

June 19, 2025

Hibino Corporation

## **Hibino Partners with WIT COLLECTIVE to Pioneer Next-Generation Entertainment Using Generative AI**

Collaboration debut set for CONTENT TOKYO 2025 in July. Aiming to accelerate virtual production adoption and expand creative possibilities in Audio-Visual solutions



From left: Atsushi Wada, CEO of CH Holdings; Satoshi Oshima, CEO of WIT COLLECTIVE; and Junichi “IMO” Imokawa, Director and Managing Executive Officer of Hibino.



**W'IT COLLECTIVE**

Hibino Corporation (hereinafter "Hibino"), a leading Audio-Visual total solutions company, is pleased to announce a strategic partnership with WIT COLLECTIVE LLC (hereinafter "WIT COLLECTIVE"), a creative technology firm specializing in DO/AI, a generative AI-powered video production service. This collaboration also involves CH Holdings, a Hibino Group company focused on video-focused advertising production. Together, they aim to leverage generative AI and virtual production technologies to expand creative possibilities for creators and accelerate the adoption of next-generation entertainment solutions.

## ■Background of the Partnership

Hibino's hibino visual Div. is a pioneer in large-scale video services within Japan's concert and live event industry. Leveraging extensive experience across major concerts, large-scale sporting events, international expos, and global conferences, the division has built a strong foundation of advanced video technologies and one of the industry's most comprehensive equipment portfolios.

In 2021, Hibino launched **Hibino VFX Studio**, a virtual production facility offering state-of-the-art *in-camera VFX* technology<sup>1</sup>, supporting production across commercials, films, TV dramas, and music videos. In May 2024, Hibino Group further strengthened its capabilities by integrating CH Holdings, a full-service video production company, to accelerate the adoption and expansion of virtual production.

WIT COLLECTIVE operates with the mission, *"When hearts move, the world begins to move,"* dedicated to creating new value in entertainment. Drawing on extensive expertise in advertising, film, and live events, WIT COLLECTIVE forms specialized teams to manage projects from concept design through production and distribution. The company's operations span three core business areas: **Project Production, AI-Driven Production, and IP Production.**

As the video production landscape continues to evolve, there is growing demand for faster turnaround times, streamlined budgets, and greater creative flexibility. New technologies such as virtual production and generative AI—core strengths of both Hibino and WIT COLLECTIVE—are increasingly recognized as powerful solutions to meet the industry's evolving needs.

Hibino has continually pushed the boundaries of visual storytelling, drawing on its technical expertise and extensive experience across live entertainment and virtual production. Through its collaboration with WIT COLLECTIVE, Hibino aims to further enhance production efficiency and expand creative possibilities by leveraging the power of generative AI. By seamlessly integrating generative AI into video production and experiential content, the two companies are committed to delivering next-generation visual experiences and contributing to the continued evolution of the entertainment industry.



Leveraging generative AI, the concept of "a new synergy born from the fusion of three distinct groups" was expanded and visualized, with the resulting imagery projected onto an LED display for the shoot.

Left: Hibino Immersive Entertainment Lab – a research and development hub for next-generation entertainment experiences combining LED technology and cutting-edge innovation

Right: Hibino VFX Studio – a virtual production studio

## ■The Advantages of Generative AI and the Potential for Joint Development

### Achieving High Efficiency and Quality: Unlocking Creative Freedom through Generative AI

Generative AI significantly expands the range of visual expression, allowing creators to bring the images in their minds to life with greater freedom and precision. By incorporating generative AI from the planning stage, creators can explore a wider array of visual options and refine them to find the most compelling and effective expressions.

With specialists known as *CreAltive Conductors*—experts in both video production and generative AI—on board, the quality of AI-generated content can be precisely guided and refined. Their expertise ensures consistently high-quality visuals throughout every stage of the creative process.

#### 1) Accelerating the Adoption of Virtual Production

By incorporating generative AI into the creation of CG backgrounds, the production process becomes significantly more efficient. This approach not only broadens the scope of creative expression but also lowers the barrier to entry for small- and mid-scale projects—helping to accelerate the wider adoption of virtual production across the industry.

