

# Award for Outstanding Achievement

## Toyota Pavilion, Expo 2005

The following is Toyota's original press announcement from December 3, 2004. TEA thanks Toyota Motor Corporation for allowing us to use this material.

### TOYOTA

December 3, 2004

### Toyota Group Announces Plans for EXPO 2005 AICHI, JAPAN Pavilion Performance

The richly entertaining show, based on the theme **"The Dream, Joy and Inspiration of Mobility in the 21<sup>st</sup> Century,"** will introduce the concepts of **"Mobility in Harmony with the Earth"** and **"Achieving the Dream and Joy of Worldwide Movement"** in its presentation of possibilities for a bright and fulfilling future.

Based on these themes, performance content will feature Toyota's efforts toward achieving "optimal mobility," "harmony with society" and "meeting the needs of individuals," and the future technologies and vehicle possibilities that form part of the company's vision for the society of tomorrow.

The performance will consist of two parts, a Welcome Show and a Main Show. The Welcome Show will feature Toyota Partner Robots, robots developed to embody kindness and intelligence and to assist with human activities. A robot musical band and an entertaining dialogue between the DJ robot and the emcee promise to bring the stage alive.

The Main Show, titled "MOVE, LIVE," will feature a theme of "In Movement is Freedom. In Movement is Life." Single passenger "i-unit" concept vehicles and a mountable, walking "i-foot" robot will join with dancers in a "mobility performance" that will introduce the concepts of "The Wonders of Living and Moving Freely" and "The New Relationship Between People and Vehicles." A 360-degree large screen will surround the audience and actors, and, together with other stage equipment, present the audience with scenes of nature and tomorrow's society.



Conceptual Image of the Main Show

#### Performance Show

Welcome Show	Duration	Approx. 10 min.
Actors	Music Playing Robot (2-Legged walking model)	3 units
	Music Playing Robot (Wheeled rolling model)	4 units
	DJ Robot (Wheeled rolling model)	1 units
	Emcee	1 person
Main Show	Duration	Approx. 20 min.
Actors	i-unit (Single passenger vehicle)	12 units
	i-foot (Mountable, walking robot)	1 unit
	Performers (Dancers)	Approx. 10
Producer	Yves Pépin	
Seating Capacity	Approximately 800 persons	



## Exhibit Overview

### Exhibit Theme

#### The Dream, Joy and Inspiration of Mobility in the 21<sup>st</sup> Century

The exhibit will expand on the EXPO 2005 AICHI, JAPAN's theme of "Nature's Wisdom" with the following theme:

#### Sub-Theme 1: "Mobility in Harmony with the Earth"

In line with the Expo 2005 operational theme of "Grand Intercultural Symphony", the exhibit will present the following theme:

#### Sub-Theme 2: "Achieving the Dream and Joy of Worldwide Movement"

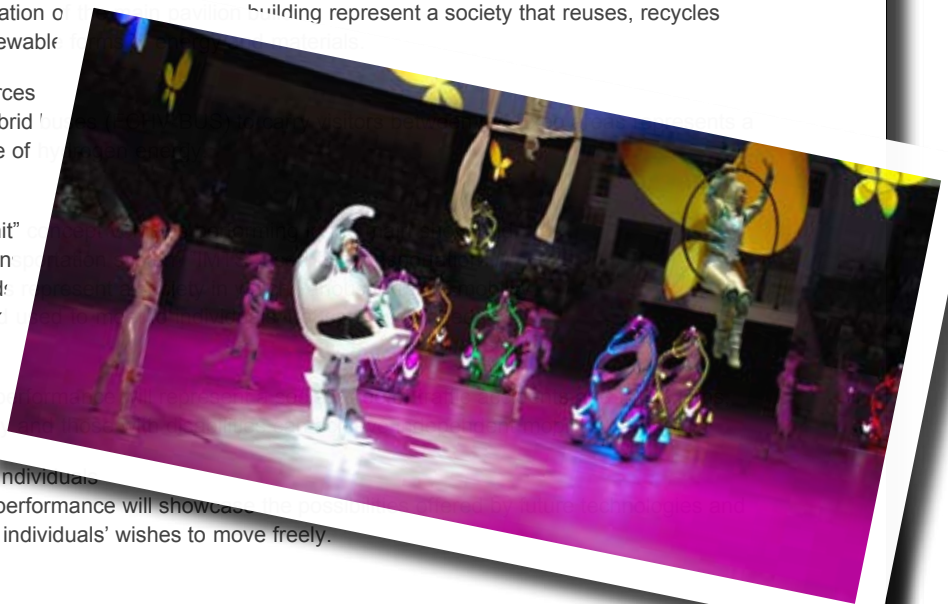
The exhibit proposes new directions for a bright and fulfilling future society.

