



To Members of the Press

**Bring the real world map to the game stage with Google Maps Platform  
Cooperated in the planning and development of “PAC-MAN GEO”,  
An application for the App Store and Google Play™**

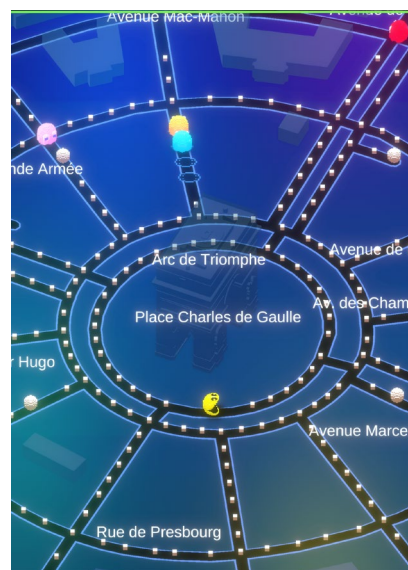
~A proposal for utilizing cutting-edge technology in entertainment and innovative play~

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Hajime Nakatani, CEO

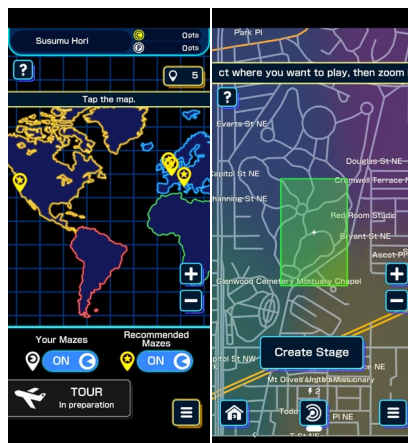
In line with its vision of “Creating Entertainment Innovation,” BANDAI NAMCO Research Inc. has cooperated in the planning and development of application game PAC-MAN GEO for App Store and Google Play, which will be available in 170 countries from September 2020. The scope of this cooperation has covered prototype direction and many other aspects aimed at the game’s commercialization.

PAC-MAN GEO is an action game utilizing the road information of Google Maps Platform. By selecting the scope to be played as a stage from a world map, players can build their game stage in real-time, and encounter PAC-MAN, power pellets, and ghosts. Through this service, players can play PAC-MAN on a real-world map.

Backing the proposal of a “new type of play” utilizing Google Maps Platform, BANDAI NAMCO Research (previously BANDAI NAMCO Studio Inc.\*) began engaging in technical verification and prototype direction in 2018. Based on the results of the technical verification, from 2019, the company cooperated with planning and development for the game’s commercialization. While maintaining PAC-MAN’s simple rules and operability, players can experience the game at a deeper level than ever before, such as the joy of choosing one’s own stage to travel the world as they please, the pleasure of finding interesting terrain, and the fun of sharing these new discoveries.



Game screen  
(currently under development)



Stage creation screen  
(currently under development)

## BANDAI NAMCO Research Inc. NEWS RELEASE

With advanced technology R&D as its starting point, BANDAI NAMCO Research is an “Entertainment Innovation Organization” “Creating Entertainment Innovation.” It will continue maximizing the knowledge it has cultivated in the entertainment production field and proactively co-creating with the world’s innovators to conceive brand new forms of play and entertainment.

\* BANDAI NAMCO Research was established in April 2019, therefore research and development work began in the research division of the then BANDAI NAMCO Studio Inc.

### Overview of PAC-MAN GEO

N a m e : PAC-MAN GEO  
Distributor : BANDAI NAMCO Entertainment Inc.  
Delivery : ■App Store:  
Platform <https://apps.apple.com/jp/app/id1516765758?mt=8>  
■Google Play™:  
<https://play.google.com/store/apps/details?id=com.bandainamcoent.pacmangeo>  
R i g h t s : PAC-MAN GEO™ & © BANDAI NAMCO Entertainment Inc.  
n o t a t i o n PAC-MAN™&©BANDAI NAMCO Entertainment Inc.

For information on products and services, please see BANDAI NAMCO Entertainment Inc.’s official website (<https://www.bandainamcoent.co.jp/>).

### About PAC-MAN

PAC-MAN is an arcade game released by NAMCO Inc. (present-day BANDAI NAMCO Entertainment Inc.) in May 1980, which celebrated its 40<sup>th</sup> anniversary this year. It’s cute characters and simple way of playing with a single lever led to its huge popularity not only in Japan, but also around the world, where it was adapted into an animation, etc., and ultimately received recognition in the Guinness Book of Records as the most successful coin-operated game.

### About Google Maps Platform

In addition to Maps, a product which presents users with customized map and street view images built from Google Map covering over 200 countries and territories, functions include Routes, which presents the optimal route to a destination, and Places, which enables users to search destinations; and can be applied to all businesses.

For details, see Google Maps Platform’s official website (<https://cloud.google.com/maps-platform?hl=ja>).

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\*App Store is a trademark of Apple Inc., registered in the US and other countries.