

April 24, 2024

Meidensha Corporation

To members of the media

## **Meiden develops “VR/Metaverse Technology Education”**

**Making possible to practically learn about products by using VR and Metaverse**

Meidensha Corporation (Meiden) has developed an educational program called "VR/Metaverse Technology Education," which is designed to facilitate hands-on learning about products through the use of VR and the Metaverse. The program was developed in partnership with Dentsu Soken Inc., a consulting firm based in Minato-ku, Tokyo.



### ■ Background for the Development

Meiden is committed to nurturing autonomous individuals capable of independent thought and action. In line with this philosophy, we focus on enhancing our technological capabilities by offering specialized training in electricity, product knowledge, and information and communication technology (ICT). We also have enhanced our learning environment. One example is the launch in 2020 of "Manabi-ya," a technological training facility dedicated to passing essential skills on to the next generation.

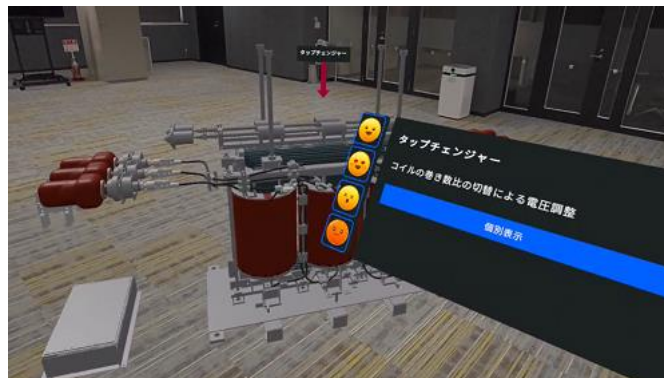
Our initiatives encountered several challenges, however. One key issue involved limited learning opportunities for individual employees due to set quotas based on the type of education and session timing. Moreover, participants were required to travel to

specific locations with actual equipment to understand its motions, structure, and operations, which imposed constraints on time, location, and participant numbers. In response to these challenges, we introduced "VR/Metaverse Technology Education." This innovative approach allows employees to gain experience of our products virtually, realizing our developmental concept of learning "anytime, anywhere, and by anyone."

■ Outline of the "VR/Metaverse Technology Education."

1. VR for Learning Products (Self-study)

Our VR content combines our existing technological education know-how with 3D product models. This allows employees to understand the structure, motion, and operation of our products. Upon selecting their preferred content, participants receive lessons with synthetic voice guidance, which enables them to progress at their own pace.



<Products available for learning (as of April 2024)>

Ecotank-type VCB, C-GIS, and transformers, etc.

2. Metaverse Gathering Education

In contrast to VR for Product Learning, Metaverse Gathering Education enables participants to virtually gather in the metaverse with lecturers for educational purposes. This allows participants and lecturers to engage in interactive sessions involving Meiden's main offices and branch locations, fostering two-way communication, such as sharing opinions between participants and facilitating questions and answers between participants and lecturers.



## ■ Future Prospect

Meiden is actively working on broadening the range of products it offers within the VR/Metaverse Technology Education program. Before its full-scale implementation, the program is being tested at Meiden Group hubs in Japan and abroad. The company intends to start full-fledged implementation of an internal portal site that brings together various technology education programs, including the VR/Metaverse Technology Education, in fiscal 2025.

The Meiden Group is dedicated to nurturing its workforce in order to unlock the full potential of each employee, aiming to bolster product knowledge and enhance maintenance skills across the company.