

2014.3.14 Crypton Future Media,INC



FOR IMMEDIATE RELEASE

From Japan to the world! The first “MIKU EXPO” is held in Indonesia!

Crypton Future Media, INC. proudly announced “HATSUNE MIKU EXPO 2014 in Indonesia”, an event being held in Jakarta, Indonesia in May 2014. This event is the first “MIKU EXPO” which aim is to promote Hatsune Miku’s creative culture to the world.

Crypton Future Media, INC.

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CEO: Hiroyuki Itoh

Sapporo, Japan, February 27, 2014 -- Crypton Future Media today announced that it is hosting a comprehensive event “HATSUNE MIKU EXPO” to promote the creative culture of Hatsune Miku, a virtual singer developed by the company, to the world.

At “HATSUNE MIKU EXPO”, many kinds of creations using Hatsune Miku, the character that is already known to many around the world, will be presented. Various contents such as the exhibition of works by creators, corporation booths to promote Japanese electronics, food, clothes and toys and concert by Mikupa Team(\*) will encourage visitors to experience “Japanese creative culture” centering on “Hatsune Miku”, and all that concentrated in one place.

In cooperation with AFA (Anime Festival Asia), the first “HATSUNE MIKU EXPO” is held as “HATSUNE MIKU EXPO 2014 in Indonesia” at Jakarta Convention Center Cendrawasih Room, Indonesia on Wednesday, May 28, and Thursday May 29, 2014. Starting from Indonesia, Crypton aims to host some more shows in several cities around the world.

The place for the first “HATSUNE MIKU EXPO” was chosen based on the vote by overseas fans. Jakarta has achieved the highest in the vote at a campaign called “Help Us Find You!” on “MIKUBOOK.com”, the official Hatsune Miku community site for overseas fans run by Crypton. The purpose of the campaign is to receive worldwide fans’ requests to “Hatsune Miku” for an event in their town and this voting campaign is still going on now. Cities with high number of votes will be considered as a reference for future events.

Crypton is now planning the second “HATSUNE MIKU EXPO” and more.

<HATSUNE MIKU EXPO 2014 in Indonesia>

Event title: HATSUNE MIKU EXPO 2014 in Indonesia

Date: Wednesday May 28th, and Thursday May 29th, 2014

Venue: Jakarta Convention Center Cendrawasih Room

Exhibition : May 28<sup>th</sup> : Time TBA

: May 29<sup>th</sup> : Time TBA

Concerts: May 28<sup>th</sup> : Open: 18:30~ Start: 19:30~

: May 29<sup>th</sup> : Open: 12:00~ Start: 13:00~

: May 29<sup>th</sup> : Open: 18:30~ Start: 19:30~

#### Ticket Purchase Procedure

PLATINUM AREA : Rp.1,390,000-

GOLD AREA : Rp.1,000,000-

SILVER AREA: Rp.700,000-

BLONZE AREA: Rp.390,000-

Online: <https://rajakarcis.com>

Organizer: Crypton Future Media, INC.

Event Production: SOZO Pte Ltd, Pt Marygops Studios

Concert Production: MAGES.Inc.

Official Media Partners: MTV81, Tokyo Otaku Mode

Official Airline: ANA

Detailed information about tickets etc. will be announced on the official website soon.

[Websites]

HATSUNE MIKU EXPO Official Site

<http://mikuexpo.com>

HATSUNE MIKU EXPO 2014 in Indonesia Official FB page (in Indonesian)

<http://www.facebook.com/mikuexpoinindonesia>

MIKUBOOK.com: Help Us Find You Campaign

<http://mikubook.com/findme>

[Promotion Video]

<http://youtu.be/uH7oX5t1zgs>

[What is Hatsune Miku?]

Hatsune Miku is futuristic voice synthesizer software that is designed to allow users to easily create vocal parts from scratch by just entering a melody and lyrics. The music software was developed by Crypton Future Media, and first released on August, 31st, 2007. After the release, Hatsune Miku quickly evolved into a phenomenon of a highly participatory cyber culture with creating and sharing Miku-related content around the globe. At present, with more than 1,000,000 derivative artworks and 100,000 user-released songs, Hatsune Miku is not only the icon of this ever expanding creative community, but she is also successful in performing sold-out 3D concerts worldwide and appearing in TV commercials such as Toyota USA and Google.

[About Crypton Future Media, INC. ]

Crypton Future Media, INC. (<http://crypton.net/>) is a music software company based in Sapporo, Japan. Since its foundation in 1995, Crypton has been the top importer of

music software and sound sample media in Japan. Crypton also develops diverse music software, such as the singing voice synthesizer HATSUNE MIKU, and Crypton is the official licensor of HATSUNE MIKU.

\*Mikupa Team: The concert production team from MAGES., INC. for concerts with 3DCG projection and a live band.

International Marketing Division, CGM Team  
Crypton Future Media, INC.