### Toyota Group's vision for a future society to be proposed at the EXPO 2005 AICHI, JAPAN exhibit

"A world in which everyone can enjoy the benefits of mobility and in which people, nature and the planet can live together in harmony."

The Performance will include the following elements:

- Natural-Cycle Earth Society\*  
Construction and operation of a society that reuses, recycles and makes use of renewable resources
- Innovative Power Sources  
The use of fuel cell hybrid vehicles in a society that makes use of clean energy
- Optimal Mobility  
Single passenger "i-unit" the next generation transport system within the Expo grounds: vehicles that are wisely selected and designed for the environment
- Harmony with Society  
The "i-unit" and robot performance will showcase a society in which the elderly and disabled can move freely
- Meeting the Needs of Individuals  
The "i-unit" and robot performance will showcase a society in which vehicles respond to individuals' wishes to move freely



\*The natural-earth-cycle society:

A specially created phrase which indicates that, in addition to the thorough implementation of the principles of reuse and recycle, we propose to create a society proactively utilizing renewable energies and materials in line with the earth's natural mechanism for renewal.

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### Performance Outline

#### 1. Welcome Show

Eight highly entertaining robots invite visitors to enter a world of the future in the opening show. The robots bring the stage alive with a dialogue with the emcee and interaction with visitors.

- Following a fun welcome talk with the emcee, a trumpet-playing robot opens the show with a moving solo. (Song to be played: "Miagete goran yoru no hoshi wo" (Look up and see the night stars).)
- Seven music-playing robots make an entrance as a marching band and perform. (Song to be played: "When the Saints Go Marching In")
- The DJ robot will carry on a dialogue with the emcee while interacting with members of the audience.
- Seven music-playing robots and one DJ robot take the stage, for a total of eight robots.



Conceptual Image of the Welcome Show

Single passenger "i-unit" concept vehicles and a mountable, walking "i-foot" robot join with dancers in a performance that will introduce the concepts of "The Wonders of Living and Moving Freely" and "The New Relationship Between People and Vehicles."

- A 360-degree large (roughly 15 x 135 m) screen will surround the audience, and together with other stage equipment, present the audience with scenes of nature and the society of tomorrow. Spectators will experience the excitement from the very center of the action.
- Visitors will be treated to choreographed automatic driving and formation driving executed by the "i-unit" vehicles and a performance by an "i-foot" robot. These performances will highlight "Harmony with Society" – a society free of traffic accidents and traffic jams, and in which the elderly and those with disabilities can achieve independent mobility – in addition to future technologies that meet individuals' particular needs, and possibilities for future vehicles.
- In addition to the "i-unit" and "i-foot," video images of various other types of future mobility will be shown, highlighting possibilities for future society's "optimal mobility."

#### 3. Producer/Show Director



Yves Pépin

##### Profile

Born in France in 1943, Pépin is known for his fantastic, grand-scale productions. Head of the Paris-based production company eca2, he has successfully executed numerous multimedia and large-scale programs at various global events, expositions and theme parks.

Pépin's representative works include the opening and closing ceremonies of the 1998 World Cup in France and the 1999-2000 Millennium Celebration spectacle at the Eiffel Tower.