#### 2) Co-Creation of Immersive Visual Experiences

Hibino and WIT COLLECTIVE will jointly develop next-generation immersive content that seamlessly blends the physical and virtual worlds. By combining Hibino's 3D LED technology and R&D initiatives at the *Hibino Immersive Entertainment Lab* with WIT COLLECTIVE's creative vision, the partnership will deliver emotionally engaging immersive experiences. These innovations will bring new value to visual experiences in events and attractions.

#### 3) Collaboration Across Entertainment Sectors

By leveraging Hibino's extensive expertise, equipment, and industry network in concerts and live events, together with WIT COLLECTIVE's strength in curating high-impact experiential content, the two companies will offer end-to-end entertainment production solutions. From concept to final output, the partnership is designed to meet a wide range of evolving creative and business needs.

## ■Future Outlook

Leveraging the Hibino Group's technical expertise and creative capabilities in large-scale video services and video production services the partnership with WIT COLLECTIVE will actively incorporate generative AI to enhance efficiency and elevate quality across every stage of the creative process—from concept development to final visual expression. Together, the two companies are committed to driving the advancement and wider adoption of next-generation entertainment experiences.

The initiative seeks to expand virtual production into areas where adoption has traditionally been limited—such as music video production—and to explore its application in performance-driven fields like sports entertainment and concerts. By bringing to life the imagery that artists and creators wish to express, Hibino aims to craft emotionally resonant, immersive spaces that deepen audience engagement with the creative vision. Through this, Hibino aspires to amplify creative expression, unlock new experiential value, and deliver moments of inspiration and wonder to society.

## Project Launch

### Collaborative Exhibition to Debut at CONTENT TOKYO 2025

As the first initiative under this partnership, Hibino and WIT COLLECTIVE will present a collaborative exhibition at **CONTENT TOKYO 2025**, taking place in July. The showcase will be featured within the booth of RECO inc., a CH Holdings company.

The installation will combine Hibino's state-of-the-art **curved LED display system, the ROE Topaz-C1.9**, with generative AI-powered content produced by WIT COLLECTIVE, delivering a bold, immersive visual experience. As the debut project of this collaboration, it sets the stage for future developments and opportunities.

**Exhibition:** CONTENT TOKYO 2025

**Dates:** July 2 (Wed) – July 4 (Fri), 2025

**Venue:** Tokyo Big Sight – West Exhibition Hall

**Booth:** Hall 1, Booth No. 8-14



## ■Company Profiles

### WIT COLLECTIVE LLC

#### WIT COLLECTIVE

WIT COLLECTIVE redefines entertainment as the power to move people emotionally. Guided by this philosophy, the company transcends conventional business domains to create compelling, boundary-pushing experiences. Believing that emotional impact inspires action, conversation, and connection, WIT COLLECTIVE combines expertise across events, video, generative AI, intellectual property, and more—transforming collective creativity into a driving force for social and market change.

CEO: Satoshi Oshima

Founded: June 1, 2024

Website: <https://wit-collective.jp/>

### Hibino Corporation



Since its founding in 1964, Hibino Corporation has been guided by its purpose: *“Creating Emotions Around the World with Sounds and Visuals.”* The company provides a wide range of products and services centered on audio and visual technologies. As a pioneer in Japan's concert and live event industry since its early days, Hibino has continued to explore the potential of sound and visuals, consistently striving to deliver new and inspiring experiences.

Representative Director and President: Teruhisa Hibino

Founded: November 13, 1964

Website: <https://www.hibino.co.jp/>

**CH Holdings Inc.**

CH Holdings is a holding company made up of 10 advertising and content production companies with diverse expertise. In 2024, it entered into a business partnership with Hibino Corporation to strengthen its focus on physical experiences. Centered on “experience creation” through spatial design, event production, and interactive media in real-world environments, CH Holdings aims to establish a new business domain that seamlessly integrates both physical and digital experiences.

President & CEO: Atsushi Wada

Founded: September 1, 2014

Website: <https://the-ch.com/>

Note 1) In-Camera VFX: A virtual production filming technique. Background images are displayed on LED screens and filmed together with the subject to create natural composite visuals in real time. By synchronizing the background images with the camera’s movement, this method enables realistic depth and perspective effects.

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