FIREWORKS was born in Rikuzentakata, Iwate, which is in the Sanriku region, in April 2021 with the desire to inspire Japan’s world-renowned fireworks industry and cheer up Japan from a local region through sustainable and advanced operation of fireworks festivals with a private company as the principal operator. The company will continue supporting the operation of Sanriku Fireworks from 2021 onwards. Furthermore, FIREWORKS is also providing funding and operational support of fireworks events nationwide other than Sanriku Fireworks, and working on collaborative projects with major corporations utilizing fireworks content.

About Sony Corporation <https://www.sony.net>

Sony Corporation is a company handling entertainment technology and services (ET&S) in the Sony Group. As of April 1, 2021, Sony Electronics Corporation, Sony Imaging Products & Solutions Inc., Sony Home Entertainment & Sound Products Inc. and Sony Mobile Communications Inc. were integrated into one company, and the integrated company is named “Sony Corporation”. (For clarity, the previous Sony Corporation is renamed “Sony Group Corporation” on the same day.) See the following sites for information on Airpeak S1, Alpha 7 IV, M2 Live and Xperia PRO.

Airpeak S1 <https://www.sony.net/airpeak/>

Alpha 7 IV <https://electronics.sony.com/imaging/interchangeable-lens-cameras/all-interchangeable-lens-cameras/p/ilce7m4-b>

M2 Live https://pro.sony/en_GB/creators-cloud/m2-live?cmp=scl-f22-pse-90109

Xperia PRO <https://www.sony.co.uk/electronics/professional-smartphones/xperia-pro>

Overview of SANRIKU FIREWORKS COMPETITION 2022

Name: SANRIKU FIREWORKS COMPETITION 2022

Date: Saturday, October 8, 2022 * Canceled in the event of foul weather

Time: From 12:00

Fireworks display: 18:00 to 19:30

Venue: Takata Matsubara Sports Park (Rikuzentakata City, Iwate)

Viewing seats: 20,000 (all seats fee-based)

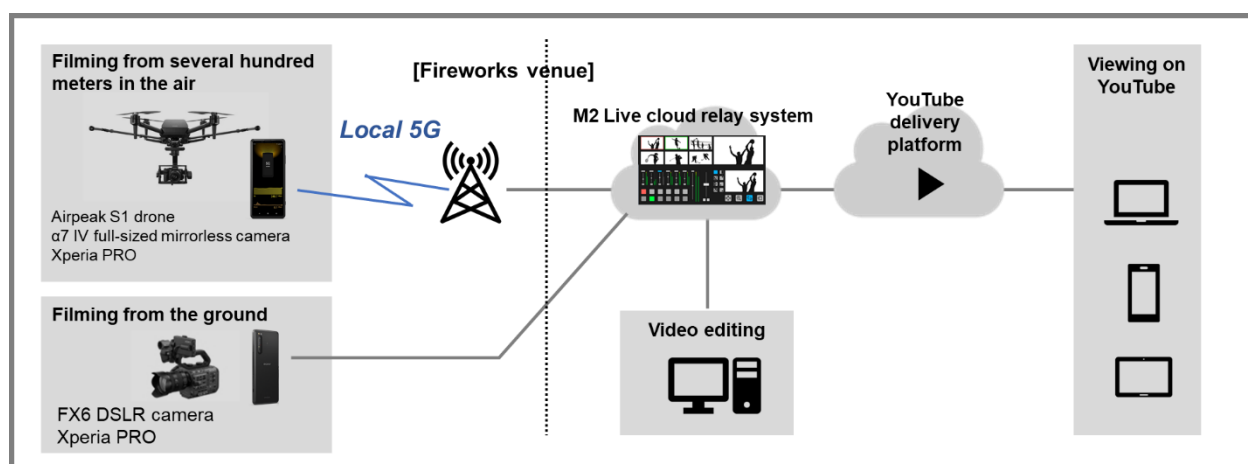
Number of fireworks to be launched: 15,000 or more (including 200 or more with a diameter of 1 foot)

Organizer: SANRIKU Fireworks Executive Committee

Sponsor: Rikuzentakata-shi

Principal operator: FIREWORKS Inc.

System configuration diagram



* The live stream will be available for viewing at no charge on YouTube.

* Details of the service will be provided in advance on the official site of SANRIKU FIREWORKS COMPETITION 2022.

Official site of SANRIKU FIREWORKS COMPETITION 2022: <https://sanrikuhanabi.com/en>