



Matterport Digitally Transforms Historic Tenzan Sake Brewery To Enhance Operations & Preserve Sake Tradition

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The 148-year-old sake producer will use Matterport's digital twin platform to reduce the costs of managing the historic brewing facility, while preserving the history and craftsmanship of sake for people to experience worldwide

SUNNYVALE, Calif., June 29, 2023 (GLOBE NEWSWIRE) -- Matterport, Inc. (Nasdaq: MTTR), today announced [Tenzan Sake Brewery Co.](#), one of the world's oldest sake brewers, has selected Matterport's digital twin platform and 3D capture technology to digitally recreate its [historic facility](#), including the production line of its sake, Shichida, one of the most popular sake's in the world.

Founded in 1875, Tenzan Sake Brewery is a global award-winning sake brewer, producing 450,000 liters internationally per year. Winner of [more than one hundred awards](#) for its brewing craftsmanship worldwide, Tenzan prides itself on balancing the importance of creating quality sake through traditional techniques, while adapting to modern innovation.

As the brewery expands to promote the development and export of its world-class sake, it will utilize Matterport's digital twin platform to reduce the costs of managing the historic facility, as well as promote the craftsmanship of its brewery to worldwide audiences. Matterport's technology allows Tenzan to digitally preserve the history and culture of its sake brewing traditions, capturing Japanese sake culture and the 148-year-old brewery in perpetuity for anyone to access and learn about sake.

One of the leading reasons Tenzan chose Matterport's technology was for its ease of use and intuitive operation. Using Matterport's [Capture Services](#), a fully managed solution for large scale properties, Matterport captured the entire 54,000 square-foot brewing facility in immersive detail within a single day, without hindering brewing operations.

"I always try to keep my antenna up to world trends and the latest technology. When we learned about the existence of Matterport, we wanted to be one of the first Japanese brewers to introduce it as a technology of the future in Japan," said Kensuke Shichida, 6th Generation Brewer and President, Representative Director, Tenzan Sake Brewery Co. "We expect that Matterport's digital twins, which have vividly reproduced the nature and history of our sake brewery, will become a powerful tool to help us operationalize facility management while conveying the freshness and appeal of sake to the world."

"Tenzan Sake Brewery is dedicated to brewing sake in a way that preserves their traditions, while challenging themselves to iterate with new techniques and technologies," said Howard Xiao, President and Operating Officer, Matterport Japan K.K. "A critical selling point of Matterport was our ability to help the nearly 150 year-old brewing facility operate more efficiently, while helping promote the culture of sake not only in Japan, but globally. We see significant opportunities to support the digital transformation of Japan's traditional industries while maintaining the spirit and history of these professions."

Leading enterprises are turning to Matterport to effectively manage their facilities, enabling businesses to remotely optimize equipment installation, manage equipment inventory and repairs, train employees and more. Learn more about Matterport's solutions for facility management: <https://matterport.com/industries/facilities-management>

You can visit Tenzan Sake Brewery [here](#).

About Matterport

Matterport, Inc. (Nasdaq: MTTR) is leading the digital transformation of the built world. Our groundbreaking digital twin platform turns buildings into data to make every space more valuable and accessible. Millions of buildings in more than 177 countries have been transformed into immersive Matterport digital twins to improve every part of the building lifecycle from planning, construction, and operations to documentation, appraisal and marketing. Learn more at matterport.com and browse a gallery of digital twins.

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Forward-Looking Statements

This document contains certain forward-looking statements within the meaning of the federal securities laws, including statements regarding the benefits of the relationship with Tenzan Sake Brewery, the services offered by Matterport, Inc.

("Matterport") and the markets in which Matterport operates, business strategies, debt levels, industry environment, potential growth opportunities, the effects of regulations and Matterport's projected future results. These forward-looking statements generally are identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "forecast," "opportunity," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions (including the negative versions of such words or expressions).

Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and

assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this document, including the expected benefits of Matterport's relationship with Tenzan Sake Brewery, Matterport's ability to implement business plans, forecasts, and other expectations in the industry in which Matterport competes, and identify and realize additional opportunities. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in documents filed by Matterport from time to time with the U.S. Securities and Exchange Commission (the "SEC"). These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and Matterport assumes no obligation and, except as required by law, does not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise. Matterport does not give any assurance that it will achieve its expectations.