
The Cutting-Edge IT & Electronics Comprehensive Exhibition

CEATEC JAPAN 2015

Opens on October 7 (Wed) at Makuhari Messe

2015 exhibition theme: “NEXT – Today’s Dreams, Future Realities.”

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- **This year’s CPS/IoT exhibition will showcase how our lives and society will change by 2020. From the NEXT Street Special Exhibit to the keynote speeches, conferences, and numerous exhibits, this event will offer a wealth of information on the latest trends and developments.**
 - **The number of exhibitors in the Venture & University Area has doubled since last year, with a total of 54 companies/organizations participating for the first time.**
 - **USA SHOWCASE, endorsed by the US Department of Commerce, will make its CEATEC debut.**
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CEATEC JAPAN Executive Board

The CEATEC JAPAN Executive Board (Shigeaki Mizushima, Chairman), comprised of three organizations – the Japan Electronics and Information Technology Industries Association (JEITA), whose Chairman is Shigeaki Mizushima, Chairman and Director at Sharp Corporation; the Communications and Information Network Association of Japan (CIAJ), whose Chairman is Nobuhiro Endo, President and Representative Director at NEC Corporation; and the Computer Software Association of Japan (CSAJ), whose Chairman is Norio Ogiwara, President and Representative Director at Mamezou Holdings Co., Ltd. – is pleased to announce that the Cutting-Edge IT & Electronics Comprehensive Exhibition CEATEC JAPAN 2015 will be held over a four-day period from October 7 (Wed) to October 10 (Sat), 2015 at Makuhari Messe (Mihama, Chiba-city).

CEATEC JAPAN – now in its 16th year – is an IT and electronics comprehensive exhibition that brings together the world’s leading-edge technologies, products, and services under one roof to provide the latest information to those working in the industry, serving both domestic and global markets, as well as to a wide range of users. CEATEC JAPAN drives innovation not only in IT and electronics, but in recent years also in a variety of fields – relating both to industry and consumer life – including cars, healthcare, and robotics. Our world is changing rapidly, and this is reflected in the new household products on display.

CEATEC’s mission is to create new business opportunities and an environment where visitors can experience the future firsthand thanks to the latest technologies. CEATEC JAPAN has varied its themes and exhibits over the years, but cyber-physical systems (CPS) and IoT are the special focus in 2015. In close collaboration with the IT/electronics and other industries, venture companies and overseas companies, every effort has been made to present visitors with the latest developments in CPS/IoT. These demonstrate the cutting-edge initiatives now aimed at realizing a new world, made possible by IT/electronics technological innovation and the exchange of information between the real world and cyberspace.

■ **Exhibition theme: “NEXT – Today’s Dreams, Future Realities.”**

CEATEC JAPAN 2015 will gather the latest technologies and innovations based on the theme “NEXT – Today’s Dreams, Future Realities” looking boldly forward into the future, and setting benchmarks for the year 2020.

■ **Exhibition Scale**

This year there will be a total of 531 exhibitors (including 151 foreign exhibitors from 19 countries/regions) [2014: 547 exhibitors (including 150 exhibitors from 24 countries/regions)]

■ **Spotlight: CPS/IoT**

CPS/IoT is clearly attracting enormous interest worldwide. It is recognized as the key to unlocking a huge potential for making our lives better, and naturally it is of great significance for CEATEC JAPAN, with its emphasis not only on electronic components and devices, home entertainment, wearables and other IT/electronics products, but also on links to the automotive and other industries. Aware that CEATEC is the ideal venue for showcasing CPS/IoT initiatives and disseminating information on new trends and developments, it was decided to spotlight CPS/IoT at CEATEC JAPAN 2015. Specifically, the NEXT Street Special Exhibit highlights technologies and services will allow visitors to experience the world of the future that will be brought about by CPS/IoT. Additionally, the keynote speeches, conferences and numerous exhibits will demonstrate the latest CPS/IoT initiatives and offer up-to-date information on this burgeoning field. Of special interest to all visitors will be NEXT Street: thanks to the active participation of various research institutions and service companies that make use of IT, as well as the support of Kinki Nippon Tourist and Rakuten, this special exhibit will present advanced services and technologies that provide an opportunity to experience what life will be like in 2020.

