

A joint project that brings SEGA's innovative entertainment together with BBC EARTH's nature expertise

Meet your planet as never before

Orbi

The supercharged nature experience

The first facility of its kind in the world opens on August 19, 2013 at MARK IS minatomirai

TOKYO – May 29, 2013 – SEGA Corporation and BBC Worldwide announce **Orbi**, a new entertainment facility opening on the 19th August 2013 at the new Mitsubishi Estate Group development **MARK IS minatomirai** in Yokohama City, Kanagawa Prefecture.

The first attraction of its kind in the world, **Orbi** fuses BBC Earth's world-leading nature content with SEGA's cutting edge technology to create an entertainment experience that will plunge visitors into the heart of the natural world – this is nature supercharged. **Orbi** has been developed by teams in Japan and the UK over the past two years since SEGA and BBC Earth, BBC Worldwide's global natural history brand partnered to create the new attraction in June 2011.

The BBC has been at the forefront of natural history film making for over 50 years, capturing all forms of life and bringing incredible stories and characters to audiences worldwide. Groundbreaking series such as *Blue Planet*, *Planet Earth* and *Life* have revealed new insights about our planet in astonishing high definition. SEGA is a creative powerhouse that develops real game changing entertainment concepts using technology innovation. **Orbi** is the latest of these, using cutting edge technology to bring people closer to nature than they ever imagined could be possible, nowhere else can you experience life at the centre of a wildebeest herd or in the deepest ocean depths. A multi-sensory experience, **Orbi** invites you to touch, smell, see and hear our planet as you explore each interactive experience, every step bringing you closer to our planet.

The attraction features a main theatre and 12 walk-through entertainment experiences for visitors to explore. The main theatre is equipped with one of the largest screens in Japan (40 m W × 8 m H) and will show bespoke new films from BBC EARTH, produced and edited exclusively for **Orbi**. The entertainment experiences draw on animal and nature themes using allowing visitors to experience the full variety of life on earth, journeying through deep sea and arctic regions, the jungle and the skies above us, all brought to life using physical sensations, astonishing imagery, high-tech sound installations and scent technology.

The Japan opening of **Orbi** is a world-first and it is SEGA and BBC Earth's ambition to open further Orbi installations across the globe. Inviting people all around the world to dive in and meet their planet as they've never experienced it before by taking a trip to **Orbi**.



The Orbi logo



An image of the inside of the Orbi facility

What is Orbi?



Orbi is a unique facility and service named after the words, “orb” and “orbit.”

It is an entertainment facility that fuses the innovative technologies of SEGA and BBC Earth’s nature expertise to create a unique visitor attraction where people can encounter the mysteries of nature with their whole being and enjoy the ultimate immersive experience.

SEGA’s business strategy and Orbi



Orbi is the world’s first “supercharged nature experience.” People of all nationalities and generations share a fascination with nature and **Orbi** will astound them with incredible nature experiences that will enrich their understanding of the world we live in, bringing them closer to nature than ever before.

Orbi is the first entertainment experience of its kind, featuring exclusive footage from the prestigious natural history brand BBC Earth. **Orbi** combines moments of wonder with the thrill of exploration as visitors experience for themselves the mysteries and marvels our planet has to offer. SEGA intends to license **Orbi** as a facility package to international partners to expand this new entertainment facility to every global region.

When **Orbi** opens in August it will serve as a showroom to attract many visitors from around the world as well as Japan. The Minatomirai area in Yokohama where the first facility **Orbi Yokohama** will open is expected to become a destination of choice for leisure this year with more visitors than ever using the Tokyu Toyoko line to explore this vibrant part of the city. The 20th anniversary of the neighbouring Landmark Tower is expected to draw more visitors in and **Orbi**’s parent facility, MARK IS minatomirai developed by the Mitsubishi Estate Group will, like **Orbi** appeal to all generations of consumers. SEGA expects to see future business development opportunities arising from people all over the world coming to experience the wonders of nature through **Orbi**, the latest SEGA venture that will see the company continue to bring outstanding entertainment content and services to the world.

BBC Worldwide’s business strategy and Orbi



BBC EARTH is BBC Worldwide’s global natural history brand. For over 50 years the BBC has led the world in creating landmark natural history series that have given audiences new insights into the natural world, changing the way we look at the world we live in.

BBC Earth aims to take this one step further, the brand exists to inspire people about the wonders of our planet and the extraordinary stories it reveals. We work with the world’s best film-makers, creators and innovators to create unforgettable experiences that connect people to the natural world in a way that’s meaningful and relevant to their lives today. Our planet offers huge spectacles, intimate wonders, thrilling stories and captivating characters if we reach out, open our eyes, and discover them. BBC EARTH’s partnership with SEGA sets out to lead this discovery by creating **Orbi**, a truly innovative visitor experience that uses cutting edge technology to transform people into explorers, revealing our planet as you’ve never felt it before. **Orbi** marks a new phase of innovation in natural history as we seek to inspire audiences the world over to reach out and meet their planet.

