

Arch Inc.



About us

Arch Inc. is an anime **planning** and **production** company.

We were co-founded in October 2017.

Our Vision:

We aim to serve as the "gate" through which all, whether insiders or outsiders, can explore new opportunities and generate new values in the anime industry.

Nao HIRASAWA (Founder & CEO)



- 20 years of experience in the anime business
- Became an **anime producer** after overseeing anime-related legal affairs for 7 years
- Has a strong track record in producing **collaborations between anime and other sectors**



In his business career, he has ...

Worked for 5 **anime companies**

BANDAI NAMCO

04/2001 – 10/2005

Bandai Visual (Anime **physical media** company)



02/2006 – 06/2014

Production I.G (Anime **production studio**)



07/2014 – 09/2017

Ultra Super Pictures (Anime **planning** company)



10/2017 – present

Arch Inc. (Anime **planning** and **production** company)



GRAPHINICA

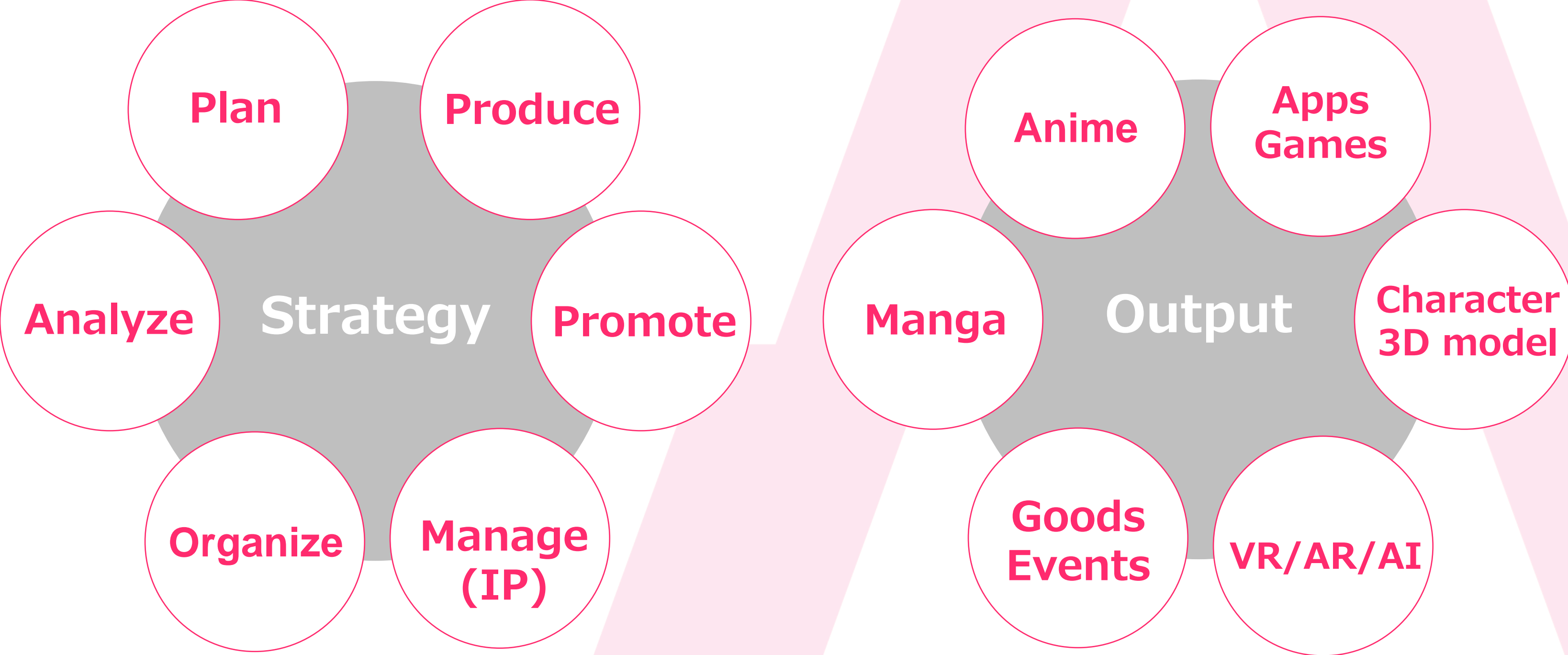
04/2019 – present

Graphinica, Inc. (Anime **production studio**)

Our business (1)

Supporting B2C entertainment companies

Providing support to B2C companies as they plan and produce their projects



Providing end-to-end support, from planning strategy to execution and output.

