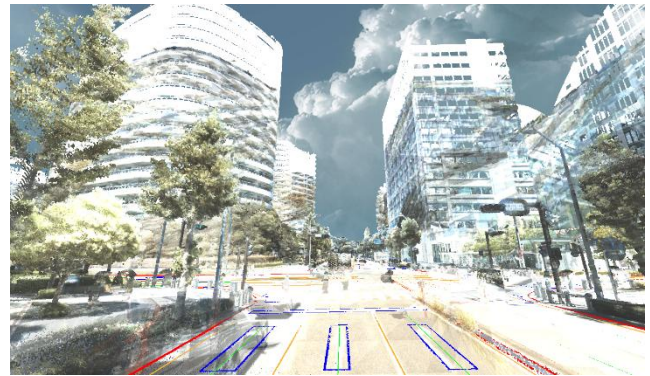


## Starting joint field testing with the Sony Group for developing in-car entertainment content using Mixed Reality

Dynamic Map Platform Co., Ltd. (Head office: Shibuya-ku, Tokyo; CEO & President: Shuichi Yoshimura; “Dynamic Map Platform”) has started joint field testing with Sony Group Corporation to develop content for MR Cruise, an in-car entertainment delivery system that uses Mixed Reality (MR) technology.



(Left) MR Cruise content preview



(Right) Preview of the High-Precision 3D Data that serves as the base

MR Cruise is an in-car service that uses MR technology to superimpose various virtual elements on footage that captures the surrounding environment displayed on the in-car monitor, transforming the car window—which is traditionally only used for viewing the scenery—into an entertainment space. It creates an experience that makes the car ride itself even more enjoyable for passengers. In this joint field testing, a location information base for creating content for MR Cruise has been established using Dynamic Map Platform’s High-Precision 3D Data, and their interoperability has been tested.

As a High-Precision 3D Data platform, Dynamic Map Platform will continue to promote cooperation with a wide range of industries and offer a variety of solutions.

[Relevant press releases] November 22, 2024 「Sociable Cart: SC-1 Launch of service enabling passengers to experience mixed reality in various vehicles」

<https://www.sony.com/en/SonyInfo/News/Press/202411/24-037E/>

### **<About Sony Group Corporation>**

Sony Group Corporation is a creative entertainment company with a solid foundation of technology. Across its six business segments - Game & Network Services; Music; Pictures; Entertainment, Technology & Services; Imaging & Sensing Solutions; and Financial Services - Sony's purpose is to fill the world with emotion through the power of creativity and technology.

### **<About Dynamic Map Platform Co., Ltd.>**

Dynamic Map Platform was established with the backing of the Japanese government and investment from 10 Japanese automobile manufacturers and other enterprises. The company's headquarters is located in Japan, and it also has bases in North America, Europe, the Middle East, and South Korea; it is expanding its business in 26 countries.

As a High-Precision 3D Data platform that replicates the real world in a digital space, Dynamic Map Platform supports innovation in various industries.

Established: June 2016

Headquarters: Shibuya-ku, Tokyo

Representative: YOSHIMURA Shuichi

Business: Providing high-precision 3D data for a variety of industries, including automated driving and ADAS.

URL: <https://www.dynamic-maps.co.jp/>