

PRESS RELEASE

FOR IMMEDIATE RELEASE

Introducing a Virtual Tour of the Common Area of the Condominium Using HTC VIVE at “BRANZ SIMATUPANG”, the First “BRANZ” Series Condominiums in Indonesia



Tokyo, JAPAN, February 24, 2017 – Tokyu Land Corporation (Headquarters: Minato-ku, Tokyo, President: Hitoshi Uemura) is introducing a new marketing strategy incorporating virtual reality (VR) tours of facilities within its marketing gallery for its **BRANZ Simatupang** tower condominiums, currently sold through its Indonesian subsidiary, PT. Tokyu Land Indonesia (Headquarters: DKI Jakarta, President: Keiji Saito).

The HTC VIVE head-mounted display will be newly incorporated into the BRANZ marketing gallery to create the VR tour. The lasers installed within the experience booth (W3m x L3m x H2m), sense the movements of the user and align the images within the headset, allowing for an immersive tour of the facilities. HTC VIVE is a trademark or registered trademark of HTC Corporation and the system was developed by advertising agency J&F Advertising Inc. (Headquarters: Osaka, Japan) and CG development studio QLEA (Headquarters: Tokyo, Japan).

Until this point, static concept images and sketches were shown to potential customers as representations of the final condominium. However, the newly incorporated VR system will provide customers with more in-depth and immersive one-to-one visualization of the completed residence.

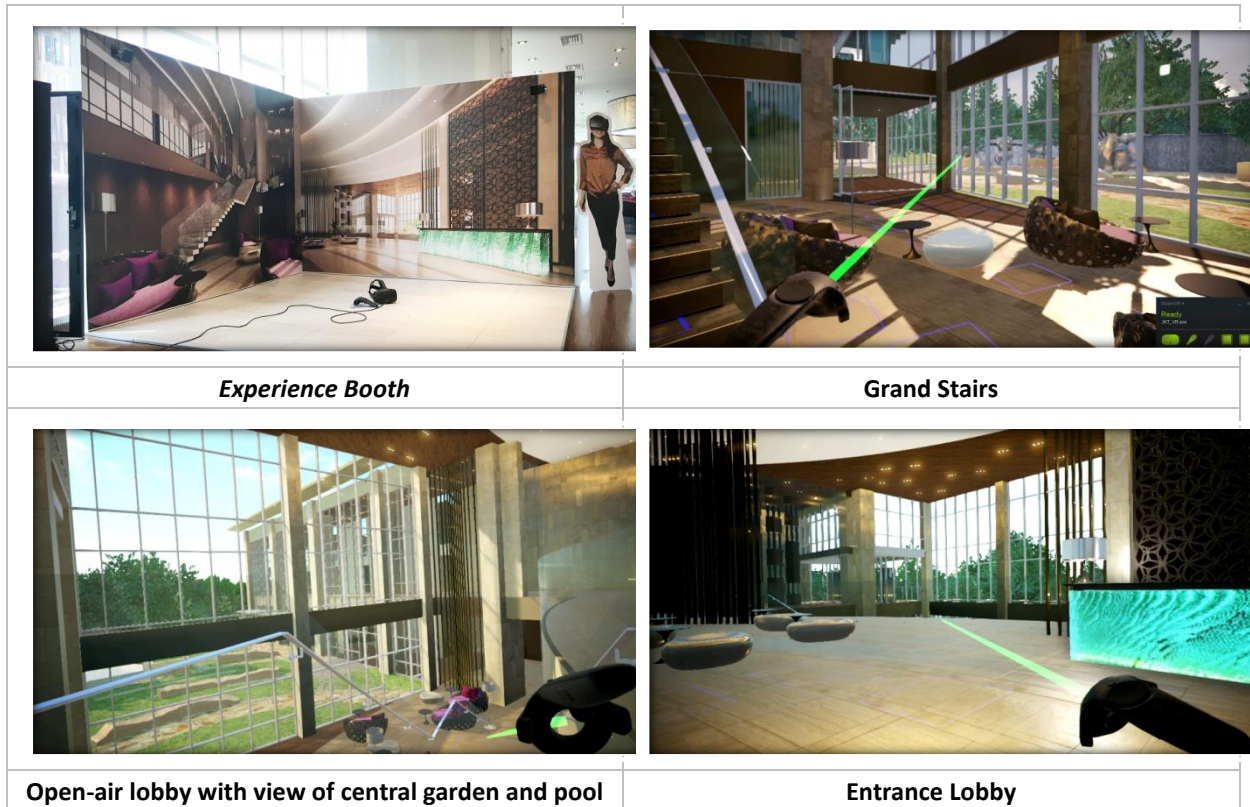
The headset will allow customers to experience areas that are under construction, including common spaces such as the entrance, lounge, as well as the open-air grand lobby, garden terrace with pool and large drop-off area.

Tokyu Land Corporation’s Expansion of the “BRANZ” Brand Overseas

Tokyu Land Corporation began expanding its business to Indonesia in 1975, and established its new overseas branch office, **PT Tokyu Land Indonesia** (Hereafter referred as **TLID**), in 2012 to prepare for its own development business.

By applying the concept of **BRANZ** “The Residence that Inspires” to Indonesia’s condominium market business, TLID would like to appeal itself as Japanese Company and also would like to emphasize its product as Japanese Quality Residence.

BRANZ was the first endeavor of its kind by a Japanese corporation, when sales of the condominium began in 2015. “**BRANZ SIMATUPANG**” with its 27 stories and 381 rooms, located in the Simatupang area of South Jakarta, continues to receive local recognition as a consolidation of Japanese technology, as its design, development, construction, sales, and marketing were all conducted by Japanese firms.



BRANZ SIMATUPANG Website

<https://branz-simatupang.com/>

“BRANZ Simatupang” Main Details

Total Area	Approx. 15,000 m ²
Combined Floor Space	Approx. 81,000 m ²
Rooms	381 (Planned)
Construction Plan	<ul style="list-style-type: none"> • 2 condominium towers • 1 common facility tower planned to include commercial services including Papaya Fresh Gallery and restaurants)
Main Facilities	Outdoor: Garden, Pool, Yoga Studio, Jogging Track Indoor: Minimart, Resident Café, Gym, Studio Gym, Indoor Pool, Library, Business Corner, Meeting Room, Multi-purpose Stage, Kids’ Room, ATM
Developer	PT.AIRMAS ASRI
Comprehensive Design Supervisor	Tokyu Architects & Engineers Inc.
Exterior Design	Climat Corporation
Interior Design	Gensler And Associates/International Ltd. Japan Office
Landscaping	Ishikatsu Exterior Co., Ltd.

Main Contractor	Obayashi Corporation (Local Office: PT.JAYA OBAYASHI)
Construction Date	March 1, 2016
On-sale Date	October 2015
Completion	December 2018 (Planned)

Project Map



Map of Jakarta

Site Area Map

*CBD = Central Business District

For further information, please contact:

Samuel Godfried

Head of Media – PT. Vector

Mobile +62 812 875 7979

Phone: 021 5793 0722

Email: samuel@vectorgroup.co.id