Providing support to B2C companies as they plan and produce their projects
Supporting cultivation of **new business partners** in and beyond Japan



Theatrical anime with **Saudi Arabia**



©2018 Happy Elements AP

Original anime series with **China**



YouTube anime with an **app company**



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Commercial anime with a **department store**

Providing support to B2C companies as they plan and produce their projects

Monster Strike The Movie: Sora no Kanata

- Supported planning
Produced advertisements
Managed copyrights
Oversaw merchandising
- Debuted at **#1** in the first week
for both audience and box office



Providing support to B2C companies as they plan and produce their projects

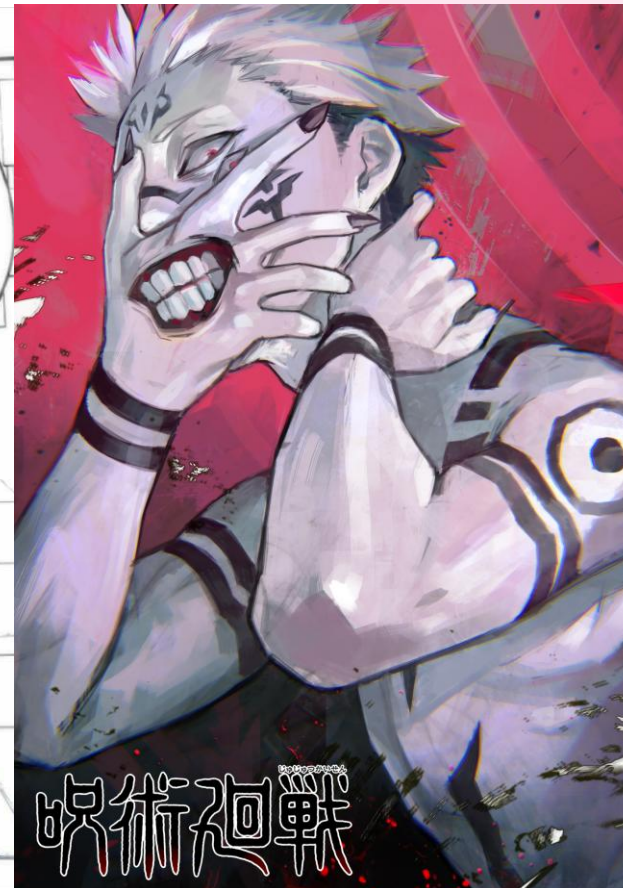
Handled the digital promotion of *Jujutsu Kaisen* (manga)

Launch campaigns for volumes three and zero (Nov 2018-)

Anime Trailer

Collaboration with popular illustrators

Twitter account



Providing support to B2C companies as they plan and produce their projects

Handled the digital promotion of *Jujutsu Kaisen* (manga)

Launch campaigns for volumes three and zero (Nov 2018-)

- 25,000 new Twitter followers in 2 weeks after launch
- 400,000 trailer views for the three videos in total (YouTube)

→ Twitter promotion continued into Volume 4



Providing support to B2C companies as they plan and produce their projects

PROMARE

- Co-produce
Produced advertisements
- 05/2019 in theatre
Passed the ¥1.9bn mark
at the Japanese box office



©TRIGGER・中島かずき/XFLAG

ARCH Inc.

