

March 17, 2025

SKY Perfect JSAT Corporation

### SKY Perfect JSAT to Launch “Crayons of the Lakes” from the “SATELLITE CRAYON PROJECT” Creating 12 Colors of the Earth’s Lakes Captured by Satellite Imagery

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Eiichi Yonekura; “SKY Perfect JSAT”), Japan’s largest satellite operator, will release the third product of its **SATELLITE CRAYON PROJECT**, titled “Crayons of the Lakes,” starting March 24, 2025. The product will be available on the Amazon SKY PerfectTV! Store and other retailers. A portion of the proceeds will be donated to initiatives that provide safe drinking water in developing countries.



**Official Website URL:** [https://satellite-crayon.skyperfectjsat.space/en/crayon\\_top](https://satellite-crayon.skyperfectjsat.space/en/crayon_top)

As global awareness of environmental issues continues to rise, Japan faces the challenge of low public consciousness regarding these matters. According to a Boston Consulting Group survey<sup>\*1</sup>, Japanese consumers’ awareness of environmental and climate change issues ranks the lowest among the ten countries surveyed. Furthermore, a Cabinet Office survey<sup>\*2</sup> indicates a 5-point decline in interest in global environmental issues compared to ten years ago. Approximately 40% of respondents are unaware of the Paris Agreement, and over half are unfamiliar with the long-term goals set for 2050.

<sup>\*1</sup> Boston Consulting Group: “Consumer Awareness Survey on Achieving a Sustainable Society”

<sup>\*2</sup> Cabinet Office: “Public Opinion Survey on Climate Change (July 2023 Survey)”

SKY Perfect JSAT, a company engaged in space business, believes that fostering interest and knowledge about Earth through a unique perspective from space, is the first step towards loving our planet. By transforming the beautiful colors of Earth, captured by satellites, into accessible crayons, they aim to deepen understanding of environmental issues, inspire curiosity about Earth’s mysteries, and create opportunities for engagement.

The third product of the satellite crayon series, following “Crayons of the Seas” and “Crayons of the Mountains,” is “Crayons of the Lakes.” This set was inspired by the fascinating story of Earth’s transformation—how the early planet, once covered entirely by oceans, experienced tectonic shifts that raised mountains, followed by volcanic eruptions and glacial melting, eventually leading to the formation of lakes in the newly shaped terrain.

Lakes vary in formation and water quality depending on their location, and their unique shapes and colors stand out even more when viewed from space. The project team analyzed an extensive collection of satellite imagery captured daily, carefully selecting twelve lakes from around the world to recreate their colors in collaboration with expert crayon makers. Through repeated testing and refinement, these twelve colors were faithfully reproduced in the form of crayons. Instead of giving names to the colors, each crayon is labeled with the latitude and longitude of the corresponding lake.

The colors convey stories of Earth's diversity and wonders, such as Bolivia's "Laguna Colorada," a pink lake known as the "Paradise of Flamingos," Japan's "Lake Biwa," one of the world's oldest lakes, Yellowstone's Grand Prismatic Spring, which displays seven colors due to bacteria and water temperature, and Brazil's interdunal temporary lagoons in Lençóis, which appear only three months a year.

SKY Perfect JSAT's SATELLITE CRAYON PROJECT was initiated by project leader Shoichiro Seino, inspired by a casual conversation with his son about the color of the sea. He wanted to create a fun and enjoyable way to learn about Earth's diverse colors as seen from space. Despite having no prior experience in crayon manufacturing, he took on the challenge and, through extensive trial and error, ultimately achieved success. His vision of nurturing children's curiosity, inspiring them to explore and understand Earth, and fostering a deep appreciation for our planet has garnered widespread support.

The series of crayons created through SATELLITE CRAYON PROJECT is now available in five countries, including Taiwan and the United States. Initially launched through crowdfunding, the project gained widespread support and has since evolved into an internationally acclaimed initiative recognized for its design and concept. The project garnered numerous prestigious design awards, both domestically and internationally, including the Red Dot Design Award 2022, iF Design Award 2023, and Good Design Award, showcasing its exceptional quality and innovation. Additionally, the project has actively engaged in social contribution activities, donating ¥567,000 to the Republic of Kiribati through the "Crayons of the Sea" (2022) and ¥440,000 to the Kingdom of Tonga through the "Crayons of the Mountains" (2024).

Moving forward, the SATELLITE CRAYON PROJECT aims to expand its initiatives through collaborations with other companies. As a leading space business company with a unique perspective from space, SKY Perfect JSAT remains committed to promoting environmental education and awareness, fostering a sustainable society, and taking continuous action to address global challenges.