Orbi Yokohama

Orbi Yokohama is a journey in three stages; visitors will first enter the pre-show area that invites them to discover earth's mysteries by travelling to 12 different zones including the skies above us, the deep ocean, the jungle and the arctic. The main-show is a truly spectacular theatre experience, where you will see nature on a truly grand scale, with bespoke BBC Earth films created for one of the biggest screens in Japan. In the post-show area visitors can look back on their day, capture their favourite moments and get closer to BBC Earth's film-makers, understanding what it takes to create groundbreaking nature films.



■ Orbi Yokohama: Facility information

Name:	Orbi Yokohama
Opening Day:	Monday, August 19, 2013
Location:	MARK IS minatomirai, 5F & 6F (3-5-1 Minatomirai, Nishi-ku, Yokohama City, Kanagawa Prefecture) Get off at Minatomirai Station (Yokohama Minatomirai Railway); enter directly through ticket gate Get off at Sakuragicho Station (JR Keihin-Tohoku/Negishi Line); walk 8 min. on the moving walkway
Business Hours:	10:00 – 23:00
Charges:	Adult (15 – 60 years old) ¥2,600 Juniors (6-15 years old / Junior High School & Elementary School students) ¥1,300 Child Pre-school (4 and over) ¥500 Adult (60 and over) ¥2,000
Area:	4,779 m ² (1,445 <i>tsubo</i>) *a portion is 2 stories
Capacity:	1,500 people
Time Required:	Approx. 2 hrs.
URL:	http://orbiearth.com (open May 29, 2013)

Pre-SHOW

Visitors to **Orbi** will first enter the pre-show area where they can experience 12 different entertainment exhibitions themed around earth's different habitats. People are free to wander through the pre-show area discovering an unknown earth and the secrets of life as they move through the different entertainment zones.

Imagine what it must be like at the centre of a wildebeest herd, 1.3 million strong, or travelling to the icy wildernesses of the arctic and feeling a wind-chill temperature of -20°C on your skin. **Orbi** will take you there and further, visitors will delight in soaring over our planet on a 40,000 km journey created using astonishing BBC footage of the sky. A 'life-sized animal encyclopaedia' will invite you to learn more about the fascinating creatures we share our planet with, showing you how they work and allowing visitors to see how they measure up! **Orbi** brings these discoveries to life, showing you new sides to our planet, revealing amazing facts about earth and life in the style of an amusement park allowing visitors to learn through play.



Experience being in the midst of a herd of 1.3 million wildebeest. The exhibition utilizes BBC EARTH's images of a huge wildebeest herd, vibration device, 3-D sound system, and shock wave system.



Take flight in the beautiful earth skies through gorgeous aerial film taken by BBC EARTH. Soar along the 40,000 km journey around the earth with a gentle wind on your face.



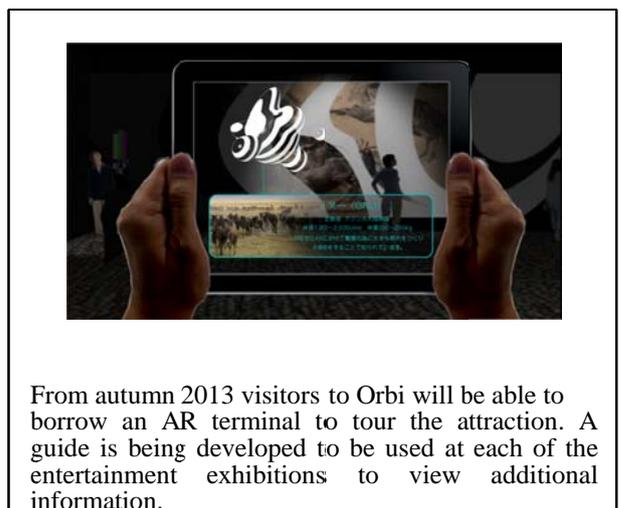
Enjoy a swim in an ocean-themed area of wonder and relaxation that takes visitors from shallow waters to the deep sea. The production is notable for the use of a fog screen which allows images and video to float in thin air evoking the shimmering translucence of our oceans.



Have fun with a "life-size encyclopaedia of animals" and learn about biology by communicating with life-size projections of animals. Camera recognition sensors allow the exhibition to be enjoyed without touching the screen.



Become an arctic explorer as this exhibition takes you to an icy wilderness, the temperature will drop down to -20°C and you'll feel the wind-chill on your skin, special projections will show you battling through the arctic cold as you follow in the footsteps of the great polar explorers



