

[NAMCO opens first overseas DOCODOCO indoor digital adventure playground in Hong Kong \(with photos\)](#)

Japanese game centre operator NAMCO officially opened its first indoor digital adventure playground, DOCODOCO The LOHAS, in Hong Kong today (February 18), bringing a brand new entertainment experience to the city.

DOCODOCO The LOHAS is the company's first overseas DOCODOCO branch outside Japan and measures about 5 000 square feet. The playground has interactive elements incorporating the latest digital technology that creates immediate and true responses to children. The experience is like that of being in a fantasy adventure, stimulating the imagination and creating exclusive parent-child time, according to the President of Namco Enterprises Asia Limited, Mr Shuichi Kikuchi.

"We have been in the Hong Kong market for more than 40 years, bringing Japanese game centres with high-quality services and trendy premiums to amuse Hong Kong customers. Further to the SPORTAINMENT ARENA opened last October, DOCODOCO The LOHAS is another brand new entertainment experience that we have brought to Hong Kong." Mr Kikuchi said.

He added, "There is an increasing demand for entertainment facilities in Hong Kong, especially under the tough pandemic situation. With customers adopting an increasingly digital lifestyle, our game centres have also evolved over the years to create immersive entertainment experiences to satisfy young and trendy families. We are also planning new business both online and offline, hoping these new initiatives can bring more joy and happiness to our customers in Hong Kong."

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "We are happy to see a new and interactive indoor amusement playground has opened in Hong Kong. It brings not only another entertainment facility for parents and children, but also adds new impetus to the city's digital entertainment industry. We look forward to its further expansion in Hong Kong and beyond."

About NAMCO

NAMCO is an energetic Japanese game centre operator that offers safe and secure play space. It has 10 game centres in Hong Kong, including the indoor amusement playgrounds of Asobi Park PLUS in PopCorn, SPORTAINMENT ARENA in Telford Plaza and DOCODOCO The LOHAS in The LOHAS, altogether staffed with more than 150 retail employees. For more information, please visit www.namco.com.hk.

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