

Technology | Japan

Delivering immersive gaming innovation

Technology company

A leading technology company partnered with Lenovo to create an immersive gaming experience through a custom-built augmented reality (AR) solution.



Lenovo

1

Customer background

Who is this technology company?

This technology company is one of Japan's top providers of IT solutions and services, delivering cutting-edge technologies to businesses and consumers nationwide. Focused on innovation, the company is at the forefront of developing next-generation digital experiences.

2 The challenge

To bring a world-famous gaming franchise to life, this technology company envisioned a purpose-built AR theater that would allow visitors to interact with the virtual environment. The aim was to use cameras and sensors to capture users' hand gestures and movement around the theater—enabling a fully immersive gaming experience.

The company knew that many of the components required to build the new AR experience were not available as commercial off-the-shelf products. With the AR theater slated to debut at a national games festival, the company looked for a partner that could provide research and development services, advanced technology, and strong project management expertise to meet its tight deadline.

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“With this project, our ambition is to **redefine the concept of immersive entertainment.** Having a trusted technology partner was pivotal to **bringing the vision to life.**”

Spokesperson

Technology company

3 The solution

Redefining AR entertainment

Meeting the requirements of highly customized design projects typically requires domain-specific expertise from multiple different vendors. However, Lenovo was able to bring together top talent from across its global business, providing the technology company with a single point of contact for efficient communication and seamless delivery of the custom-built AR headset. As well as delivering AR developer toolkits and APIs, Lenovo provided on-site deployment and calibration services to help keep the project on track.

Services

Lenovo Manufacturing Solutions

3

The
solution

Using infrared markers attached to the walls of the theater and cameras and infrared sensors mounted on the AR headset itself, the solution accurately tracks the player's movements and hand gestures—enabling them to interact seamlessly with the game. The spokesperson confirms: “Lenovo helped us create a unique experience where players truly feel transported into another world.”

The expert Lenovo team stayed closely aligned with the technology company's needs. With the national games festival approaching, Lenovo not only mobilized multiple professional teams to collaborate, but also invited the company to its R&D lab to participate in fine-tuning the final products—ensuring the solution met every one of the technology company's requirements.

3 The solution

A spokesperson from Lenovo says: “Our client aims to deliver an exceptional experience to every player—and their vision is our mission.”

“Lenovo’s ability to deliver advanced AR solutions under tight deadlines was essential to achieving our goals for this project. We are excited to debut the theater at the upcoming national games festival.”

Spokesperson

Technology company

4 The results

Through its collaboration with Lenovo, the technology company is ready to unveil an unparalleled experience that combines cutting-edge AR technology with immersive game design. Looking ahead, the company plans to explore how it can leverage Lenovo technology in other AR theaters across the country.



Provides accurate spatial tracking and synchronized AR visuals



Enables intuitive, gesture-based player interaction

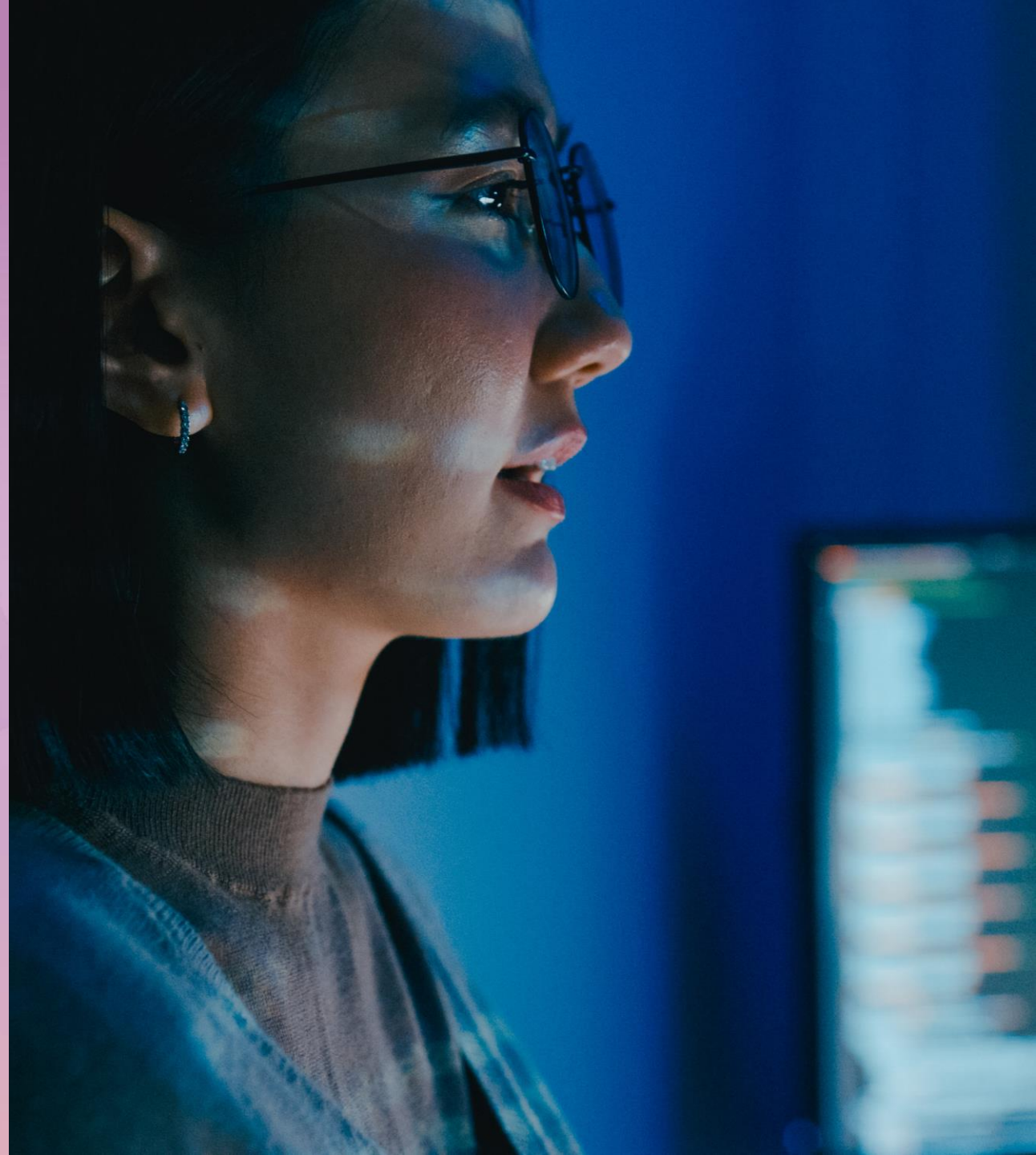


Delivers immersive experiences to thousands of players

“Our collaboration with Lenovo is helping us build an AR solution that will set a new benchmark for immersive entertainment.”

Spokesperson

Technology company



Why Lenovo?

The technology company selected Lenovo for its proven expertise in research and development, backed by strong local support and global technical expertise. Lenovo's ability to deliver custom-built technology within tight deadlines gave the company confidence that it was the ideal partner to deliver the new AR theater on time and within budget.

“Lenovo connected us to all the resources we needed to make this project a success,” says the spokesperson. “While we were working with remote teams from across Lenovo's global business, we always had face-to-face contact with the team at Lenovo Japan to answer our questions and provide support when we needed it.”

How can companies create immersive gaming experiences?

This technology company worked with Lenovo to create a groundbreaking AR theater.

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