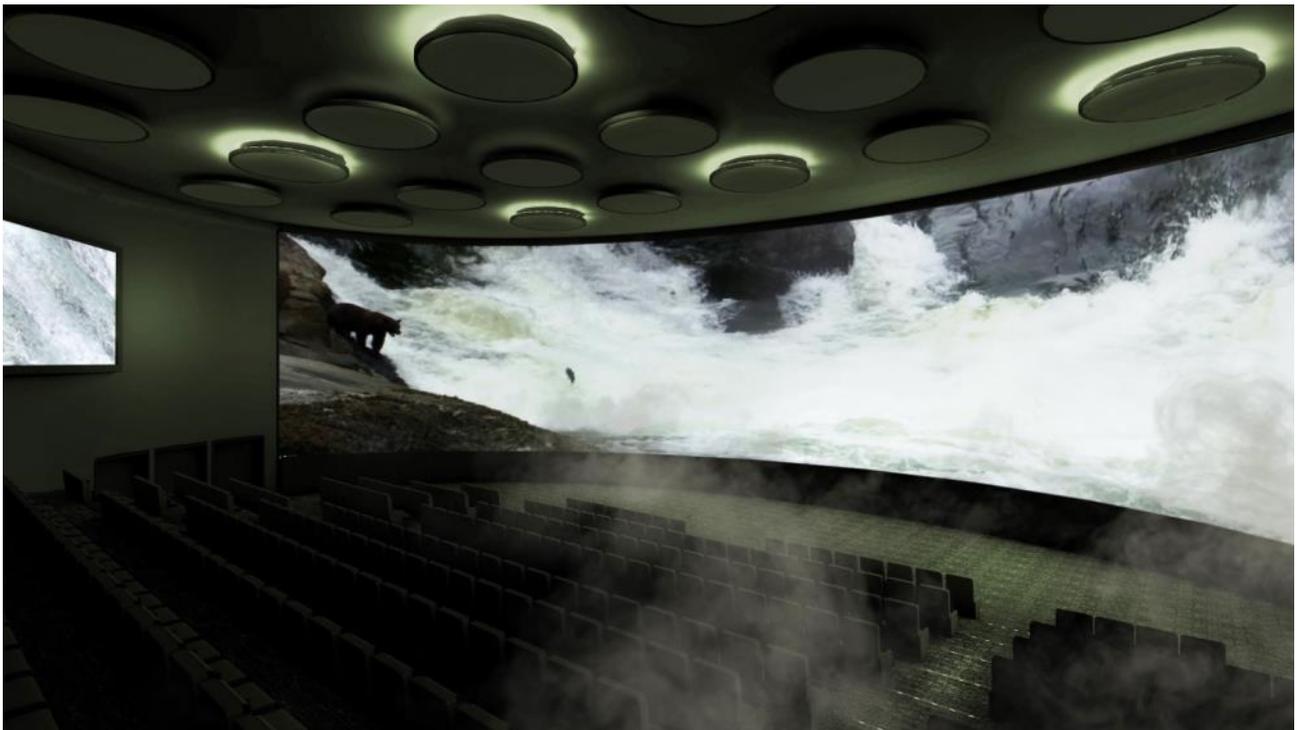
From autumn 2013 visitors to Orbi will be able to borrow an AR terminal to tour the attraction. A guide is being developed to be used at each of the entertainment exhibitions to view additional information.

Main-SHOW

The key feature of the facility, the Main-SHOW area offers a spectacular visual experience that will fill the audience with a sense of awe and wonder as they gather in front of the enormous curved screen in this special theatre that fully demonstrates what SEGA and BBC EARTH set out to achieve in creating **Orbi**.

The front screen of the theatre is one of the largest in Japan, spanning an incredible 40 meters across and 8 meters in height. The theatre will show a completely original story produced by BBC EARTH for **Orbi**, and a one-of-a-kind edited film produced specifically for this unique theatre that is approximately the size of 3 full movie screens (full HD). This film blends breathtaking images shot at the same locations to create the sensation of being enfolded in a dramatic scene from nature.

Over and above the visual sensation, SEGA builds on this experience by utilizing performance elements and technologies used in stage shows and attractions. All your physical senses will be electrified by a performance that stimulates not only the visual sense, but also includes smells, wind, fog, flashing lights, and base stereophonic sound through an ultra-stereo sound system. These elements combine to create the ultimate viewing experience, nature films on an awesome scale that will move the audience with the wonders of the Earth and life as experienced through the vivid realism of the Main-SHOW.



■Main-SHOW Information

Front Screen:	40 m W × 8 m H
Rear Screen:	5.3 m W × 3 m H
Area:	1,115 m ²
Capacity:	340 people
Time Required:	Approx. 20 min.

Post-SHOW

In the final Post-SHOW area, visitors can look back at the **Orbi** experience and savour their encounters. Visitors will be able to look back on their trip and capture lasting memories of their visit with pictures taken as they travelled through **Orbi**. A behind-the-scenes area shows the other side of the BBC's cameras, providing a glimpse of a nature film maker's life on location. In addition, visitors can enjoy a café that overlooks the entire facility, and a gift shop that sells exclusive souvenirs.



A behind-the-scenes area that introduces life on the other side of the BBC's cameras.



A café that overlooks the entire facility.



A gift shop selling exclusive souvenirs.

About BBC Worldwide Ltd. BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). The company exists to exploit the value of the BBC's assets for the benefit of the licence fee payer and invest in public service programming in return for rights. The company has five core businesses: Channels, Content & Production, Sales & Distribution, Consumer Products and Global Brands. In 2011/12, BBC Worldwide generated headline profits of £155 million on headline sales of £1085 million and returned £216 million to the BBC. For more detailed performance information please see our Annual Review website:

<http://www.bbcworldwide.com/annualreview>

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