

Establishing General Incorporated Association VRM Consortium, promoting the standardization of 3D avatar format "VRM"

13 new members including NTT Docomo, KDDI and Softbank, and Chinese and South Korean companies join the association

VRM, a VR ready 3D avatar file format originating from Japan, ignites toward the international standardization

General Incorporated Association VRM Consortium (Representative Director: Youhei Ishii, Head office: Chuou-ku Tokyo-to), aims to bring further breakthrough in AR/VR markets where 3D avatars are being utilized, announced that 10 full members and three supporting members have newly joined the VRM Consortium. The new members include NTT DoCoMo, Inc. (President: Kazuhiro Yoshizawa, Head office: Chiyoda-ku Tokyo-to), KDDI CORPORATION (President: Makoto Takahashi, Head office: Shinjyuku-ku Tokyo-to), SoftBank Corp. (President Chief Executive Officer, President and Director: Ken Miyauchi, Head office: Minato-ku Tokyo-to), bilibili (Chairman of the Board of Directors and CEO: Rui Chen, Head office: Shanghai China) and Salin Co., Ltd. (CEO: Jason Kim, Head office: Daegu South Korea).

Chinese bilibili joins the association. The VRM Consortium continues to look for new members both nationally and internationally to achieve global standardization

First launched as "VRM Consortium Preparatory Committee" on Thursday 20th Dec, 2018 by 13 supporting originators, the General Incorporated Association VRM Consortium was established on Wednesday 24th April 2019. The association aims to standardize a 3D avatar file format, proposing "VRM" as the 3D file format for VR avatars, with the objective of building an environment that allows for further breakthrough in national and international AR/VR markets where 3D avatars are being utilized.

10 Japanese companies decided to join the VRM Consortium. The joining members include telecommunication giants NTT Docomo Inc, KDDI corp. and SoftBank corp. Together these three companies control the majority of the Japanese telecommunication market. Also joining the VRM Consortium is operator of VR exhibition market "Virtual Market" HIKKY Inc. Joining companies from outside of Japan include bilibili, the operator of the largest youth culture community in China "bilibili video," and Salin Co., Ltd., the developer and the provider of social TV platform "EpicLive" in South Korea. In addition to the increase of members, the VRM Consortium also received approbation from the Khronos Group, the standard-setting body of 3DCG standard format "glTF2.0." The movement to set an international standard originating from Japan is receiving attention both nationally and internationally.

Going forward, the association will be working on the formulation of official version "VRM 1.0" and provision of review/authorization functions for usages of VRM by member companies. The association aims toward further breakthrough in AR/VR markets that utilize 3D avatars and continues to solicit full-members and supporting members in favor of the VRM format and the possibilities it stands for.

[General Incorporated Association VRM Consortium] <https://vrm-consortium.org>

◆ Our concept

With VRM, we will realize the construction of 3D avatar markets for AR and VR, that are cross-platform, healthy, free, and easy to create and use.

◆ Members (In order of the Japanese syllabary)

<Full-members> (※Bold letters indicate new members)

IVR (<http://i-vr.jp/>) / **Arrow Hack LLC** (<https://arrowhack.co.jp/>) / **ExpeQua Co., Ltd.** (<https://www.expequa.com/>)

XVI Inc. (<http://www.xvi.co.jp/>) / S-court CO., LTD. (<https://s-court.me/>)

NTT DOCOMO, Inc. (<https://www.nttdocomo.co.jp/>) / Cluster, Inc. (<https://corp.cluster.mu/>)

Crypton Future Media, INC. (<https://www.crypton.co.jp/>) / **KDDI CORPORATION** (<https://www.kddi.com/>)

SHOWROOM Inc. (<https://showroom.co.jp/>) / **Salin Co.,Ltd.** (<http://www.salin.co.kr/>)

SoftBank Corp. (<https://www.softbank.jp/>) / ZIZAI Inc. (<https://zizai.co.jp/>) / dwango Co., Ltd. (<https://dwango.co.jp/>)

Virtual Cast, Inc. (<https://virtualcast.jp/>) / **helo.inc** (<http://helo-helo.com/>)

pixiv Inc. (<https://www.pixiv.co.jp/>) / **bilibili** (<https://www.bilibili.com/>) / **HIKKY Inc.** (<https://www.hikky.life/>)

Brushup Inc. (<https://www.brushup-inc.com/>) / **VRUITZ Co., Ltd** (<https://vruitz.co.jp/>)

Mirrativ, Inc. (<https://www.mirrativ.co.jp/>) / Unity Technologies Japan, G.K. (<https://unity.com/ja>)

Wright Flyer Live Entertainment, Inc. (<https://le.wrightflyer.net/>)

<Supporting members>

K's DESIGN LAB, Inc. (<https://www.ksdl.co.jp/>)

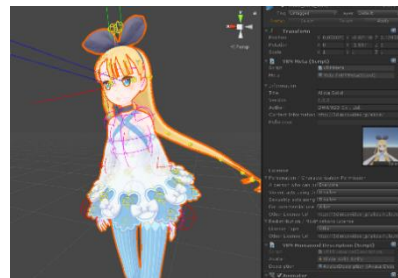
General Incorporated Association Japan Net Creators Association (<http://www.jnca.or.jp/>)

◆ Observer

Nintendo Co., Ltd. (<https://www.nintendo.co.jp/>)

What is VRM, a 3D file format for VR avatars?

Based on standard 3DCG format gltf2.0, VRM is a cross-platform file format which allows you to use the same avatar (3D model) data across all supported applications. Our vision is to make connections between independent VR worlds such as live streaming, video posting, gaming and chatting environments, and contribute to the realization of cross-platform open collaborations. The format "VRM" and its standard implementation (Supported on Unity) is open source and publicly available free of charge. (Provided under MIT license at <https://vrm.dev>)



◆ Organization summary

Name: General Incorporated Association VRM Consortium

Date of establishment: 24th April, 2019

Address: 4-12-15 Ginza Chuo-ku Tokyo, Japan

Business description: (1) Formulation of standardized 3D avatar model format "VRM"

(2) Collection and provision of information related to "VRM"

(3) Popularization and advertisement of "VRM"

(4) Proposal and development of legal protections for 3D models created with "VRM"

(5) Exchange and cooperation between internal and external institutions related to "VRM"

(6) In addition to the items above, other activities necessary to achieve the purpose of the association.

Board members: Representative director Youhei Ishii (Virtual Cast, Inc.)

Director Shinnosuke Iwaki (Virtual Cast, Inc.)

Director Hiroki Omae (Unity Technologies Japan, G.K.)

Director Norio Shimizu (pixiv Inc.)

Auditor Shun Kubota (Mogura Inc.)

Press contact related to this article

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