Providing support to B2C companies as they plan and produce their projects

The Journey

(Anime film with financing from a subsidiary of the foundation established by Crown Prince Mohammed of the Kingdom of Saudi Arabia)

- Produce
 - Fully realised client needs by:
 - * Establishing a studio for their exclusive use
 - * Selecting suitable creators
 - * Streamlining the production flow
- May 2019:
 - Teaser released at Cannes Film Festival
- June 2021:
 - Theatrical release started with Saudi Arabia



Providing support to B2C companies as they plan and produce their projects

Supported the establishment of Yostar Pictures

- **Matching**

Introduced Yostar (mobile game company) to ex-TRIGGER producers and creators. Matched Yostar's need for their own anime studio with ex-TRIGGER producers & creators who were looking for a new home to make innovative anime.



- **Investment & management**

Co-founded and invested in the studio

- **Team building**

Provided advice on hiring and production flow design



Our business (2)

Supporting anime production studios

Providing support to anime studios as they plan and produce their projects

Facilitating creative workflows at anime studios by supporting:

- **Development:** Designing concepts for anime titles
- **Contract work:** Fundraising and negotiations
- **Creation:** Communicating with production committees
- **Promotion:** Specifying required materials and timelines
- **Merchandising:** Specifying and supervising materials

Providing support to anime studios as they plan and produce their projects

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- **Promotion:** Specifying required materials and timelines
- **Merchandising:** Specifying and supervising materials
- **R&D:** Highlighting and developing tools that support creators



Our
strength

Jun KATO (Technical advisor)



PhD in Information Science and Technology (The Univ. of Tokyo, '14)

Recognized with multiple awards for pioneering novel interactive systems for artists, spanning proposal, implementation, and deployment.

Senior Researcher at the National Institute of Advanced Industrial Science and Technology (AIST) since 2014. Served as a Visiting Scientist at Université Paris-Saclay in FY2024. Previously, a research fellow at the Japan Society for the Promotion of Science and a research intern at **Microsoft Research** and **Adobe Research** before earning a PhD. Joined Arch Inc. as a technical advisor in 2018, while continuing his role at AIST.



Our R&D

Providing the anime sector with the latest academic developments in digital animation creation

Computer Science sub-fields covered by Arch Research members (representative academic services by the members follow):

Human-Computer Interaction



ACM IUI

'18-19: Program Committee
'18: SC Committee



ACM CHI

'17, '20-21: Associate Chair
'21: SRC Chair
'25: Sponsorship Chair



ACM UIST

'14, '17-19, '25: Program Committee
'13: Publicity Co-chair, '16: SV Chair

Computer Graphics



ACM SIGGRAPH Asia

'18: Real-Time Live! Committee
'21: Real-Time Live! Chair

Empowering anime creators with novel creativity support tools backed by ethnographic research and cutting-edge computer science

Representative awards, publications, and presentations:



- Arch Research (Eds.), **Animation Technology** {2020 Spring, 2019 Autumn, 2019 Spring}
- J. Kato, **IPSJ/ACM Award for Early Career Contributions to Global Research**, Mar. '21
- J. Kato, R. Mihara, N. Hirasawa, **Past, Present, and Future of Storyboarding in Japanese Animation**, SAS '21 Online
- J. Kato, K. Hara, N. Hirasawa, **Griffith: A Storyboarding Tool Designed with Japanese Animation Professionals**, ACM CHI '24
- H. Todo, Y. Koyama, K. Sakai, A. Komiya, J. Kato, **A Practical Style Transfer Pipeline for 3D Animation: Insights from Production R&D**, ACM SIGGRAPH '24 (Tech Comm.) [Best Paper Award]

Our R&D

AnimeCraft Storyboard: A Web-based Storyboarding Tool

- Developed **in-house with academic insights [ACM CHI '24]** and in collaboration with **Director Kazuya Murata**.
- Griffith focuses on **creativity support** for directors and storyboard artists while enhancing collaboration across roles.



