

September 28, 2020
Ichigo

Real-World Augmented Reality (AR) Game TSUBASA+ Pre-Registration Campaign

Ichigo is a partner of MIRAI, which is developing TSUBASA+, a global, real-world augmented reality (AR) game. TSUBASA+ will kick off its global launch this autumn, including Japan on October 15. The game will be available on both iOS and Android.

Prior to the launch, TSUBASA+ has rolled out a worldwide pre-registration campaign.

Andrés Iniesta, the world-renowned soccer star who currently plays for J.League club Vissel Kobe, has been appointed as the first official TSUBASA+ supporter. His interview can be seen at the official TSUBASA+ website at <https://tsubasa.plus/en>.



1. Launch Schedule

September 30, 2020

Europe: Spain, France, Italy, Belgium, Germany, Netherlands, and UK

October 15, 2020

Asia, Oceania, and Additional European Countries: Japan, Taiwan, Hong Kong, Singapore, Indonesia, Malaysia, Philippines, Thailand, Australia, Portugal, and Switzerland

Please note that the schedule may change due to local conditions. TSUBASA+ will be available in other countries globally after the above launch dates.

2. Pre-Registration Campaign

Pre-registration for TSUBASA+ is being offered in all countries globally, including those where the launch date has not yet been announced. Individuals who register during the campaign will get free reward items at the game launch. The rewards will be increased based upon the number of pre-registered TSUBASA+ players.

The pre-registration campaign includes a quiz that gives hints about the techniques that the game's characters use. Details on how to pre-register and participate in the quiz can be found at <https://prereg.tsubasa.plus>.



For additional TSUBASA+ details, please see the September 2, 2020 release from MIRAIRE at https://miraire.com/archives/news/tsubasaplus_202008.

About Ichigo

Ichigo is a sustainable infrastructure company that works to support the sustainable development of neighborhoods and communities. This includes teaming up with the Japan Professional Football League (J.League) as a J.League Top Partner to build stronger and healthier local communities. For the development of TSUBASA+, Ichigo is contributing Ichigo's real estate capabilities and expertise in order to integrate real-world locations into the game.

Official TSUBASA+ SNS Accounts

Twitter <https://twitter.com/tsubasaplus>
Facebook www.facebook.com/tsubasaplus
Instagram www.instagram.com/tsubasaplus
LINE <https://lin.ee/6rb53Qz>

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