

July 22, 2026

East Japan Railway Company

“HAIKYU!!” Anime + JR East Introducing the “Welcome to Sendai!!” Campaign!

- We will be running the “Welcome to Sendai!!” campaign, a tie-up between the “HAIKYU!!” anime, which is primarily set in Miyagi Prefecture, and JR East. In this campaign, characters from the “HAIKYU!!” anime wearing station attendant uniform-style designs will appear in the key visual.
- We will be implementing various projects, including audio content that can only be experienced on Tōhoku Shinkansen trains and station announcements that can only be heard at Sendai Station.

1. Campaign Title

“HAIKYU!!” Anime + JR East: “Welcome to Sendai!!”



2. Period

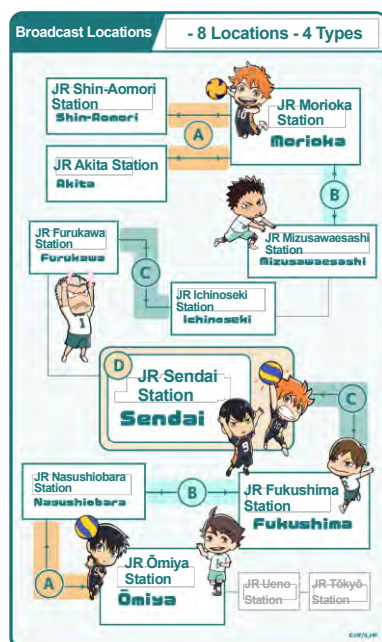
Wednesday, August 19 to Saturday, October 31, 2026

3. Details

For more information on the campaign: <https://www.jreast.co.jp/haikyuu-sendai26/> (Japanese only)

(1) Shinkansen Onboard Audio Content

During the campaign, passengers on the Tōhoku Shinkansen or Akita Shinkansen can use the “Locatone™” Sound AR app to listen to original voice recordings featuring Shoyo Hinata, Tobio Kageyama, Toru Oikawa, Hajime Iwaizumi, Takanobu Aone, Kenji Futakuchi, and Kanji Koganegawa. There are four types of voice recordings: A, B, C and D.



Type A

Two students who have just finished a train conductor workshop for high school (1)

Karasuno High School
Shoyo Hinata / Tobio Kageyama

Type B

Two players from Aoba Johsai High School returning to Sendai after a practice game.

Aoba Johsai High School
Toru Oikawa / Hajime Iwaizumi

Type C

Three players from Date Technical High School returning to Sendai after a practice game.

Date Technical High School
Takanobu Aone / Kenji Futakuchi / Kanji Koganegawa

Type D

Two students who have just finished a train conductor workshop for high school (2)

Karasuno High School
Shoyo Hinata / Tobio Kageyama

* Fun to listen to, no matter which type you hear first!

(2) JR Sendai Station Announcements

During the campaign three types of special station announcements will be broadcast at Sendai Station: one featuring Shoyo Hinata (solo), one featuring Tobio Kageyama (solo), and one featuring both Shoyo Hinata and Tobio Kageyama (pair).

*May be subject to change or cancellation without notice.

(Supplement) Campaign Details

(1) Tōhoku Shinkansen Onboard Audio Content

- Lines Tōhoku Shinkansen service area
- How to Participate
 1. Install the “Locatone™” Sound AR app.
 2. Ready your smartphone and headphones.
 3. Start the tour.
 4. When the Shinkansen passes through a designated section, exclusive audio content featuring the characters automatically plays.
- Precautions
 - Make sure your smartphone GPS function is on.
 - Do not stop the tour while on board the Shinkansen. If stopped, press “Continue” to restart.
 - Users may not be able to unlock spots in places where communication is unstable, such as when in a tunnel.
 - For audio access problems or other issues, contact “Locatone” via their inquiry form.
- What is Locatone? Locatone is a service that allows users to enjoy Sound AR (a new audio experience that mixes the sounds of a virtual world with those from the real world). When you start a tour and visit specific spots on the map, audio and music will automatically play based on your location. By strolling around the city while listening, you can discover new attractions and new ways to enjoy your surroundings.
Official Locatone website: <https://www.locatone.sony.net/en/>
*“Locatone” is an application provided by SoVeC Corporation.
*“Locatone” is a trademark of Sony Group Corporation and/or its affiliated companies.

(2) JR Sendai Station Announcements

- Precautions
 - Announcements are pre-recorded.
 - Timing and frequency of announcements vary by day. Please refrain from inquiring with station staff about frequency and other announcement details.
 - May be subject to change or cancellation without notice. Thank you for your understanding.

What is the "HAIKYU!!" Anime?

"HAIKYU!!" was serialized in Shueisha's "Weekly Shonen Jump" for eight and a half years starting in February 2012, with the manga series now having sold over 75 million copies!

This immensely popular landmark sports manga by Haruichi Furudate is a passionate coming-of-age drama about high school students dedicated to volleyball.

The TV anime series based on this masterpiece began in 2014 and, by December 2020, four seasons had been produced and aired, captivating not only manga readers but also anime fans both domestically and internationally with its excitement and passion.

Four years later, "HAIKYU!!" moved to the big screen!

"Haikyuu!!: The Dumpster Battle" was released in February 2024. The film depicts the showdown between Karasuno High School and their fated rival Nekoma High School, and was a massive hit, grossing over 20 billion yen worldwide!

The movie won the Japan Academy Film Prize for Animation of the Year, becoming widely recognized as the hottest sports anime of the moment.

And now, the highly anticipated sequel film "HAIKYU!!: VS The Little Giant" is officially scheduled for release in 2027.

From the Miyagi Prefectural Qualifiers through the third round of the National Spring Tournament, Karasuno High School has battled through countless hard-fought matches and continues to grow.

Shoyo Hinata and his teammates have advanced to the National Spring Tournament quarterfinal, where their next opponent is Kamomedai High School, led by Korai Hoshiumi.

Hoshiumi shares the same nickname as the player Hinata once admired, "Little Giant."

The movie will depict the match that is the core of the original story, Karasuno vs. Kamomedai—the "Little Giant" showdown between Hinata and Hoshiumi.

The pivotal match between Fukurodani Academy and Mujinazaka High School, also facing off in the National Spring Tournament, will be produced as a special anime, "HAIKYU!!: Where Monsters Go," to be released in 2027.

The anime depicts the clash between Fukurodani Academy, led by Kotaro Bokuto, one of the most popular rival schools, and Mujinazaka High School, a powerhouse school featuring Wakatsu Kiryu.

Don't miss all the dramatic action during these two heated quarterfinal matches at the National Spring Tournament!