AnimeCraft Stopwatch: A Simple Web-based Stopwatch Tool

- Optimized for use cases in anime production
- Publicly available at <https://sw.animecraft.jp>



Griffith Sketch: A Web-based Idea Sketch Tool

- Pressure-sensitive brush on **every pen-enabled smart devices** (iPad and other tablets)
- Publicly available at <https://gs.archinc.jp>



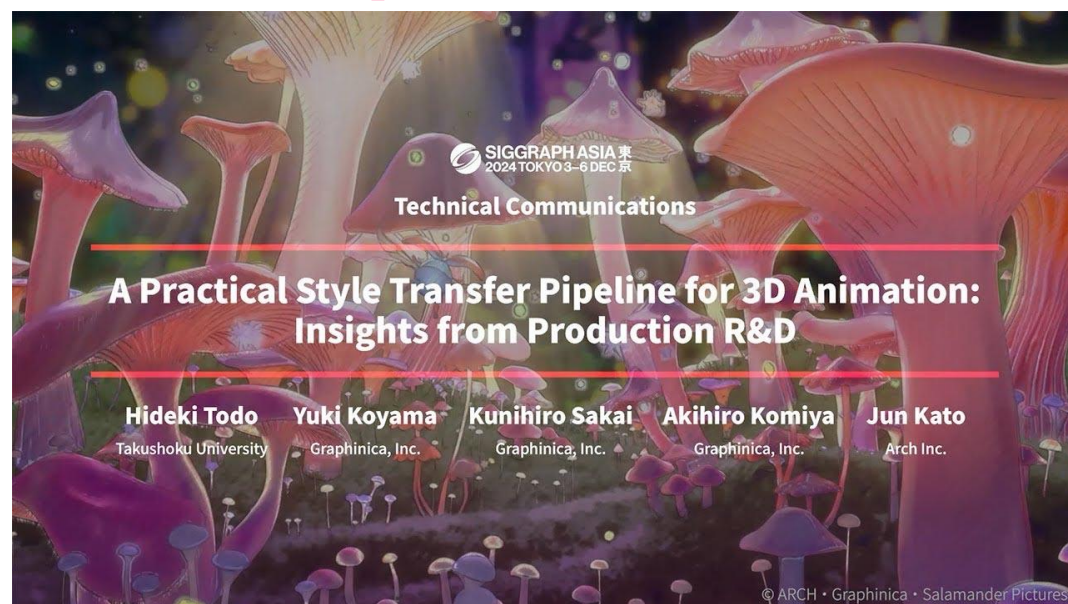
Our R&D

“Forest Tale”

- In collaboration with Graphinica Inc. we developed a new Blender add-on for artists to perform style transfers, and created and released a prototype work, “Forest Tale,” using this add-on.
- Two versions, one with the style transfer applied and one without, are available on the official Graphinica YouTube channel.

SIGGRAPH Asia 2024 Best Paper Award

For SIGGRAPH Asia 2024 we wrote an article 「A Practical Style Transfer Pipeline for 3D Animation: Insights from Production R&D」 . **It was awarded as Best Paper Award**



Providing support to anime studios as they plan and produce their projects

We are now supporting:



GRAPHINICA

Expelled from Paradise



©東映アニメーション・ニトロプラス/楽園追放ソサイエティ

Hello World



この物語は、ラスト1秒でひっくり返る——
©2019「HELLO WORLD」製作委員会

MOBILE SUIT GUDDOM

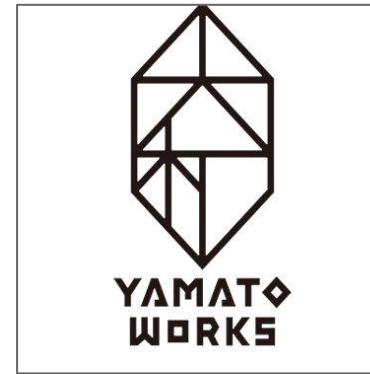
THE WITCH FROM MERCURY (3DCG PART)



©創通・サンライズ・MBS

Providing support to anime studios as they plan and produce their projects

We are now supporting:

