

KAIROS Creates Next-gen Sporting Experiences with Dynamic Lighting, Visuals and Sound



TOYOTA ALVARK TOKYO Co., Ltd.

Installation : August 2025
Location : Tokyo, Japan

The Challenge

With the goal of "Unlocking New Possibilities," operators of the newly established TOYOTA ARENA TOKYO, wanted to find the latest technologies to deliver next-generation sporting experiences and create diverse ways for fans to enjoy live vents.

The Solution

They selected Panasonic's fully integrated production system to unify lighting, video and audio technologies for immersive, dynamic presentations that foster a shared sense of excitement among spectators and create unforgettable experiences that can only be enjoyed on-site.

"KAIROS combines a high degree of flexibility with the ability to synchronize sound, lighting, visuals and PTZ cameras with the push of a button, which really stood out to us."

Mr. Yuki Ogawa,
TOYOTA ALVARK TOKYO Co., Ltd.

Background

Delivering New Sporting Experiences with Advanced Lighting and Visual Systems

TOYOTA ARENA TOKYO, the new home of the professional basketball team ALVARK TOKYO, which competes in Japan's B.League, opened in Tokyo in October 2025. In addition to basketball, the arena is designed to host a wide variety of sporting and music events. Aiming to redefine live sports experiences, the venue is equipped with advanced technologies and innovative production systems. At the heart of this comprehensive system is KAIROS, a next-generation lighting and visual platform that enables immersive, high-impact staging throughout the arena.

Why KAIROS?

Realizes Dynamic, High-impact Productions and Streamlines Operations

The arena's cutting-edge lighting systems, certified by the International Basketball Federation (FIBA) to deliver precise lighting for enhanced player performance, also realizes dynamic visual expression and immersive viewing experiences. The arena boasts Japan's largest* center-hung LED display system, covering over 1,000 m², as well as high-impact ribbon boards. To maximize synergies between lighting, visuals and audio, a fully integrated production system centered on KAIROS was introduced. Notably, this system enables the synchronized operation of all systems for dynamic presentations that evolve with each game, transforming the venue into a unified, immersive entertainment space.

*Pro basketball venues in Japan, as of June 2025 according to Panasonic

About TOYOTA ARENA TOKYO

Concept: Unlocking New Possibilities

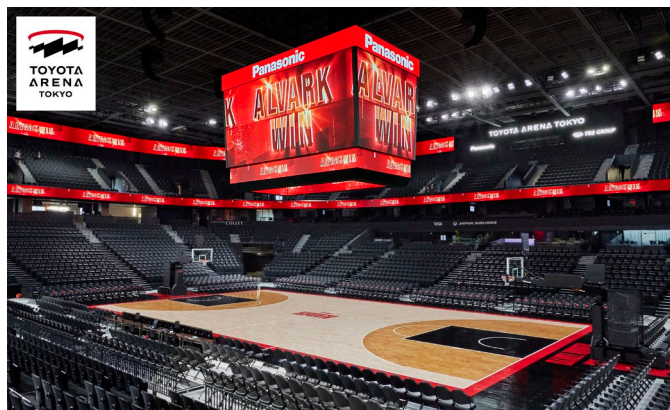
The arena is a next-generation sports and entertainment hub designed to maximize sports, mobility and sustainability. The arena combines diverse concepts and technologies to fully realize their potential within a unified entertainment space. For sporting events, the arena leverages advanced production technologies to deliver new levels of engagement and immersive experiences for fans.

Location: 1-3 Aomi, Koto-ku, Tokyo

Website: <https://www.toyota-arena-tokyo.jp>



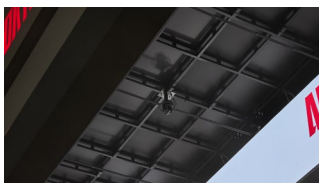
Arena Production Operations Powered by KAIROS



▲ Full view of TOYOTA ARENA TOKYO



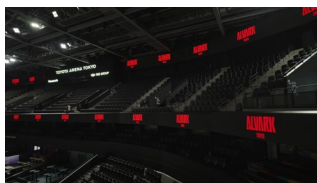
▲ Center-hung LED displays



▲ PTZ camera embedded inside center-hung LED displays



▲ KAIROS Core mainframe:



▲ Ribbon boards synced with KAIROS-controlled LED displays



▲ Multi-view interface of KAIROS



▲ KAIROS control panel

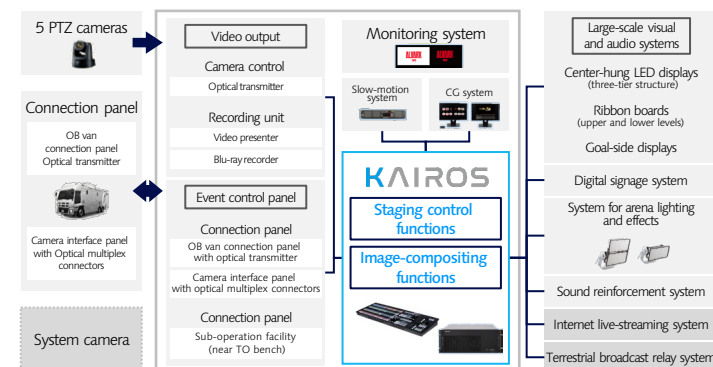


▲ PTZ camera controller

Advanced Effects for Creating Dynamic Experiences

"Our ability to stage effects that many of people have never seen before helps spectators to become fully immersed in both sports competitions and live performances. Whenever the home team, ALVARK TOKYO, wins, the entire arena turns red, the team's color, using a lighting sequence we created with Panasonic. The striking red backdrop with the Panasonic logo is unique to this arena and is staged only when the team wins. I hope the fans will be able to enjoy it again and again throughout the season."

System Configuration Overview



In the Customer's Own Words

The Reasons for Choosing KAIROS

Mr. Yuki Ogawa of TOYOTA ALVARK TOKYO explains: "The pivotal moment came when we received a proposal for the KAIROS live production platform. The ability to control multiple systems with a single button really appealed to us. KAIROS is a powerful, multi-platform solution that unifies all production elements, including audio, lighting, video and even PTZ cameras on one platform. It also connects seamlessly to the center-hung LED displays and ribbon boards. Audio, lighting and visuals, which previously required separate teams, can now be managed with programmed cues for instant triggering at the push of a button. Such a high level of automation and efficiency is a significant advantage. We chose Panasonic because they are the only company capable of delivering a truly one-stop solution, from system design and

development to installation, maintenance and long-term support. We considered other options, of course, but KAIROS stood out for its superior flexibility and reliable support. It was the obvious choice."



TOYOTA ALVARK TOKYO Co., Ltd.
Mr. Yuki Ogawa
ALVARK Business Div.
Operations Planning and Management Dept.
Arena Business Div.
Department Manager
Note: Job title at time of implementation

Installed equipment

