

April 06, 2021
avatarin Inc.

avatarin Partners with XPRIZE Foundation to Amplify the \$10M USD ANA AVATAR XPRIZE

April 06, 2021(Tokyo, Japan) – Today, avatarin Inc. (hereafter, avatarin), a newly established group company of ANA HOLDINGS INC. (ANAHD) announced its partnership with the [XPRIZE Foundation](https://xprize.org) (hereafter XPRIZE) to amplify the [ANA Avatar XPRIZE](https://avatar.xprize.org) (<https://avatar.xprize.org>).

avatarin is chartered with advancing the global robotic avatar movement and developing a service platform that leverages the technology to create a new social infrastructure for the world to connect and collaborate. The founders of avatarin, Akira Fukabori and Kevin Kajitani, were central to the conceptualization and launch of the ANA Avatar XPRIZE and have served as key points of contact within ANA for the competition since its development. Under this partnership with XPRIZE, avatarin will be able to further accelerate the development and deployment of exponential technologies. With the support of ANA, Akira Fukabori and Kevin Kajitani will continue to be the points of contact on the prize and, with this new partnership, will provide market insights and share technology with competing teams on an equal basis to jointly realize the common goal of bridging the gaps of distance, time and culture in our world.

“We at avatarin are excited to announce this partnership with XPRIZE. It has been a rewarding experience building the global avatar ecosystem together with XPRIZE over the past five years. We look forward to accelerating our work in assisting competing teams and ultimately making this game-changing technology available to everyone,” says avatarin Founder and CEO Akira Fukabori.

avatarin and XPRIZE believe that merging the incentivized prize model with grass-roots market development and promotion will ultimately accelerate and maximize the impact of both efforts.

About avatarin Inc.

avatarin Inc. launched on April 1, 2020 as ANA Holdings' first startup with a mission to expand humanity's potential by offering new abilities through avatars.

avatarin is focused on developing a next-generation mobility service platform that will enable anyone to connect, communicate, and collaborate with others from a distance by connecting to a remote robotic avatar. The deployment of robotic avatars around the world will help to overcome the issue of physical distance to help solve many of the world's global challenges. To help accelerate the development of advanced robotic avatar systems, the founders of avatarin proposed and launched the ANA AVATAR XPRIZE in 2018. avatarin is currently helping with the management of the global competition.

<https://www.anahd.co.jp/group/en/pr/202004/20200401.html>

About the ANA Avatar XPRIZE

Sponsored by All Nippon Airways (ANA), a group company of ANA HOLDINGS INC., the ANA Avatar XPRIZE is a four-year global competition focused on the development of an avatar system that will deploy the senses, actions, and presence of a human to a remote location in real time, leading to a more connected world. Recently announcing [38 semifinalist teams from 16 countries will aim to create a \(xprize.org\)](https://xprize.org)