Business Field 8

**Planetarium Business**

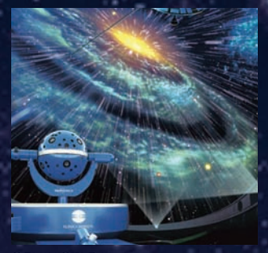
KONICA MINOLTA PLANETARIUM CO., LTD.

# The enchantment of starry skies through cutting-edge technology and a deep catalogue of know-how

**As a general manufacturer of planetarium-related products, we are committed to giving as many people as possible the chance to experience the fascination and wonder star-filled skies have always inspired in mankind. We engage in everything from the development and manufacturing of projection equipment, to show production and facility construction and management – everything having to do with planetariums – in an ongoing effort to create and bring to planetarium visitors new perspectives on the enchantments of the universe.**


## Projection equipment with outstanding operability based on advanced functions and high performance

Japan's first planetarium was established in 1937. Its first planetarium to be made entirely with Japanese equipment opened 20 years later, in 1957, and was built by the company now known as Konica Minolta. Since then, we, as one of the world's handful of planetarium equipment makers, have continued to pursue the development of equipment with more advanced functions and higher performance. In 1997, we developed the "GEMINISTAR," the world's first integrated planetarium—a facility capable of simultaneously controlling both optical and digital projection systems. And that is only one example of the innovations that make us a world-renowned leader in this field.



GEMINISTAR III

## Broad range of original planetarium show content

To make time spent at a planetarium an enjoyable, enchanting experience, we develop a broad range of original planetarium show content—offerings based on the latest astronomical and scientific developments, as well as programs aimed at deepening understanding with a dose of fun and entertainment. In addition to the beautiful night skies of optical systems, our content comprises a rich line of selections that not only use dynamic computer-graphic images to express seasonal changes and analyze constellations but also do things like explain the myths behind constellations and appeal to children with the help of characters they know and love. We offer programs for every season and visitor segment.

## Comprehensive support based on know-how accumulated in our own planetarium operations

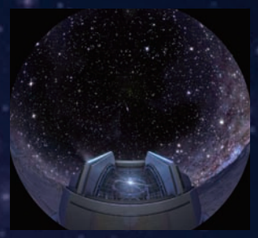
In 2004, we opened the Konica Minolta Planetarium "Manten" in Tokyo and began to offer visitors new kinds of planetarium experiences. Now, we are preparing for the opening of the Konica Minolta Planetarium "Tenku" at Tokyo Sky Tree Town in 2012. Using the knowledge we gain through our own planetarium operations, we offer publicly and privately operated planetariums comprehensive support covering everything from facility design and construction through operation. We help to create spaces that move visitors and give them a different perspective on our world.

## Full-dome images as a new form of entertainment

Using the dome-screen projection technology it has developed for planetariums, Konica Minolta offers digital full-dome systems to customers throughout the world. These systems envelop viewers with 360 degrees of images and are perfect not only for planetariums but also as a new form of entertainment for retail and amusement facilities. Offering computer graphic images like those used in experiential attractions, and beautiful live-action scenes that completely surround viewers, dome projection systems deliver a 3D video experience overflowing with a "you-are-there" sense of presence not possible with other technologies.

Working with Toppan Printing Co., Ltd. to create full-dome projection content based on a digital archive of cultural assets.

Full-dome projection rendering:TOPPAN Virtual Reality show "The Assumption Cathedral"
Produced and copyrighted by Moscow Kremlin Museums, TBS and Toppan Printing Co., Ltd.
In cooperation with Dentsu Inc.



The all-encompassing view from the University of Tokyo Atacama Observatory Project was created with the comprehensive cooperation of the University of Tokyo.