

## **TS TECH concludes sponsorship agreement with Human Academy CREST GAMING pro e-sports team**

~ TS TECH supports Human Academy CREST GAMING ~



In February 2026, TS TECH Co., Ltd. (Head Office: Asaka-shi, Saitama; Representative Director, President: Masanari Yasuda) concluded a sponsorship agreement with Human Academy CREST GAMING ("CREST GAMING" hereinafter), a professional e-sports team, operated by the educational service provider Human Academy Co., Ltd. (headquarters: Shinjuku-ku, Tokyo; President: Kenji Imahori).

As suggested by its name, CREST GAMING is a professional e-sports team composed of highly individual athletes who seek to excel in gaming world competitions. Based on its educational services, Human Academy, which operates the team, contributes to the progress of the e-sports world as a whole by discovering and developing human resources to play active roles around the world as pro athletes while working from a perspective of respect for diversity and individuality.

Under its Vision Statements of being "A company dedicated to realizing people's potential" and "A company sincerely appreciated by all," the TS TECH Group aims to continue to provide customers around the world with comfortable, high-quality products based on the ongoing pursuit of unlimited potential and manufacturing that brings vision to life. This sponsorship agreement reflects our understanding of CREST GAMING's approach—to take on the world alongside its pro e-sports athletes—as well as our commitment to promoting its activities.

Based on this contract, TS TECH will support player conditioning and environments. More specifically, TS TECH will have the team try, on an experimental basis, its fatigue level estimating AI seat, a gaming chair system currently under development. We will incorporate player feedback into further development of this system to create new value that surpasses customer expectations worldwide.

**TS TECH Co.,Ltd.**

<https://www.tstech.co.jp/english/>

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## ■ Overview of the fatigue level estimating AI seat to be loaned to CREST GAMING athletes



The TS TECH Group is developing technologies that apply AI algorithms to estimate and visualize the fatigue and concentration levels of seated users by advancing passenger sensing technologies developed during work on its major product line of auto seats.

Feasibility testing in August 2025 of a gaming chair equipped with these technologies demonstrated the accuracy of the AI algorithms and their role in improving competitive performance. Since then, we have worked to develop products that offer even higher added value and will continue these efforts while examining their commercial potential.



Feasibility testing

## ■ Overview of TS TECH

Company Name: TS TECH Co., Ltd.  
(Prime Market, Tokyo Stock Exchange Securities Code: 7313)

Representative: Representative Director, President Masanari Yasuda

Common Stock: 4,700 million yen

Head Office: 3-7-27 Sakae-cho, Asaka-shi, Saitama 351-0012, Japan

Lines of Business: Manufacture and sale of seats for automobiles; interior products for automobiles; motorcycle seats; and motorcycle parts and accessories

URL: <https://www.tstech.co.jp/english>

## ■ Overview of Human Academy

Company Name: Human Academy Co., Ltd.

Representative: President Kenji Imahori

Capital: 10 million yen

Headquarters: 1F, Nishi-Shinjuku Prime Square,  
7-5-25 Nishi-Shinjuku, Shinjuku-ku, Tokyo 160-0023, Japan

Lines of Business: Kids Junior School education and franchising, childcare, supplemental education for high school students (correspondence course), full-time professional education school, Japanese language education for foreigners, cultural schools, continuing education (school and correspondence courses, e-learning), MBA program, corporate training program and administrative services under contract, e-commerce business

URL: <https://manabu.athuman.com/>

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■ **Human Academy CREST GAMING**

URL: <https://crestgaming.com/>

**【Related pages on the TS TECH website】**

- [TS TECH Begins Feasibility Testing on Gaming Chair System That Improves Competitive Performance of e-Sports Athletes](#)
- [TS TECH Visualizes Fatigue and Concentration Levels Using Fatigue Level Estimating AI Seats and Demonstrates the Effectiveness of the Seats Through e-Sports](#)
- [Combining passenger sensing technologies and e-sports  
Demonstrating the effectiveness of condition visualization technologies in the new domain](#)

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