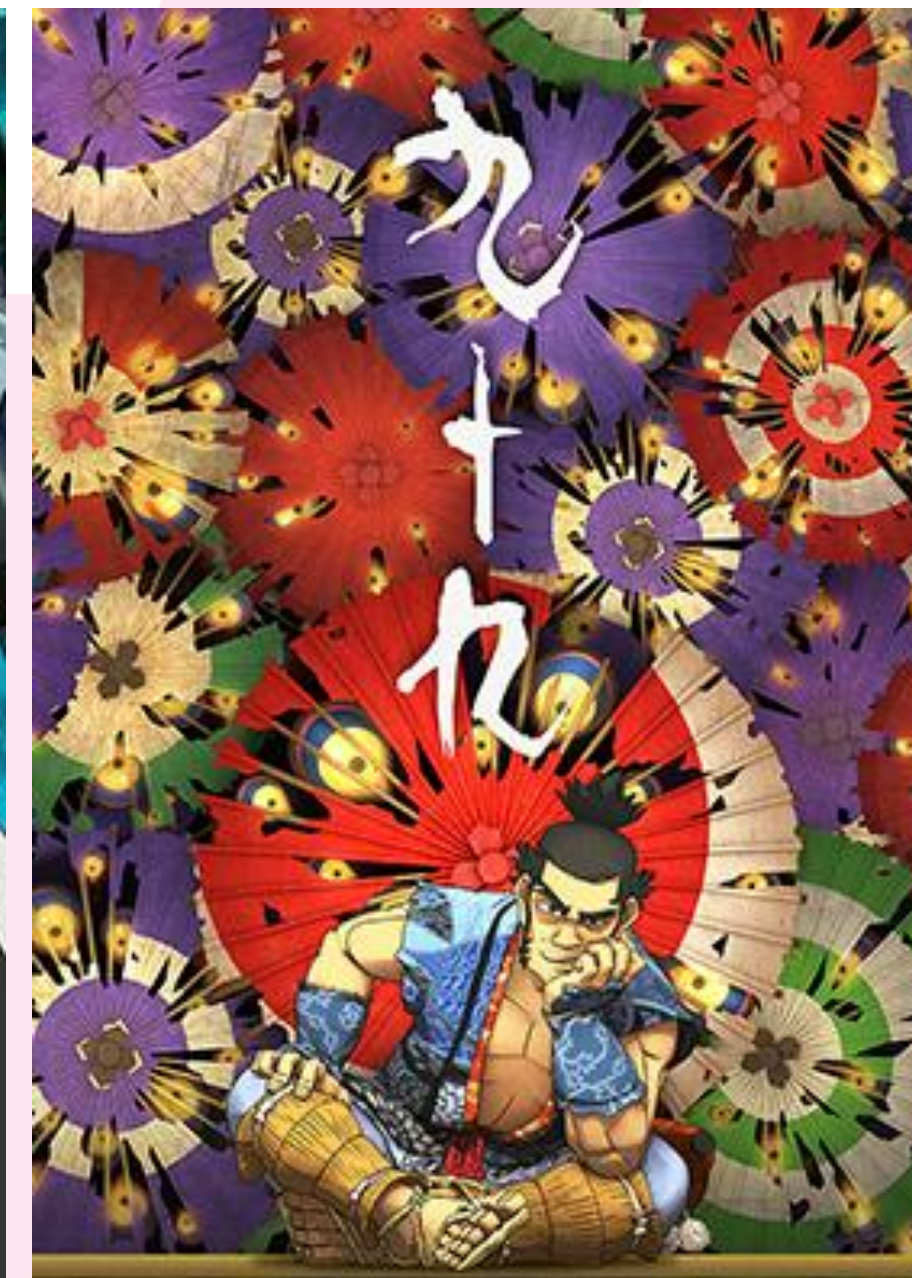


BATMAN NINJA

Tokyo Ghoul

POSSESSIONS

FREEDOM



Thank you!