Media Release

A new version of Hyper Edohaku, the Tokyo Metropolitan Edo-Tokyo Museum's popular interactive phone app, is now available.

The Edo-Tokyo Museum App "Hyper Edohaku: Meiji Ginza

Edo-Tokyo Museum released Hyper Edohaku: Meiji Ginza on April 26, 2023, a new version of its popular phone app Hyper Edohaku, the first such interactive app by a museum in Japan to fully utilize a game engine.

Closed for major renovations since April 2022, Edo-Tokyo Museum hopes to provide a virtual experience of visiting the museum through this phone app, allowing users to learn about Tokyo history, culture, and lifestyle. Drawing on the museum's expertise and wide array of materials about the city, the app quickly attracted a strong response for its interactive functionality and user experience that feels like a video game. The first version, Hyper Edohaku: Edo Ryogoku, has been downloaded 50,000 times.

The new version, Meiji Ginza, recreates the Tokyo district of Ginza as it was during the Meiji period (1868–1912), when Japan emerged from the feudal era and rapidly modernized. The rendering of the city in 3D computer graphics is based on a model of Ginza Bricktown in the Edo-Tokyo Museum's permanent exhibition and other materials from the time. Users search for 100 items from the museum collection hidden in the game-style app content that takes you back in time to the Ginza of the Meiji period, when Western influence was growing. The app showcases the birth of modern Tokyo, including the arrival of electricity, gas, rickshaws, trains, and more as well as changes in fashion and food. Also look out for famous literary figures like Natsume Soseki. Suitable for all ages, Hyper Edohaku: Meiji Ginza lets you discover the culture and institutions that shaped Tokyo into the city it is today.

Hyper Edohaku Website   **https://hyper.edohaku.jp/en/ginza/**

Download high res images and press release copy: https://onl.bz/Ye3qChj

We welcome interviews and questions for media coverage.
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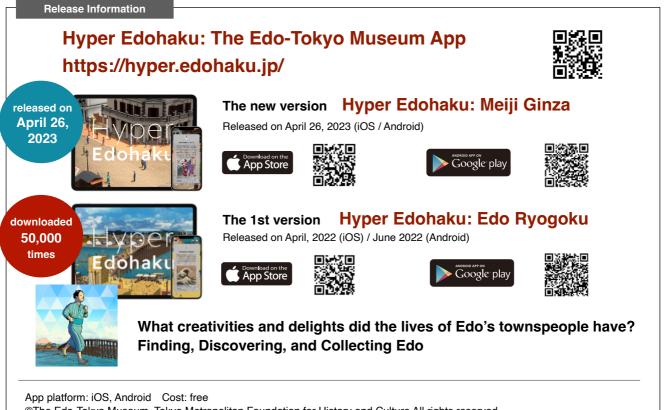E-mail：hello@edohaku.jp

1. Hyper Edohaku, Edo-Tokyo Museum's Phone App

The Edo-Tokyo Museum phone app Hyper Edohaku is the first such app by a Japanese museum fully utilizing a game engine. It harnesses digital technology to provide a new kind of viewing experience of the museum collection. With the museum now undergoing major renovations and closed to the general public, the app was launched in 2022 to allow users to enjoy learning about Tokyo (Edo) history, culture, and lifestyle even if unable to visit the museum. The app has been downloaded by users not only in Japan but also the United States, Taiwan, Britain, and more. Users have reacted positively to the way the app combines the fun of an adventure game with genuinely educational content.

Based on models permanently exhibited in the museum and various historical materials, the recreation of Tokyo with 3D computer graphics features the city's architecture, characters, and items from the museum collection. The data meticulously made by 3D modeling not only has archival value but will also lead to further applications across data models.

Highlights

✦ **Far more than just a digital version of the museum collection, an interactive and fun app for all ages**

✦ **Uses the game engine Unity to offer compatibility with the metaverse and virtual reality, and provide an interactive user experience**

✦ **Draws on the museum's unique collection of historical materials to create a high-tech and high-quality rendering of Tokyo in 3D computer graphics**

Release Information

Hyper Edohaku: The Edo-Tokyo Museum App
https://hyper.edohaku.jp/

released on April 26, 2023

The new version   Hyper Edohaku: Meiji Ginza
Released on April 26, 2023 (iOS / Android)

App Store   Google play

downloaded 50,000 times

The 1st version   Hyper Edohaku: Edo Ryogoku
Released on April, 2022 (iOS) / June 2022 (Android)

App Store   Google play

What creativities and delights did the lives of Edo's townspeople have? Finding, Discovering, and Collecting Edo

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App platform: iOS, Android   Cost: free
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Produced by Tokyo Metropolitan Government; Edo-Tokyo Museum, Tokyo Metropolitan Foundation for History and Culture

* Hyper Edohaku was created by the Tokyo Metropolitan Government and Tokyo Metropolitan Foundation for History and Culture as part of their Tokyo Smart Culture Project.

2. Hyper Edohaku: Meiji Ginza

Hyper Edohaku lets you take a walk around historical Tokyo (Edo), recreated from various materials and models in the Edo-Tokyo Museum permanent exhibition. You control a character who moves around in a city rendered in 3D computer graphics.

Like with the first installment of the app, users of the new Ginza version search for hidden items from the museum collection by getting clues from what other characters say. The new version also adds a time travel dimension to the gameplay by allowing you to move through four different points in the Meiji period. Moreover, the update now includes an augmented reality feature.

[left] A model of Ginza Bricktown in the Edo-Tokyo Museum's permanent exhibition
[right] Ginza Bricktown in 3D computer graphics（ca. 1887）

Find 100 Items from the Museum Collection

Hidden in the app are 100 items selected from the roughly 350,000 in the Edo-Tokyo Museum collection. Users search for and collect these items while walking around the district of Ginza, which played an iconic role in the modernization of Japan.

A First-Person Experience of the Meiji Cityscape and Lifestyle in 3D Computer Graphics

The app includes a first-person view option, so the user can see the city as it looked to people during the Meiji period. People in the city and historical figures speak to the user, providing valuable clues about where the museum items are hidden and where the user should go. This first-person view and cast of characters really immerse you in history, making the app a very interactive and fun experience to use.

New Features and Functions

▶ Four Levels with Different Characters

The new version is structured like a time travel adventure to enhance the game-style usability of the app. The app is divided into four levels, each corresponding to a point in the Meiji period and featuring different characters. After finding and collecting 60 items from the museum collection, users can jump between these four points in history like a time traveler!

▶Insert Meiji-Period Tokyo into Present-Day Tokyo with Augmented Reality

Six of the 100 items from the museum collection included in the app have an augmented reality function, made possible by 3D data and allowing you to see them when using your phone camera. Bring history to life by inserting everyday items from Meiji-era Tokyo into the present day, creating amazing pictures that you can share on social media.