

The World's first Tokenized Anime Film from BlockPunk, Studio Arch and film director syo5 !



Los Angeles, Jul 7, 2019 ([Issuewire.com](https://www.issuewire.com)) - [BlockPunk](#), a Singapore-based entertainment tech startup today showed the U.S. premiere of “**Vevara In Your Dream**” the debut anime film by syo5 (“Shogo”), an innovative and upcoming director at Anime Expo in Los Angeles. The film was self-produced by syo5 at the Tokyo University of the Arts and is being distributed by BlockPunk in collaboration with leading independent anime studio Arch Inc.

BlockPunk has made the film available for sale on its platform attached to blockchain tokens. A limited quantity of 500 tokens is available at \$15 USD each or the equivalent in Ether cryptocurrency. These video tokens entitle the owner to the streaming version of the movie, along with exclusive extras such as the director's audio commentary, production artwork, and designs for the film, and the chance to win an exclusive artwork from the director himself for 1 lucky token holder. **Once the tokens have sold out, each token is tradeable on the BlockPunk platform with a percentage going back to the creator.** The video is protected with industry-standard DRM and recorded on the blockchain to protect the creators' rights. All details on blockpunk.net.

“Anime fans buy BluRay box sets in order to support their favorite creators however only a tiny percentage actually goes back to the creator. With this model, fans can now buy video directly from their favorite creator, and know that the majority will go back to the source; in addition, they get access to exclusive extras and have the ability to resell in a digital format all secured on the blockchain,” said Julian Lai-Hung, BlockPunk’s founder.

“Our goal is to uncover new anime voices and talent from Japan to share with the world and we are thrilled to be able to support syo5 and Studio Arch with this amazing debut movie”.

“It’s a delight to work with syo5 and BlockPunk on this unique collaboration. I’m very keen to see how blockchain can help create new connections between creators and fans across the world” said Nao Hirasawa, founder, and CEO of studio Arch Inc.

“I’m very excited to share my film at Anime Expo and meet with fans from around the world. I hope you enjoy the movie and get some insight into how it was made through the artwork bundled with the movie” said syo5.

Syo5 will discuss his movie at the BlockPunk stage on Saturday, July 6th @12:30 Petree Hall at the Los Angeles Convention Center.

About syo5 (“shogo”)

Syo5 is a recent graduate of Tokyo University of the Arts (“Geidai”) where he started his career as an illustrator. His work spans anime, art concepts, image boards, and book covers. syo5 specializes in animation at university and his self-produced short film ‘Vevara In Your Dream’ is a graduation project that has garnered much attention from the industry. syo5 will be working with Studio Arch on developing his talent on multiple projects and is definitely one to watch for the future.

About Nao Hirasawa and Studio Arch <https://archinc.jp/en/>

Formed independent anime studio Arch Inc. after working for a number of years at Bandai Visual (now “Bandai Namco Arts”), Production I.G, and Ultra Super Pictures. Experienced as a head of legal affairs and as a producer. Title credits include Promare (Associate Producer) Neko ga Kureta Marui Shiawase, ID-0, BBK/BRNK, the Monster Strike anime, She and Her Cat -Everything Flows- (Makoto Shinkai), Ultra Super Anime Time, Gargantia on the Verdurous Planet, and Lagrange: The Flower of Rin-ne.

About BlockPunk <https://blockpunk.net/>

BlockPunk is an entertainment startup that uses blockchain to give creators more control over their digital rights. BlockPunk enables any creator to easily sell collectible digital content using the blockchain so fans can claim true digital ownership and sell peer-to-peer. Its investors include SGInnovate (Innovation fund of the Singapore government) Dai Nippon Printing Co., Ltd, SeedPlus, Hustle Fund, DLE Capital and Entrepreneur First.

Julian Lai-Hung was head of anime and Japan content at Netflix and VP of digital distribution at Warner Bros. A Wharton MBA, he also co-founded Digital Magic Labs an Internet pioneer in Japan. Jatin Shah is an expert in distributed systems with a Ph.D. in Computer Science from Yale University and a BTech in Computer Science from IIT. Jatin joined the LinkedIn product team in Silicon Valley pre-IPO and has led product and data science teams at Yahoo, InMobi, and Quikr.

The BlockPunk Stage at Anime Expo Saturday, July 6th 12:30 - 14:00

http://www.anime-expo.org/plan/schedule/?1_route=/client-embeds/anime-expo-2019/1/1/___/client-embeds/anime-expo-2019/1/1/events/1201212/&

7月6日12:30~14:00 @会場

http://www.anime-expo.org/plan/schedule/?1_route=/client-embeds/anime-expo-2019/1/1/___/client-embeds/anime-expo-2019/1/1/events/1201212/&

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