

Japan Prime Minister's Commendation - Barrier-Free Universal Design Promotion Award for 2023

HELLO! MOVIE is the only Accessibility service available in Japan and has been widely adopted and used by the movie goers who are Hearing and Visually Impaired.

32 of 34 top grossing Japanese film titles



for iOS and Android
Ratings and Reviews



4.7 /5
2,317件の評価



4.6
2370 件のレビュー

offered HELLO! MOVIE services in 2023

- expanded from 83% to **94%*** in last 2 years
* % of films that earned box office revenues of 1 billion yen or more

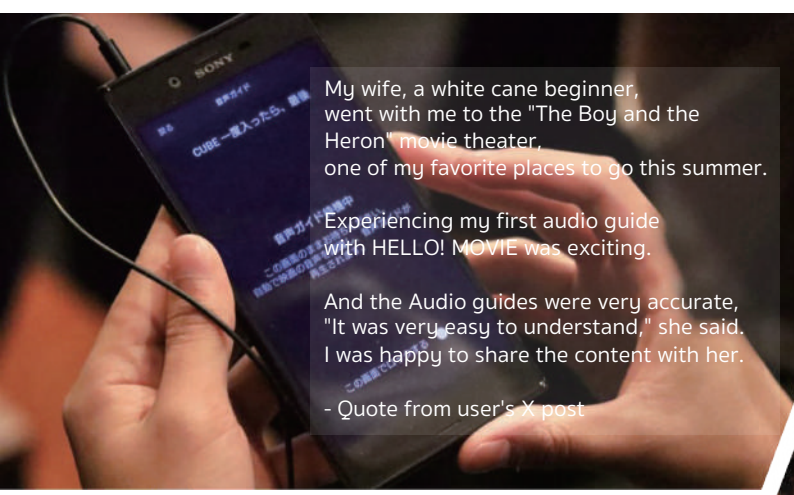
Since the service launched in 2020;

400+ films have been offered.

720,000+ Audio Description and Closed Captions files have been downloaded.

25,000+ cumulative number of times when glasses were rented at theatres.

*Estimated number of persons with disabilities in Japan: blind: 310,000 / deaf: 290,000
The number of theatres and screens in Japan: 560 sites and 3,634 screens*



My wife, a white cane beginner, went with me to the "The Boy and the Heron" movie theater, one of my favorite places to go this summer. Experiencing my first audio guide with HELLO! MOVIE was exciting. And the Audio guides were very accurate, "It was very easy to understand," she said. I was happy to share the content with her.
- Quote from user's X post



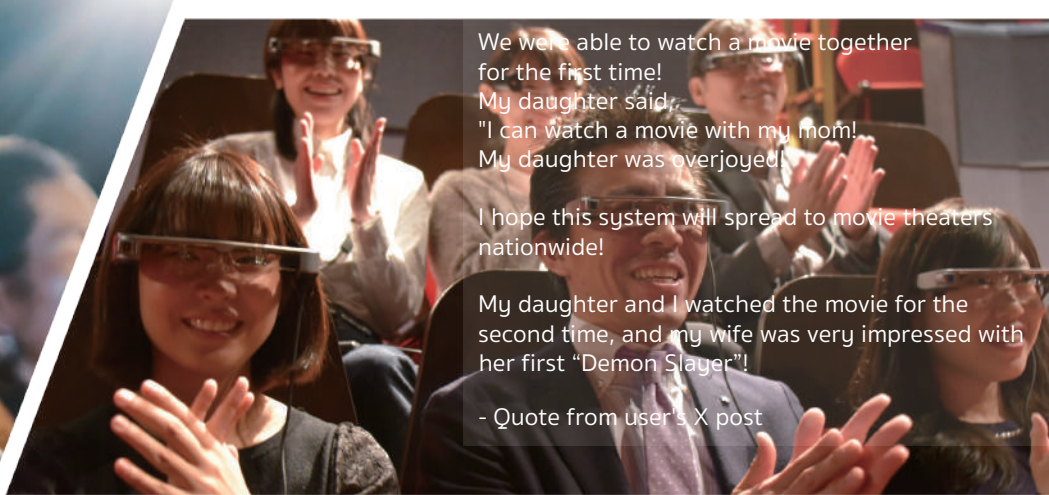
It was the first time for all three of us to watch a movie together as a family! Until now, my wife watches subtitled movies and my daughter watches dubbed movies separately, but thanks to the "subtitle glasses," we were able to watch a movie together for the first time!



