Global | Public Sector

UN immersive experience at Expo 2025 Osaka

United Nations

Client profile

The Osaka World Expo 2025, which runs until 13 October 2025 under the theme “Designing the society of the future for our lives,” brings together more than 150 countries and international organizations with the aim of promoting technological innovation, sustainability and human wellbeing. An estimated 28 million people are expected to attend this event over six months.

The United Nations celebrates its eightieth anniversary with a pavilion that showcases its central role in multilateral cooperation. Under the theme “United for a better future,” the space brings together exhibitions and programs developed by 35 United Nations agencies and 15 departments and offices of the Secretariat, highlighting the work they’ve done to promote and realize their Sustainable Development Goals.

NTT DATA develops a virtual pavilion to facilitate global access to exhibitions and the work of the United Nations.

“We have worked closely with NTT DATA to bring the experience of the physical UN pavilion to the virtual environment. Thanks to an agile and effective collaboration, we managed to overcome important technical and time challenges, developing a solution in a very short time. We are convinced that this virtual pavilion will allow those who cannot attend Osaka in person to have a clear and immersive vision of what our presence at the Expo represents.”

Maher Nasser, Assistant Secretary-General and Commissioner-General of the United Nations at Expo 2025

20	+5K
Virtual events	Visits

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Business need

Twofold presence at Expo 2025 Osaka

For Expo 2025 Osaka, the United Nations opted for a twofold presence: a physical pavilion and a virtual pavilion designed to offer an immersive experience and extend its message beyond the physical venue.

The main challenge was to develop a virtual space that would integrate with the official Expo 2025 Osaka platform, created by NTT DATA Japan, while meeting strict technical and design requirements within a very tight deadline.

Close, agile collaboration with the United Nations was essential to the success of the project, particularly in integrating its Sustainable Development Goals.

The goal was to create a digital environment that was accessible, attractive and easy to navigate for all audiences, mirroring the experience of attendees in the physical pavilion.

Solution

Immersive virtual pavilion

To create an immersive experience, NTT DATA assembled a cross-disciplinary team from five countries who worked closely with the United Nations. The team developed a platform based on Unity technology to render and build the full experience, incorporating content provided by the United Nations.

The solution also used Visual Scripting and 3D modeling to create materials and textures.

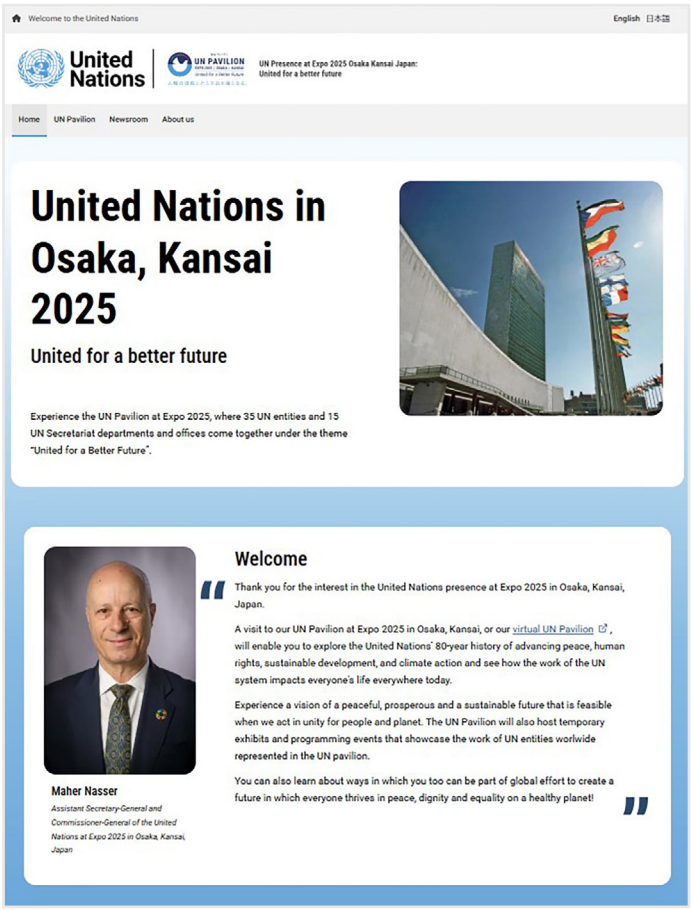
Key features of the immersive experience include:

- Built on the official Expo 2025 Osaka platform
- Compatible with Apple, iOS, Android and virtual reality headsets
- Designed for easy updates and scalability
- Simple to access and navigate
- Customizable avatars
- Available in English and Japanese
- Real-time interaction with other participating users
- Repository of templates for rotating exhibitions

The project's high level of detail even enabled some virtual elements, such as decorative Japanese panels, to be replicated in the physical pavilion.

In addition to the immersive experience, NTT DATA designed and developed a website showcasing all temporary exhibitions at the pavilion as well as United Nations events at Expo 2025 Osaka. This website was fully sponsored by NTT DATA's sustainability division, further highlighting its commitment to the United Nations and its Sustainable Development Goals.

With this initiative, NTT DATA has reaffirmed its role as a global technology partner to the United Nations, a relationship that has continued for more than a decade.



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Outcomes

Expanding reach through virtual access

The United Nations virtual pavilion at the World Expo has already logged over 5,000 visits. More than 20 virtual events are currently hosted on the platform, with updates added weekly.

The project's success was made possible by the close and efficient collaboration between teams from

NTT DATA and the United Nations, enabling excellent results despite tight deadlines.

The feasibility of reusing the tools developed for this initiative in future permanent platforms is being evaluated.

Next steps

The feasibility of reusing the experience gained throughout this project in the development and implementation of permanent platforms is currently being evaluated.

> "NTT DATA's collaboration with the UN at the Expo 25 Osaka reflects our deep, long-standing relationship that goes beyond a traditional customer–supplier dynamic. Our team is committed to helping share the United Nations's mission, values, initiatives and societal impact through the Sustainable Development Goals."

Raquel Carretero, Public Sector Director at NTT DATA and project manager

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