

Okinawa Sunatory Arena Becomes First Venue in Asia to Install ASB GlassFloor



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Okinawa, Japan (June 18, 2026) – Okinawa Sunatory Arena announced the installation of the ASB GlassFloor, making it the first venue in Japan to deploy the full-LED glass floor for professional sports competition. In addition to pre-existing permanent installations in Europe, this project marks ASB GlassFloor's first portable court installation, providing Okinawa Sunatory Arena with additional operational flexibility for a wide range of events.

A New Level of Venue Flexibility

As ASB GlassFloor's first portable arena installation, the project highlights how modern venues can make better use of their infrastructure. The mobile floor allows operators to adapt the playing surface to a wide variety of event formats, from elite sports competitions to concerts, esports, MICE events, and exhibitions, creating new opportunities for programming, sponsorship, and fan engagement with the click of a button ultimately, helping maximizing the use of the arena throughout the year.

New Levels of Fan Engagement and Commercial Opportunity

The ASB GlassFloor expands what is possible inside Okinawa Sunatory Arena. For fans, it enables a more integrated visual experience by extending content from arena display onto the court. For venues and teams, the full-LED surface enables sponsorship and branding activations on the court, supporting new commercial packages compared to conventional arenas setups.

Alongside the installation, Okinawa Sunatory Arena will partner with ASB Arena and Event Services (AES) to support the operation and commercial use of the ASB GlassFloor. The agreement covers servicing, maintenance, partnership on commercialization, and content creation.

Clear Differentiation in an Increasingly Competitive Market

As competition among large-scale arenas continues to increase within Japan and across Asia, Okinawa Suntory Arena is making a long-term investment in its infrastructure. The ASB GlassFloor positions Okinawa Suntory Arena among a group of venues adopting new in-arena presentation technologies and a first mover in its market. The floor will provide arena tenants with a visually adaptive space capable of creating new experiences and attracting new audiences and commercial partnerships.

Home of Ryukyu Golden Kings and the B.League

Okinawa Suntory Arena is home to the Ryukyu Golden Kings, one of Japan's most successful professional basketball Clubs and widely regarded as one of the B Leagues flagship franchises. The Ryukyu Golden Kings have established themselves as one of the benchmark organizations in Japanese basketball, combining sporting excellence with an unwavering commitment to their community and fans. The league has continued to develop its in-arena entertainment and commercial approach in recent seasons, and the ASB GlassFloor supports that direction by enabling additional presentation and branding capabilities within the venue.

A Milestone for Arena Innovation in Asia

The installation reflects the growing demand for technologies that help venues maximize flexibility, create new commercial opportunities, and deliver more engaging experiences for fans. As Asia's first portable ASB GlassFloor installation, the project demonstrates how digital sports infrastructure can support a broader range of events while giving organizers new ways to transform the live experience.

"Japan continues to lead the way in redefining the live sports experience, and the Ryukyu Golden Kings have been at the forefront of that evolution. Together, we share a vision of using innovation to create deeper connections between fans, partners, and the game itself. Through this partnership, we look forward to exploring new ways to enhance the in-arena experience, unlock new commercial opportunities, and further strengthen Okinawa Suntory Arena's position as one of the most forward-thinking sports and entertainment venues in the world. We believe this collaboration represents more than a partnership between two organizations. It is a shared commitment to shaping the future of basketball and live entertainment in Japan while delivering lasting value to the club, its partners, and its passionate fan base," says Benedikt von Dohnanyi, CEO at ASB Arena and Event Services.

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