#### ■ Product Information:

- Product Name : Crayons of the Lakes
- Contents : 12 colors
- Ingredients : Beeswax (40% of the ingredients), carnauba wax, edible oil, pigment, vitamin.\*  
\*Compliance with the European Standard Safety of Toys (EN71 Part3 2021)
- Size : 100mm (H) × 167mm (W) × 19mm (D) / 119g
- Price : 2,420 yen (incl. tax)\*  
\*Portion of sales will be donated to support global efforts for access to safe water.
- Available at : Amazon \* Planning to gradually start selling in stores and online.
- Social Media : < Instagram > [@satellite\\_crayon](#) / < X > [@satellitecrayon](#)

#### ■ Related Links:

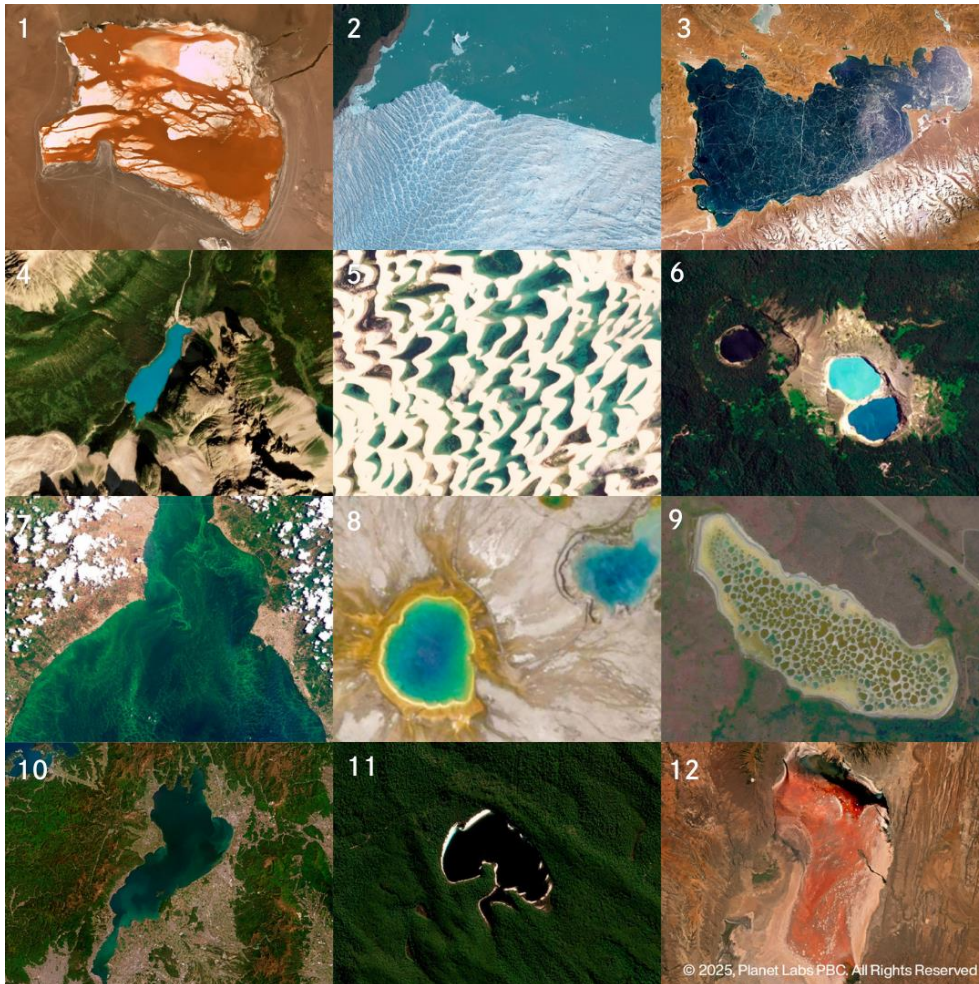
- July 10, 2024 News Release: [SKY Perfect JSAT Donates a Portion of Sales from the "Crayons of the Mountains" to the Kingdom of Tonga- Contribution from "SATELLITE CRAYON PROJECT" using Satellite Imagery](#)

■ **Locations of the 12 Unnamed Colors of the Lakes:**

\*The numbers in parentheses indicate the latitude and longitude of the locations where the colors were extracted.

\*Descriptions of each location and satellite imagery can be found here:

“Crayons of the Lakes” Website <https://satellite-crayon.skyperfectjsat.space/en/lake>



1. Laguna Colorada, Bolivia (-22.18546, -67.76791)
2. Lake Argentino, Argentina (-50.46751, -73.05263)
3. Lake Nam, Tibet Autonomous Region of China (30.81364, 90.86257)
4. Moraine Lake, Canada (51.31863, -116.18810)
5. Lake Kelimutu, Indonesia (-8.76674, 121.81633)
6. Temporary Lagoons in Lençóis Maranhenses National Park, Brazil (-2.48677, -43.09542)
7. Lake Maracaibo, Venezuela (10.32209, -71.49125)
8. Grand Prismatic Spring (Yellowstone National Park), United States (44.52496, -110.83865)
9. Spotted Lake, Canada (49.07871, -119.56863)
10. Lake Biwa, Japan (35.28547, 136.21678)
11. Lake McKenzie, Australia (-25.44593, 153.05697)
12. Lake Natron, Tanzania (-2.21755, 36.06518)

- Planning & Release : SKY Perfect JSAT Corporation
- Satellite Imagery Provided by : Planet Labs PBC.
- Crayon Manufacturing : Toichi Bungu Kougyousyo
- Package Production : Fukunaga Print Co., Ltd.
- Package Design : Iinoda Hokori
- Supervised by : Yusuke Yokoyama  
(Professor, Atmosphere and Ocean Research Institute, University of Tokyo)