

XRSPACE Enables Crescent to Turn VTuber Characters Into AI Website Concierges

Tsukimi-chan and Dango-chan bring Crescent's proprietary IP to life as Perxona AI avatars, taking turns as the website guide according to the lunar phase

TAIPEI, TAIPEI CITY, TAIWAN, August 31, 2026 /EINPresswire.com/ -- XRSPACE CO., LTD., provider of the enterprise [AI avatar](#) platform [Perxona](#), today announced that [Crescent](#) Inc., a Tokyo-based provider of imaging engineering and visual production solutions, has expanded its AI avatar deployment to feature two proprietary VTuber characters as interactive guides on its official website.



On the left is "Dango-chan," and on the right is "Tsukimi-chan."

Crescent's original characters, 'Tsukimi-chan' and 'Dango-chan,' have been developed through the company's own VTuber channel and are now being used as AI avatars powered by Perxona. The two characters alternate as the website's virtual concierge according to the lunar phase displayed on Crescent's website.

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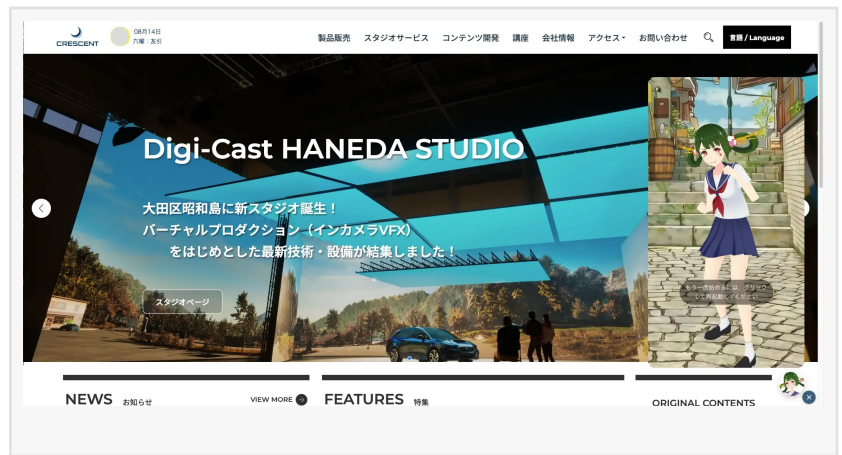
Kurt Liu, CEO of XRSPACE

The implementation turns a conventional product website into an interactive communication point, allowing visitors to speak directly with a character associated with the Crescent brand while exploring the company's technologies and products.

From Product Information to Interactive Conversation

For companies that have invested in developing proprietary characters and intellectual property, creating opportunities for those characters to interact directly with customers can be a challenge. Crescent is using its official website as that point of interaction.

Rather than functioning as a static visual element, the AI avatar can respond conversationally to visitors and provide initial guidance on Crescent's products and technologies. This creates an opportunity for visitors to ask questions before submitting a formal inquiry and gives the company's proprietary characters a more active role in the customer experience.



The AI avatars provide information about technologies including Vicon motion capture systems and VoluME!®, Crescent's volumetric video solution.

The deployment is available on the Crescent website at <https://www.crescentinc.co.jp/>.

A Lunar Connection Between the Brand and Its Characters

Crescent's corporate name comes from the English word 'crescent,' referring to the shape of a new or waxing moon and reflecting the company's aspiration to grow continuously.

The company has incorporated this lunar concept into the operation of its AI concierge. Its website displays the current lunar phase, including the new moon, crescent, first quarter, full moon and last quarter. The AI guide automatically changes according to the phase.

As the moon approaches full, Tsukimi-chan takes the role of guide. As the moon begins to wane, Dango-chan takes over.

Although both characters share the same role, their personalities, mannerisms and movements create a different experience for visitors. Their names also connect to the moon theme, extending Crescent's brand story from its corporate identity into its digital customer experience.

Crescent Sees Increased Recognition of Its Proprietary IP

According to Crescent, the use of its VTuber characters on the website has also contributed to greater recognition of the characters.

'When I mention that I operate our VTuber channel during business card exchanges, I am almost always told, "I've seen her on your website — that's Tsukimi-chan,"' said a Crescent representative. 'Compared with before the implementation, awareness of the characters has clearly expanded.'

Crescent also sees the AI avatar as an opportunity to demonstrate its own technical capabilities. The company plans to explore additional behavior and movement sets designed specifically around its 'Tsukimi Dango' characters.

Kurt Liu, CEO of XRSPACE, said: 'AI avatars are often viewed primarily as a way to supplement human staff. Crescent's use case demonstrates another possibility: giving proprietary characters that a company has developed over time a place to meet customers directly. We believe this is a particularly compelling application for companies with their own intellectual property. XRSPACE will continue working with customers in Japan to explore ways of using AI while preserving the identity and character of their brands.'

About Perxona

Perxona is an enterprise AI avatar platform from XRSPACE that combines AI-powered conversational capabilities with expressive 3D avatars. The platform is designed to help businesses create more natural, approachable and brand-aligned digital communication experiences across corporate websites, customer service, reception, product guidance, sales support and branded experiences.

More information about Perxona is available at <https://www.perxona.ai/jp/home>.

About XRSPACE CO., LTD.

XRSPACE is a Taiwan-based technology company developing immersive and AI-powered digital experiences. Its Perxona platform enables businesses to deploy AI avatars for interactive communication across digital customer touchpoints.

About Crescent Inc.

Crescent Inc. is headquartered in Kiba, Koto-ku, Tokyo, and provides visual production solutions using imaging engineering technologies. Its business includes the sales of imaging equipment and systems, studio services, and 3D and 4D content production. The company operates HANEDA STUDIO in Ota-ku, Tokyo.

For more information, visit <https://www.crescentinc.co.jp/>.

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