

**Top-Class 360-Degree High-Definition Video Production
Leveraging Filming Skills Honed Through NHK Nature Programs**

From Land to Deep-Sea – Experience Nature Anywhere in 12KVR



Be transported to remote and unfamiliar natural landscapes. We utilize our proprietary technology to produce high-definition, large-scale exhibition videos and VR exhibition content. Using ultra-high-resolution underwater VR camera systems and 12K–16K land-based VR camera systems, we create immersive content that brings to life a vibrant, visual world, unlike anything seen before. NHK Enterprises (NEP) has more than 60 years of expertise in nature filming, gained through our work on NHK nature programs such as *Darwin's Amazing Animals* and *Wildlife*. Combining our world-class nature filming skills and our unique 12K 360-degree underwater VR camera and 12K-16K VR camera system, we capture the most spectacular land, sea, air, and underwater views. These exceptional skills and technologies enable us to produce high-definition exhibition videos and VR content suited for events.

Unknown Worlds Captured by a Unique Camera System Found Nowhere Else

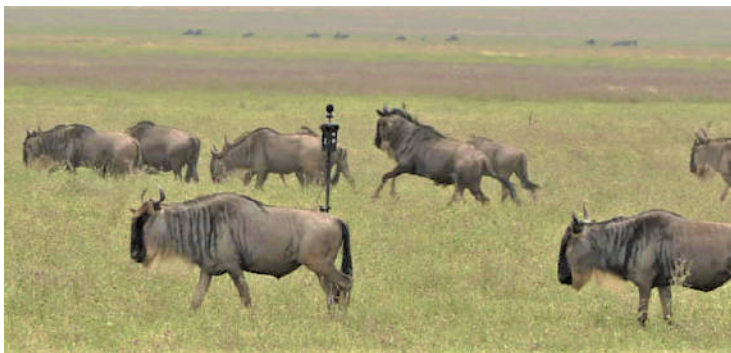
Unparalleled Immersion Using Our Expertise in Nature Filming

NHK Enterprises' Natural History Programs Department can capture breathtaking landscapes across the natural world using our exclusive 12K–16K VR camera systems. For example, footage shot with a commercially-available 8KVR camera delivers about a quarter of the total data when viewed through VR goggles — in other words, 2K (HD) resolution. On the other hand, our 12K–16K systems provide an astonishing level of ultra-high-resolution quality — 2.25 to 4 times the resolution of HD — offering an even more immersive experience.

Our content is not just limited to majestic landscapes. We can dive deep into the lives of animals, delivering powerful, story-driven footage, whether it is witnessing a lion and an elephant in a life-or-death standoff, schools of vivid red kokanee salmon swimming upstream during the autumn spawning season, or wildebeests giving birth and setting off on a journey with their young.



Astonishing and Powerful Images by the NEP Nature Program Team, Enhanced with Ultra-High-Quality Surround Sound for Realism



Ngorongoro Conservation Area



The Majestic Savanna of the Serengeti



Great Migration of Wildebeest



Hokkaido



Miraculous Autumn Leaves from the Sky to Sea

Examples of Using 360-Degree Video for Events and Exhibitions

By capturing 360-degree footage, it becomes possible to showcase high-definition video at events and exhibitions. In 2024, we created an exhibition where visitors could experience the grandeur of nature in ultra-high-resolution. The 12K footage allowed viewers to use a joystick to freely pan, tilt, zoom in, or zoom out, exploring the parts of the video they wanted to see. In addition to flat screens, we also offer tailored solutions such as box-shaped or dome-shaped displays to suit various needs.



In 2019, NEP developed a 360-degree underwater VR camera boasting a 12K resolution — 36 times that of HD. The spherical, pressure-resistant casing, which can function at depths of approximately 1,000 meters, is equipped with ten 4K GoPro cameras, 14 LED lights, and long-lasting batteries. This set-up of ten high-resolution cameras enables seamless 360-degree filming with no blind spots, delivering immersive 12K visuals.

When submerged in the ocean, this camera captures ultra-high-resolution footage that lets viewers virtually experience diving. When taken to the deep sea, it invites viewers on an exploratory journey to never-before-seen underwater worlds.

Be transported to remote and unfamiliar underwater landscapes. Our ultra-high-resolution underwater VR camera system creates a vibrant, visual world unlike anything seen before.



360-Degree Footage to Create a Truly Immersive Experience

Surrounded by crystal-clear waters and vibrant coral reefs, Ao no Yukuru Kan is an information center located on Zamami Island, part of the Kerama Islands in Okinawa. At this facility, NEP has created exhibition footage of Kerama's stunning natural beauty using its 12K 360-degree underwater VR camera system. Displayed on an enormous 120-inch vertical screen, the footage allows viewers to freely navigate a 360-degree view by controlling a panel at their fingertips. Designed to evoke the feeling of an actual diving experience, the installation offers a high level of realism and immersion.



Nature Videos Accessible from Anywhere by Anyone, from Individuals to Large Groups

Our immersive nature content can be enjoyed in a variety of ways, from screenings at existing 360-degree dome theaters to events using mobile dome screens. The versatility of our 12K content ensures that it can also be viewed by people on their personal smartphones, tablets, or compact VR glasses. Experience unique 360-degree nature videos that only we can capture and produce.



Dome Theater



VR Simultaneous Viewing



Private Viewing Using VR Goggles

*All photos are for illustrative purposes

[Details](#) www.nhk-ep.co.jp/nepexpo/