

Darkness inc.

## MISSION

Satisfy your curiosity  
about the world with “Fear is Fun”

Company name	Darkness Co., Ltd.
Establishment	April 1, 2015
Representative	President and CEO: Josuke Arai Director and Deputy President CCO: Seitaro Tonka
Capital	21,000,000 yen (about US\$)
Business Service Description	Planning, producing and developing horror scenarios, content and products.
Location	Palace KY401, 2-12-9 Ohashi, Meguro-ku, Tokyo 153-0044, Japan
Contact information	yami@death.co.jp Tel: +81-3-6804-8342



# Business development



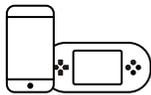
## Horror VR

We specialize in shooting and editing unique live-action horror virtual realities. We are also developing new hardware, like sheets that vibrate to further enhance the experience of being in a horror scene.



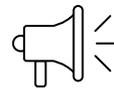
## Horror event

We plan, produce and develop haunted houses and other horror events. With the latest technology, we guarantee a fearful experience you have never felt before.



## Horror game

We are currently working on developing scenarios, videos and illustrations for horror games that can be played on the PS4, Nintendo Switch and smartphones



## Horror promotion

We produce official websites for horror content as well as mini games and videos that can be played on PCs and smartphones. We also produce scary content based on products and services that were not originally intended for horror.

Psychic VR to experience while sleeping. 2019 will be held in Tokyo / Osaka / Kyoto / Miyagi!

## A Nightmare in The House VR×Real horror experience

2019/7/6

Client: Company's own content

VR

EVENT

WEB

An extremely close screen and 3D sound effect will lead you into a scary world. With high tech motion equipment, you can experience inescapable, maximum horror experience that will leave you frozen. People have experienced fear that blurs the lines between VR and reality.



A hybrid haunted house where real and virtual realities are come together.

# Old Woman's Cursed Mask

## from the Tokyo Tower Haunted House

2019/7/20

Client: Shochiku Co., Ltd

VR WEB

We supervised VR footage. After experiencing a VR horror, you can remove your goggles and experience the rest of the story as a "Pure Japanese hybrid haunted house" in a walkthrough. We teamed up with Shochiku Okake-ya Honpo to liven up the summer in Tokyo Tower.



Strange, bizarre, and fantastic Cookie ! World!

## Cookie Produces! VR Haunted House Manhole

2019/7/13

Client: Mainichi Broadcasting System ,  
Yoshimoto Creative Agency

VR

EVENT

WEB

The 1st floor of Mainichi Broadcasting Company “Chayamachi Plaza” is used every year as a VR haunted house site produced by Comic Duo, Yasei Baku-dan, Cookie-san At our company, I was in charge of directing VR videos (and a simultaneous VR playback system) to be viewed in the haunted house.



Nationwide tour at Nikoniko town conference!

## Town VR Horror Car

2016/7

Client: Dwango

VR

HTC VIVE is inserted in the back seat of the 2 person-ride to enhance the VR horror experience. Towards the end of the ride, you will become the source of horror and be able to scare others as they've done to you. This VR ride will take you through a Niko-Niko Town conference.



You can experience the haunted house while sitting down.

## Twin Spirit VR

2016/7

Client: NTT West, Mainichi

Broadcasting System

VR

The "Twin Spirit" Horror VR, which is composed of stereo videographs from the "Twin Spirit" Umeda House venue, allows you to experience a haunted house environment where you can never escape. It was displayed at NTTGROUP COLLECTION 2016.



We built our own VR camera.

World's first! An interactive death game.

# Shingan Shinpan

2019/11/2

client: KIKii

EVENT

We produced the world's first participatory death game event where you can experience a werewolf “bargaining” game, the real escape “puzzle-solving” game, and a “strategic” board game and the immersive theater “immersion” all at once. Only one person can survive.



A world of horror games that you can experience in real life.

