

TOTO starts virtual tours of the TOTO Museum

Creating an environment that can be experienced by more customers

TOTO LTD. (Headquarters: Kitakyushu, Fukuoka Prefecture; President: Noriaki Kiyota), which operates the TOTO Museum, **will begin offering virtual tour that will allow visitors to freely experience museum tours from the comfort of a PC, smartphone or similar device.**

Founded in 1917 at a time when public sanitation systems were not yet widespread in Japan, TOTO has endeavored to develop new daily customs related to water supply and sanitary systems in the hope of bringing healthy, cultured lifestyles to the Japanese people. To coincide with its 100th anniversary, in 2015 TOTO opened the TOTO Museum with the idea that it is important to return to the spirit of its founding once more in order to safeguard the future of the earth and its water resources for the next hundred years. The museum introduces the culture and history surrounding plumbing and sanitary systems, as well as TOTO's views on manufacturing and the evolution of its products over the years. Since it opened, the museum has welcomed many visitors, **topping 400,000 total visitors by May 2022**^{*1}.

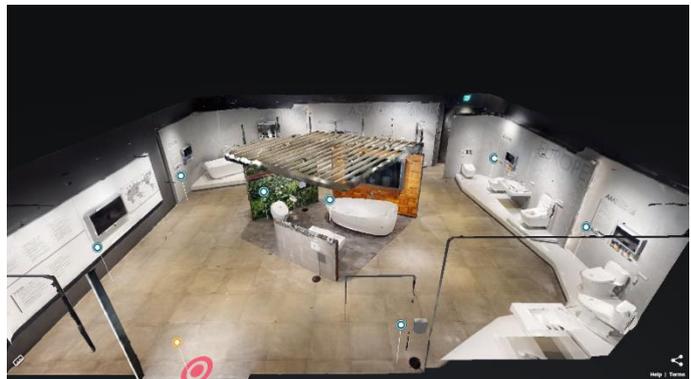
This new virtual tour was developed by recording the interior of the museum in 3D and recreating it in a virtual space, with the aim of enabling visitors who cannot easily visit the TOTO Museum in person enjoy a similar experience. This has **made it possible for even more customers to learn about the TOTO Museum.** Support for multiple languages^{*2} and an automated guidance feature have also been added as tour options.

*1: The total number of museum visitors is calculated based on the number of physical visitors.

*2: Supported languages are Japanese, English, Chinese (traditional and simplified), Korean, Malay, Indonesian, Spanish, French, Russian, Gujarati, Thai and Hindi. In addition, support for Vietnamese and Arabic is planned to be added in the future.



TOTO Museum



Operating screen of the Virtual Tour (Exhibition Room 3)

Features of the Virtual Tour of the TOTO Museum

- (1) Multilingual support so that anyone can tour the Museum whether from Japan or overseas
- (2) User-friendly design even for first-time visitors, with automatic guidance for the recommended course through the museum
- (3) Highlight feature allowing visitors to skip to the exhibits that interest them

The Virtual Tour of the TOTO Museum can be enjoyed from the following URL.

<https://jp.toto.com/knowledge/visit/museum/en/vr/>

About the TOTO Museum

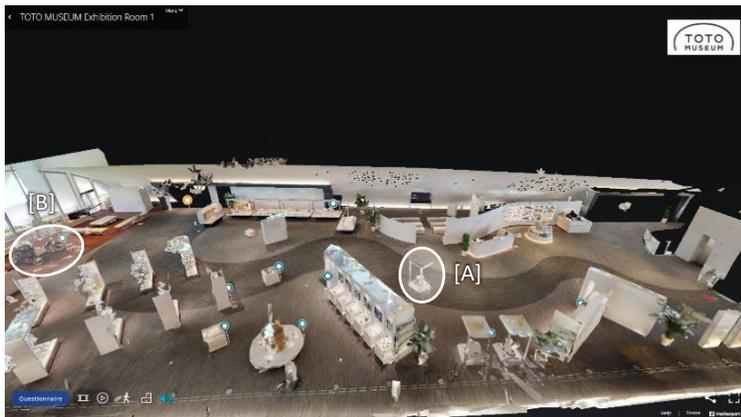
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Introduction to Unique Exhibits

Exhibition Room 1

This room mainly introduces the roots of the company's founding that began with Morimura Gumi and its development over the years.



[A] The first seated flush toilet produced in Japan (restoration)



[B] Toilet Bike Neo

Exhibition Room 2 (second half)

This room mainly introduces the progression of the products TOTO has produced to date, including sanitary ware, WASHLET*³ and faucet fittings.

*3: "WASHLET" is a registered trademark of TOTO



[C] Changes to tanks and flush volumes



[D] Changes to toilet seats