

Imagica Robot Holdings Inc.

NEWS RELEASE

January 17, 2017

Company Name	Imagica Robot Holdings Inc.
Title and Name of Representative	Makoto Tsukada Representative Director, President (Securities Code: 6879, TSE 1st Section)
Inquiries	Masakazu Morita Executive Officer
TEL	+81-3-6741-5742

Imagica South East Asia joins Agency for Cultural Affairs' ASEAN cultural exchange and cooperation project (Film Arts): Digital Cinema Production Workshop in Malaysia

Imagica Robot Holdings Inc. hereby announced today that ISEA [Imagica South East Asia] (Johor, Malaysia,), a joint venture company set up by IMAGICA founded in February of 2014 at Iskandar development area in Johor, Malaysia, coordinated and supported the "Digital Cinema Production Workshop in Malaysia" (October 31st through November 5th, 2016) as part of Agency for Cultural Affairs' ASEAN cultural exchange and cooperation project in Film Arts.

For further information, please see attachment.





PRESS RELEASE

17th Jan 2017

IMAGICA Corp.

Imagica South East Asia Sdn. Bhd.

Imagica South East Asia joins Agency for Cultural Affairs' ASEAN cultural exchange and cooperation project (Film Arts): Digital Cinema Production Workshop in Malaysia

ISEA [Imagica South East Asia] (Johor, Malaysia, CEO: Kotaro Tomisato), a joint venture company set up by IMAGICA [IMAGICA CORP.] (HQ: Shinagawa, Tokyo, CEO: Yukihiro Fujikawa) founded in February of 2014 at Iskandar development area in Johor, Malaysia, coordinated and supported the "Digital Cinema Production Workshop in Malaysia" (October 31st through November 5th, 2016) as part of Agency for Cultural Affairs' ASEAN cultural exchange and cooperation project in Film Arts.

The project was planned and operated by UNIJAPAN, a non-profit organization, and Graduate School of Film and New Media, Tokyo University of the Arts with the Agency of Cultural Affairs' purpose for cultural exchange between ASEAN nations and energize the film art scene. Same as last year, the workshop took place in Malaysia (<http://www.imagica.com/topics/aseanworkshopiseamy/>) and with the cooperation with Tokyo University of the Arts, creators with the top of the line art skills and experience in Japanese cinema prepared a practical curriculum for a highly technical, educational workshop.

This year's lecturers consisted front line creators in Japanese cinema, mainly instructors from Tokyo University of the Arts, spanning in the field of Directing, Cinematography, Production Design, and Editing; as well as instructors from Sound department called on by Imagica SEA [details of lecturers at bottom of article]. There were 24 attendees to the workshop; 13 students from the faculty of Cinematic Arts at MMU (Multimedia University in Malaysia), six from Lasalle College of the Arts, and five from Graduate School of Film and New Media, Tokyo University of the Arts. Students joined together to create short films in a practical and comprehensive filmmaking workshop. The environment was also ideal as they utilized PIMS' [Pinewood Iskandar Malaysia Studios] facilities located next to Imagica SEA.

Four teams made up of students from three different nations came together to film and edit a commonly assigned short film for this six-day workshop; with screenings and reviews by the instructors given on the last day.

ISEA continues to support this six-day workshop following last year's project in Malaysia, and it was a pleasure to share this invaluable experience in international cooperation of filmmaking. We hope to continue our activity in not only in cultural exchange in Asia but in energizing the film art scene in the region as well.



As we interviewed the instructors of the workshop, the importance of these exchange in Southeast Asia has been recognized and also impressed with the facility we have in Malaysia (follow the URL below for instructors' interviews)

Agency for Cultural Affairs' ASEAN cultural exchange and cooperation project (Film Arts); Digital Cinema Production Workshop in Malaysia 2016 Report (http://www.imagica.com/e/topics/aseanworkshop_isea_my2016/)

Since its rooting in Malaysia in 2014, Imagica SEA has been working closely with PIMS to provide high-quality service and creative work nurtured over the many years in Japan with its in-house developed system and know-hows. In 2015, we cooperated with the local educational agency to provide training services to creators in post-production; with the purpose of raising staff with high technical expertise and creativity. We hope to continue our endeavor in supporting workshops that connect Japan with Southeast Asia and supporting international expansion of Japanese and new businesses by becoming the production and distribution hub in Southeast Asia.