## Hirakata Park × NTT West Japan Hide and seek in the dark amusement park

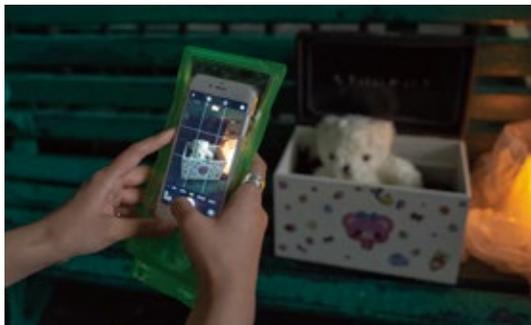
2019/8/26

Client: NTT West ,

Mainichi Broadcasting System

EVENT APP WEB

This is an interactive, horror game style event that uses tablets and LINE to enjoy the amusement park after closing. Using beacon sensors, you will be able to solve mysteries and enjoy a “hide and seek” style game.



Halloween and Japanese ghosts collaborate.

# Japanese Halloween in Tokyo Dome City Attractions

2019/10/4

Client: Tokyo Dome City Attractions

VR

EVENT

WEB

We planned and produced "Halloween Bone Festival Dance" where you can dance with ghosts. Also, "Revengeful Spirit of Paralysis House" is a horror VR experience that you can experience while sleeping. The theme song of the Bone Festival Dance is Aoi Natsumi, a former king cream soda. This is classic Halloween themed Japanese horror.



There is no escape. Horror is projected at 50m above ground.

# The Ferris Wheel with “Blood Scissors Woman”

2019/7/6

Client: Sanoyasu Ride

Planning and production

Video

WEB

At the Ferris Wheel with “Blood Scissors Woman” held in Tokyo and Fukuoka, the limited space of the gondola for the Ferris wheel is decorated with wrapping and props so that you can enjoy the scary experience of one round by projections, stereophonic sounds and vibrating sheets.



Technical cooperation for horror events both during the day and night!

## The scary summer of Hirakata Park

2017/7/14

Client: NTT West,  
Mainichi Broadcasting System

Technical cooperation

WEB

Hirakata Park hosts events where you can enjoy various horror features during the day and night. In the daytime, we created technology that monitors your degree of nervousness. In the night events, we also created an app that adjusts your map and experience according to the heart rate.



Move around the park with a tablet.

A haunted house equipped with technology that calculates and records the "the exact moments you were scared".

## Umeda Haunted House "Twin Spirit"

2016/7/15

client: NTT West,  
Mainichi Broadcasting System

Technical cooperation

WEB

A haunted house where you wear a sensor that measures your pulse waves. After the event, you can see the results on a graph and be able to watch a video that shows the exact moments you were scared. The results can also be shared and enjoyed even far after the event has ended.





## Umeda Haunted House “Curse Ring House”

Client: NTT West, Mainichi Broadcasting System

Technical cooperation WEB

Participants walk through the haunted house with a “ring case” equipped with sensors that measure pulse waves. When you finish, results of a “severity diagnosis” will display and score your level of fear through a graph. You can also watch videos of the scary moments and then share on SNS.



## Movie “The Grudge-The Final-” Haunted house in movie theater

Client: Be.Brave, “The Grudge-The Final-” Production Partnership

Technical cooperation

A mini haunted house that appeared in the theater for a limited time in collaboration with the release of the last chapter in the hit horror movie “Junon: The Grudge” . The mirrors in front of the participants were specially designed to show the technology that allows for a gradually cracking feature.



## NAMBA WALK underground shopping arcade, Horror Event 2016 Darkness Shopping Street

Client: Hakuholdo

Supervisor

It is a mission-based horror event which takes place in the underground shopping street at midnight after all the stores have closed. We planned and edited the story.



## A mystery solving horror room “Find me!”

Client: Hotel Universal Port

Technical cooperation

This is a mystery solving horror room that is only available once a day during Halloween. After you have enjoyed Universal Studio Japan, you can enjoy the horror experience until midnight. In addition to providing the “cracked mirror” we were also in charge of visual production.

The best and scariest remake of the legendary browser game!

# Truly Scary “Blue Demon”

2018/5/18

Client: UUUM CO., LTD.,  
SUCCESS Corporation

Planning and production

We supervised scenarios and illustrations of the “Blue Demon” series which consists of both chat and puzzle solving game, “Truly Scary” . “Truly Scary” is a new type of game application for smartphones, which has riddle solving elements in the story in the form of chats.



Cinematic horror adventure game!

