



世界最高を、
お届けしたい。

NEWS RELEASE

November 30, 2015

“Universal Cool Japan 2016”

Open for a limited time only: January 15, 2016 (Fri) to June 26, 2016 (Sun)

Universal Studios Japan popularizes world-class Japanese entertainment across the globe!

Introducing the first in the world! Unparalleled in innovative entertainment “XR” Rides

Universal Studios Japan will be holding the “Universal Cool Japan 2016” event for a limited time only, from January 15, 2016 (Fri) to June 26, 2016 (Sun). At this event, the worlds of five top Japanese entertainment brands chosen from internationally-praised manga, anime, games, music, and fashion will come together and be reproduced on an unprecedented scale with intense reality and world-class quality. Furthermore, **the world’s first “XR” Ride** will be introduced at this event, offering an super real experience. Universal Studios Japan will popularizes world-class Japanese entertainment across the globe, while delivering the best entertainment in the world to its guests.

The artist Kyary Pamyu Pamyu will also be taking part in the event, serving as Universal Cool Japan 2016’s special ambassador. Kyary Pamyu Pamyu comments, “I’m really looking forward to witnessing the worlds of five big entertainment brands that represent Japan come alive with the scale and quality of Universal Studios Japan. As the special ambassador, I want to reach out to the whole world about this event.”



UNIVERSAL COOL JAPAN 2016 日本のクールを、もっとアツく。

What are XR Rides?

Developed using Universal Studios Japan's state-of-the-art technology and creativity, XR rides are the first attractions of their kind in the world, and allow you to embark on a super-real experience.

These rides synchronize the frantic speed and the sense of gravity of a theme park ride with astonishing advances in virtual reality that transport you to brand new super real world through sight and sound, stimulating the six senses. You will be able to take part in incredible experiences such as encountering giant objects or taking sudden 200-metre drops that spread 360 degrees around you.

At "Universal Cool Japan 2016," the "Kyary Pamyu Pamyu XR Ride" will be introduced as the very first XR Ride.

*Sixth senses: The various sensations triggered by the excitement provided by entertainment, such as that caused by the sense of gravity felt on a ride.

Five big, world-class Japanese entertainment will be brought together and made intensely real with the greatest scale and quality in the world!

"Kyary Pamyu Pamyu XR Ride"

The world's first XR Ride takes you hurtling through a 360° tour of her incredible "kawaii" world!

Take a wild ride through Kyary Pamyu Pamyu's incredible "kawaii" world on this state-of-the-art, world's first XR Ride! Get into the rhythm of unforgettable, her up-tempo pop music penned by Yasutaka Nakata (CAPSULE) and dive into a bewitching, 360-degree world of pop wherever you look. We bring you a surprising, never-before-seen experience that stimulate your six senses as you zoom unpredictably through her world with incredible speed and rushes of gravity.



"Evangelion The Real 4D: 2.0"

The world's only 4D Evangelion attraction is here.

Get into an Evangelion and battle the most powerful Angel yet!

Jump into an entry plug and take the controls of the Evangelion Unit-04. Enjoy this incredible point of view, the guests face the challenge of battle of an Angel. Ikuto Yamashita the mechanic designer of Evangelion unit-04 adds the new set-up for this attraction



"Attack on Titan: The Real 2"

An all-new, original movie 4-D attraction is here. Fight a Titan using three-dimensional maneuvering!

Become a member of the Survey Corps and fly around with Mikasa, Armin, and co. using three-dimensional maneuvering to fight back against an attacking the Female of Titan. Experience the heat of battle!



“Biohazard: The Escape 2”

A completely new version of the “Super Real Escape Game” that boasts a 98% satisfaction rate from guests!

Experience the mounting horror and suspense of zombie attacks and Bio Organic Weapons as the clock ticks, and discover a new sense of success and camaraderie at the end. Test your wits against even more sophisticated puzzles!



“Monster Hunter: The Real”

Two giant life-sized monsters attack! They’re on the rampage!

This attraction is a recreation of the world of “Monster Hunter X.” The new named-variant monsters “Black Flame King Rathalos” and “Golden Thunder Prince Zinogre” strike for an all-new, immersive experience! You can even ride on the blade wyvern “Dinovaldo!”



About Universal Cool Japan

“Universal Cool Japan” takes a wide range of entertainment brands from internationally-praised Japanese manga, anime, games, music, and fashion, and applies Universal Studios Japan’s creativity, technology, and talent for high-quality reproductions to create attractions that have never been seen before. Held for the first time in 2015, “Universal Cool Japan” won high praise and popularity both in Japan and abroad, and was a considerable draw for guests in the first half of that year. With “Universal Cool Japan 2016,” we will provide our guests with a highly evolved version of the 2015 event.

By making the worlds of each brand real with incredible scale and quality in “Universal Cool Japan,” Universal Studios Japan aspires to convey the charms of Japan not only within the country, but also to the entire world.

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Universal Studios Japan official website www.usj.co.jp

Can be accessed by computer, mobile phone, or smartphone. Please include this contact information in your medium.

Universal Studios Japan Official Facebook Page

<https://www.facebook.com/UniversalStudiosJapan>

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