My son wants to go to the cinema even though he is blind, we're amazed at the people around us. Now there are a lot of audio guides, and I can use them on my smartphone, so it's great.

Recently, he saw Belle. Next, we are going to see Conan."

- Quote from user's X post



We were able to watch a movie together for the first time! My daughter said, "I can watch a movie with my mom! My daughter was overjoyed!

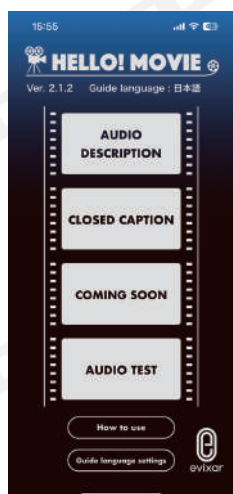
I hope this system will spread to movie theaters nationwide!

My daughter and I watched the movie for the second time, and my wife was very impressed with her first "Demon Slayer!"

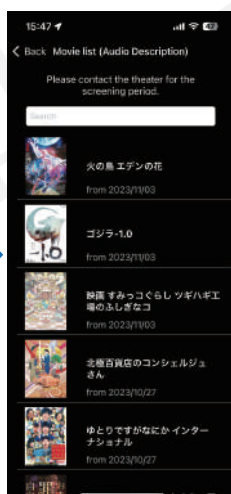
- Quote from user's X post

Simple User Experience

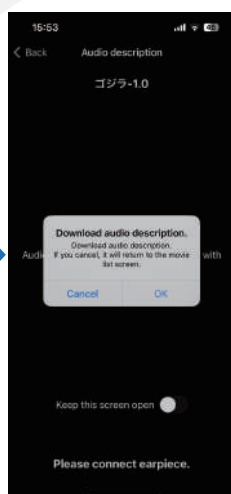
1. Select service AD or CC



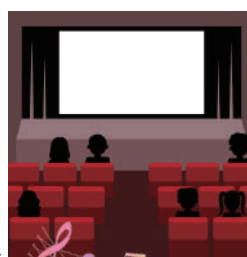
2. Select the movie



3. Download AD or CC data



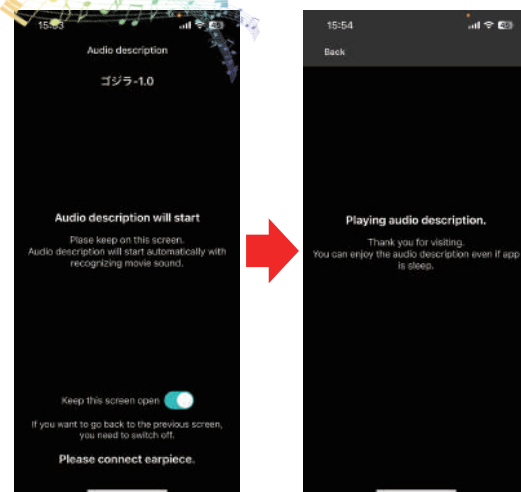
4. Head to the theatre



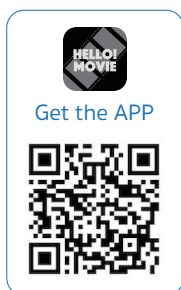
6. Enjoy the movie!



5. Once the app detects the audio of the movie, it automatically activates and plays AD or displays CC.



Remarks; The movies with HELLO! MOVIE services are displayed with the following icons.



本作品はHELLO! MOVIE方式による音声ガイド・日本語字幕に対応しています

Brand New Demo at CinemaCon 2024

Closed Caption XREAL



NOTE

We are constantly optimizing our applications HELLO! MOVIE and adapting them to the latest devices to reach a wide range of users. We propose applications for multilingual needs as well as accessibility applications.

Audio Description Earphone on Smartphone



NOTE

We have received feedback that listening to the audio guide as commentary on second and subsequent viewings enhances viewers' understanding of details in the work that were not noticed during the first viewing to continues to be enjoyed by a wide audience, not just those with visual and hearing impairments. - Successful case of the number of guide downloads exceeded 20,000 for a single film.