

April 11, 2025

〈news release〉

Suntory Holdings Limited
Daikin Industries, Ltd.

Expo 2025 Osaka, Kansai, Japan
Suntory and Daikin Exhibit “Water Show Room”,
“Suntory Room”, and “Daikin Room” at the Virtual Reality Site
“Virtual EXPO 2025 JAPAN”



This high-resolution image has been posted on <https://www.suntory.com/news/index.html>

OSAKA, Japan, April 3, 2025 - Suntory Holdings Limited and Daikin Industries, Ltd. will exhibit “The Immersive Adventure of Air and Water: ‘Under the Midnight Rainbow’” within the “Water Island” area of the virtual site “Virtual EXPO 2025 JAPAN”. This space allows online visitors to virtually experience the show of A Spectacle of Air and Water “Under the Midnight Rainbow,” which will be held every night at the venue of Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as “the Expo”). In addition, Suntory will exhibit “SUNTORY Kanpai Ryokan,” a VR experience where visitors can enjoy the changing four seasons of Japan that it wishes to preserve for the future. Similarly, Daikin will have its own VR exhibit called “DAIKIN Air Island / DAIKIN Air Factory,” where visitors can discover the possibilities of air.

Every night, Suntory and Daikin will be holding a water show featuring air and water titled A Spectacle of Air and Water “Under the Midnight Rainbow” at the Expo. Through this Virtual site, where people from around the world can transcend the limits of time and space, the two companies aim to express their vision of air and water as essential elements for the “future for our lives”.

Water Show Room:

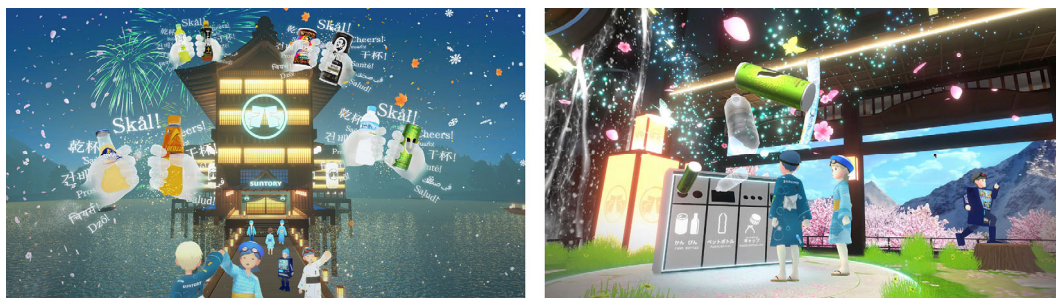
“The Immersive Adventure of Air and Water: ‘Under the Midnight Rainbow’”



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The Virtual site provides contents that allow visitors in the virtual space to experience the world of A Spectacle of Air and Water “Under the Midnight Rainbow,” which will be held at the Expo. Underneath the enchanting scenery of a rainbow on a moonlit night, visitors will experience the world of the show more profoundly by joining Ao, the main character, and her sidekick Dodo, the spirit of air and water, in taking part in a festival inhabited with wondrous living creatures. Not only will the site recreate the production of the actual show in virtual reality, but it will also incorporate interactive elements that enable visitors to participate in the story. As visitors further immerse themselves in the experience of being an island resident, they will start to gain a greater appreciation for the importance of the bonds between water, air, and life itself.

Suntory Room “SUNTORY Kanpai Ryokan”



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Set in a virtual Japanese Ryokan (inn), the SUNTORY Kanpai Room evokes the image of cherished water and the history and traditions of Japan. At this Japanese Ryokan, visitors can choose from a wide variety of Suntory beverages, both from Japan and overseas, for a toast and experience a wonderful presentation that complements the four seasons. Moreover, after the toast, visitors can separate the containers to contribute to a

sustainable society. Through these experiences with Suntory beverages, the company hopes that all visitors will appreciate the importance of resource circulation initiatives, and the beauty of Japan's four seasons that the company aims to preserve for the future.

Daikin Room “DAIKIN Air Island / DAIKIN Air Factory”



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The Daikin Room offers two types of content that allow visitors to experience the importance and possibilities of air firsthand. DAIKIN Air Island is set on an enchanted island where the invisible air becomes visible, and visitors can experience the various types of air created by Daikin, including “air that improves exercise” and “air that promotes mental concentration.” In DAIKIN Air Factory, visitors can enjoy a game in which they fly a paper airplane to deliver ideal air of the future all over the world. Through the Daikin Room, Daikin hopes to create an opportunity for people to imagine the possibilities of air and its future.

Full Map of the virtual site “Virtual EXPO 2025 JAPAN”



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“Virtual EXPO 2025 JAPAN” App Download Site (Virtual Expo Official Web Page):

<https://www.expo2025.or.jp/en/future-index/virtual/virtual-site/#download>

[Related Information]

Official Water Show website: <https://www.expo2025.airandwatershow.jp/en/>

Promotional Movie: <https://www.youtube.com/watch?v=qW7Pv1p-nbQ>

Suntory Expo 2025 website: <https://www.suntory.co.jp/events/expo/2025/en/>

Daikin Expo 2025 website:
https://www.daikin.com/air/daikin_achievements/expo2025

Daikin Design Web Interview with Naoki Tanaka:
<https://www.daikin.co.jp/design/2024/12/entry-101>