■ **Guest speeches: Visions of 2020 and Space**

Opening day, October 7 (Wed), will feature two guest speakers. First, Hiroshi Sato (Senior Executive Board Member and Vice Director General, the Tokyo Organizing Committee of the Olympic and Paralympic Games) will talk on the topic of Prospects for Harnessing IT/Electronics Technologies in 2020. The second speech will be given from Naoko Yamazaki (astronaut and a member of the Space Policy Committee) on Dreaming of Space, Into the Future.

■ **Bringing Together Engineers to Create Business Opportunities**

Once again, CEATEC JAPAN will help foster communication among key engineers involved in R&D, thereby leading to the creation of new business opportunities. Established IT and electronics experts will act as “tour guides” to introduce the technologies of various companies and assist with Q&A sessions in engineering seminars; these will be held on October 9. This year the main topics will be CPS/IoT, mobility, and wearables. In addition, for the first time at CEATEC, a guided tour will be held on October 10 for students aspiring to become the next generation of engineers.

■ **Innovative Technologies from Venture Companies and Universities**

The Venture & University Area that debuted in 2014 has this year attracted a total of 54 participants, and the space allotted to them has been significantly increased. Included are venture companies and university institutions that possess a range of CPS/IoT and other technologies. As well as the latest achievements and initiatives of academic researchers, this will be the place to come for news of the sort of revolutionary new technologies that startups specialize in. And, on October 7 the NRI Hackathon@CEATEC JAPAN (sponsored by Nomura Research Institute) will be staged. This event encourages individuals and companies to collaborate with the aim of creating open innovation together: “Hack for Money – Let’s harness IoT to change the way we deal with money!”

■ **Featured Stages/Area**

CEATEC JAPAN 2015 will feature a Lifestyle & Society Stage, allowing visitors to experience new lifestyles with enhanced comfort and convenience; a Key Technologies Stage, which brings together the world’s most advanced electronics components and devices; and the NEXT Innovation Area, which spotlights future trends and provides a glimpse of society in the near future, made possible through the growing impact of IT/electronics on such fields as mobility and health care.

■ **CEATEC AWARDS: The Minister of Internal Affairs and Communications Award and the Minister of Economy, Trade and Industry Award!**

With the aim of contributing to the development of the IT and electronics industries and to the creation of new markets, the most striking innovative technologies, products, services and systems among the exhibits will receive awards. Two ministerial awards will be presented by the Minister of Economy, Trade and Industry, and the Minister of Internal Affairs and Communications, while the Grand Prix will be selected from 4 categories of Lifestyle Innovation, Social Innovation, Technology Innovation, and Green Innovation.

- **Minister Awards announcement and ceremony:** The ceremony will be held from noon during the Opening Reception, Wednesday, Oct. 7, at Hotel New Otani Makuhari.
- **Category Awards announcement:** 10:00a.m. on Thursday, Oct. 8, at Makuhari Messe. The results will also be published on the official website and at the Makuhari Messe central entrance.
- **Category Awards ceremony:** The ceremony will be held from 11:30 a.m. on Friday, Oct. 9, at the Open Stage, Hall 4, Makuhari Messe.

The latest information and details are available on the official website below:

<http://www.ceatec.com>

A Press Center will be open during the exhibition to respond to inquiries from the media:

The CEATEC JAPAN 2015 Press Center
Tuesday, Oct. 6 – Saturday, Oct.10
Hours: 9am to 6pm (5pm on the last day, Oct. 5)
2nd Floor, International Conference Hall, Makuhari Messe
Phone: 090-3212-2624

For inquiries after the aforementioned dates, please contact:
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