# CLOSED NIGHTMARE

2018/7/19

Client: Nippon Ichi Software

Film director

“CLOSED NIGHTMARE” on the PS4 and Nintendo Switch, is a cinematic horror adventure game in which the player becomes a hero who loses his memory and aims to escape from a strange, enclosed space. Players can enjoy live action horror from a subjective point of view.



Our fear avoidance breaks 300,000 views per week!

# The most terrifying eight minutes

Movie “Inunaki Village”, Beginning Uncut Release ~ With a Fear Avoidance Filter

2020/1/31

Client: Toei Corporation

Video WEB

The “Fear Avoidance Filter” function was developed for the first 8 minutes of the movie “Inunaki Village” where people who are easily scared can press the switch on the screen to enable WEB content that limits the scary sound effects and images in the video.



Smartphone-only browser game to promote the movie, "Shirai-san".



## Eyewitness ~Repel Shirai-san with your eyes~

2019/10

Client: Shochiku Co., Ltd.

WEB Mini games

We produced a smartphone browser game called, "Eyewitness - Repel Shirai-san with your Eyes ~" to promote the movie "Shirai-san" . You can enjoy a mini web game that makes it gradually more difficult for you to take your eyes off of a gradually approaching Shirai-san.



This site is a collaboration between the movie "Sadako" and Yahoo! JAPAN, so any pirating is not permitted.

## You think Alisa, the popular YouTuber, is missing? The terrible truth came out in the last video she posted.

2019/4

client: Yahoo! JAPAN

WEB

As part of the promotion of "Sadako", the landmark of Japanese horror movies and the latest movie in the "Ring" series, we created a video to introduce a horror blog verifying the disappearance of the popular YouTuber as well as a horror lottery (where you can win various horror prizes) in commemoration of Sadako's release.



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This is a website that promotes SEGA's world view of gun shooting.

## HOUSE OF THE DEAD ~SCARLET DAWN~



2018/9

Client: SEGA Interactive

WEB

Mini games

We have made an official website where you can play a mini game that involves repelling creatures by clicking on them.



Zombie x Kawaii x Virtual YouTuber = Sumomo Hiiro. Over 1 million video playbacks by viewers!

## Virtual YouTuber, Sumomo Hiiro



2018/11

Client: SEGA Interactive

Planning and production

Video

As a promotion for the “House of the Dead - Scarlet Down ~” , we planned and produced a virtual YouTuber, Sumomo Hiiro, who dreams of becoming the best idol in the universe. He has been streaming a video with his friend, Moratan, to promote the film.



A collaboration between Resident Evil 7 and Yahoo! JAPAN!

## House of Fear

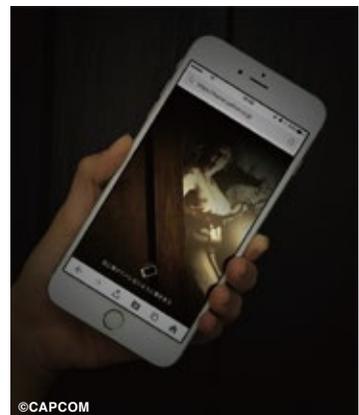
2017/1

client: Yahoo! JAPAN

WEB

Mini games

It's a promo site for the smash hit game "Resident Evil 7" and is an escape game that utilizes smartphone friendly actions like turning 360 degrees and hiding from the enemy by tilting your smartphone. On the second day of its release, it skyrocketed to first in the top games list.



YouTubers have been playing on a lot of websites and have seen over 5 million videos!

## Sakuyasama The Cursed Resort worker



2017/6

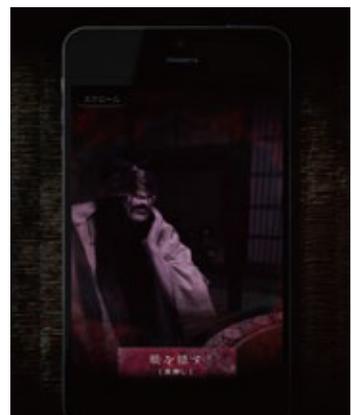
client: 株式会社ダイブ

WEB

Mini games

Video

This is a free horror game that can be enjoyed on the browser as a PR for the resort part-time job information Web Site "Hataraku.com". It is a story in which they explore the inside of the residence to break the curse while hiding their eyes so that they cannot be seen by the vengeful ghost "Sakuya-sama" that haunts the hot spring inn.





