

TS TECH Begins Feasibility Testing on Gaming Chair System That Improves Competitive Performance of e-Sports Athletes

Developing a gaming chair equipped with a device to estimate fatigue and concentration levels

TS TECH Co., Ltd. (Head Office: Asaka-shi, Saitama; President: Masanari Yasuda), which develops, manufactures, and sells seats and other interior products for automobiles, launched in September 2024 feasibility testing on a gaming chair system equipped with functions that visualize fatigue and concentration levels of e-sports athletes.

■ Background

In November 2023, the TS TECH Group formed a business alliance with KICONIA WORKS, Inc. (Head Office: Shibuya-ku, Tokyo; Representative Director: Takuro Shogami), a company that specializes in converting artificial intelligence (AI) and other state-of-the-art technologies into customer value. Through the development of AI algorithms, the alliance has been working to create new value in various domains, including development, production, and management. As part of these efforts, the alliance is currently undertaking research and development on algorithm technologies that estimate fatigue and concentration levels based on pulse and body pressure data measured when people use automobile seats. Research and development on these technologies include feasibility studies and value verification for their use in gaming chairs for e-sports, which have some aspects in common with driving, such as body movements and the need for sustained concentration.

■ Summary of Feasibility Testing

In response to the growth of the e-sports market, interest is growing in ways to improve performance and health management for e-sports athletes. Professional e-sports athletes in particular have the strong need to maintain concentration for extended periods. This feasibility



Gaming chair equipped with a device to estimate fatigue and concentration levels



Feasibility testing

testing will provide more effective seating environments for game play by presenting to the athletes visual indicators of fatigue and concentration levels estimated using various information, including data from devices equipped with gaming chairs. Another goal is the development of systems that

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reduce physical burdens and support lengthy game play by providing athletes with stimulation that strengthens the ability to concentrate.

The feasibility testing is proceeding in partnership with professional e-sports athletes affiliated with Human Academy CREST GAMING, an academy operated by the educational service provider Human Academy Co., Ltd. (Head Office: Shinjuku-ku, Tokyo; Representative Director: Kenji Imahori), and students at the Human Academy e-Sports College.

In addition to assessing the feasibility of the new business, the data gathered will be provided to the TS TECH Group's core automobile seat business for use in developing interior environments that strengthen the ability to concentrate and seats that support drivers to prevent distracted driving. Based on its vision statement, "A company dedicated to realizing people's potential" and "A company sincerely appreciated by all," the TS TECH Group seeks to provide valuable products to customers around the world that surpass their expectations.

■ Overview of TS TECH

Company Name: TS TECH Co., Ltd. (TSE Prime Market Securities Code: 7313)
Established: December 5, 1960
Representative: President (Representative Director) Masanari Yasuda
Capital: 4,700 million yen
Head Office: 3-7-27 Sakae-cho, Asaka-shi, Saitama 351-0012, Japan
Lines of Business: Manufacture and sale of seats for automobiles; interior trim and interior components for automobiles; motorcycle seats; and motorcycle parts and accessories
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■ Overview of Human Academy

Company Name: Human Academy Co., Ltd.
Representative: Representative Director Kenji Imahori
Capital: 10 million yen
Head Office: 1F, Nishi-Shinjuku Prime Square, 7-5-25
Nishi-Shinjuku, Shinjuku-ku, Tokyo 160-0023,
Japan
Lines of Business: Primary and secondary education and institutional franchising; after-school childcare; correspondence high-school support schools; daily specialized education schools; learning of Japanese as a second language; cultural schools; continuing education for adults (in-person course, correspondence course, e-learning course); MBA degree-earning programs; in-house corporate training and administrative services under contract; e-commerce
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