

Japan National Tourism Organization (JNTO) Singapore Office, East Japan Railway Company Singapore Branch (JR East), and KDDI Asia Pacific AR technology to bring Japanese festivals to Singapore



Nebuta AR Campaign is an innovative way to experience Japan's summer through one of Tohoku Region's famous summer festivals on mobile devices.

Singapore, September 2022 – In a special collaboration between Japan National Tourism Organization (JNTO) Singapore Office, JR East Singapore, and KDDI Asia Pacific, the month-long Nebuta AR campaign (1–30 September 2022) aims to garner interest in Japan's lesser-known regions through the use of AR (Augmented Reality) technology from KDDI Asia Pacific).

Participants can experience the excitement of Aomori Prefecture's Aomori Nebuta Festival, one of the Three Great Summer Festivals of Tohoku through smartphones and mobile devices by simply scanning a QR Code on JNTO Singapore's [campaign page](#). After launching the system, participants simply snap a photo of the AR models and post their entries on their Instagram with the hashtags “#jbyjfestival” and “#japanrailcafe”. The first 1,000 participants can receive exclusive gifts when they visit JAPAN RAIL CAFE and stand a chance to win a pair of return tickets to Japan.

Elaborates Hayashi Hiroyuki, Director of Lifestyle Businesses in JR East Singapore: “As part of the cafe's mission to promote inbound tourism to Japan, we hope customers to our cafe will get the opportunity to experience the unique aspects of Japan's culture and traditions.”

The Nebuta AR Campaign is part of JNTO Singapore's latest campaign, "Ignite the Passion – Festivals in Japan", that introduces and showcases festivals from all over Japan. JAPAN RAIL CAFE will also have a special festive menu and organise events with the theme of Japanese festivals in the month of September.

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For more information:

JNTO: <https://japanbyjapan.com/japanfestival/>

JR TIMES: <https://jrtimes.sg/ignite-the-passion>

[JAPAN RAIL CAFE](#): 5 Wallich St. #01-19/20 Guoco Tower 078883 Singapore

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