## Scary stock

Client: WEBkikaku

WEB



A mobile horror cartoon site was created to promote “We are beginners in stocks!”, which is a site for beginners in stock investing. Collaborating with popular horror comics, you can learn about “equity investment” and “virtual currency” while experiencing fear.



## Escape from the cursed audition venue

Client: SCRAP

WEB Puzzle-solving



As a special project of SCRAP's horror real escape game, we planned and produced a special site where you can solve horror riddles on a smartphone.



## Look for Hal the Lost Child throughout the town

Client: Nippon Ichi Software

WEB Mini game



This is a mini game that can be enjoyed in the browser as a promotion for the Night Road Exploration Action Game “Midnight patrol”. It is a story about a search for a lost girl “Hal” through a night road where a ghost lurks.



## Hair removal salon specializing in ghosts

Client: BiancaWeb

WEB



This site was created as a PR for a hair removal review site. It was full of jokes such as laughter and horror, and the gap became a hot topic on SNS.



## Junji Inagawa Kaidan Grand Prix 2016



Client: Kansai Television Broadcasting

WEB

In addition to the “fear face generator” that shows a scary face when you tap the button in the Twitter app, we created the d-button “fear mode” that shows a scary image linked to the program as well.



## GHOST? (360°video)



Client: Yoshimoto Creative Agency

Supervision

This is a new song from Japanese Dancer, EGU-SPLOSION that was a hit in the dancing lesson series “Honnoji Incident” on YouTube. When you move your smartphone or PC with a 360 degree Horror Music Video, the image will be linked to your movements.



## Doll with Hair that is Removed



Client: WEBkikaku

WEB

A short horror story collaborated with popular cosplayer Akira Itsuki can be read on a smartphone. It's a scary story about a strange doll with hair that is removed, which changes the fate of a girl who suffers from not wanting hair.



## After interviewing at a haunted house, you'll see what true fear in humanity feels like.



Client: WEBkikaku

WEB

At a haunted house where people are in an extreme state of fear, I had interviews with Darkness Co., Ltd. The writer, Mr. Keisuke Jinushi, who wrote an article about the scene added horror effects, such as a flickering screen and letters that popped out of dimension.

# Strength of darkness

Can easily be broadcasted by YouTubers!

40 million + views of content handled by Darkness Co., Ltd. ※ As of February 2020



Easy to post on social media!

Public relations that pierce media personnel with original PR measures



## Scare Stock Press Release

An envelope, titled "The Cursed Press Release" was decorated with blood glue, and consisted of a voice message that automatically said "Look, See..." when it was opened. This was sent to various popular media groups.

BUZZFEED reported that they received a mysterious envelope from "Darkness Co., Ltd" and claimed that it was the scariest press release in the world.

# Publication

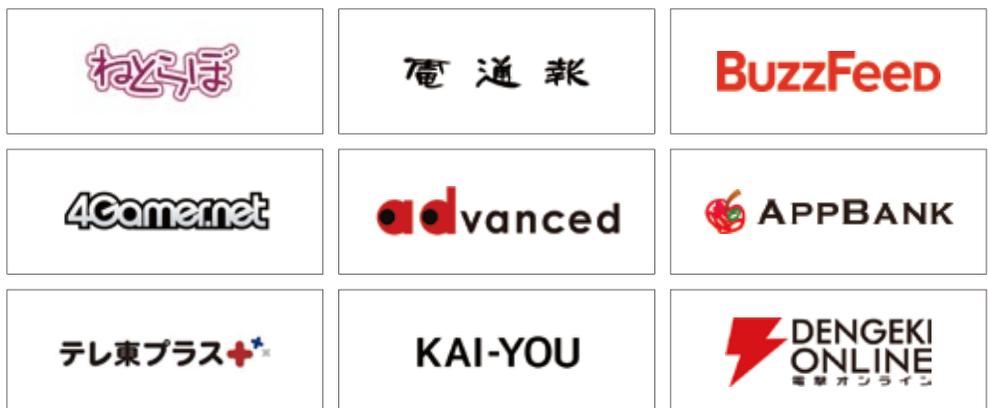
TV



Newspaper and Magazine



Web Media



US Agency for Darkness inc. : MSS-NewYork, Inc.

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