
CEATEC JAPAN 2015

Overview / Guideline for Press & Media

October 6, 2015

■ Exhibition Theme: “Next – Today’s Dreams, Future Realities”

Since the year 2000, CEATEC JAPAN has presented the latest developments and proposed new ideas in the form of products, services, and content to society for the advancement of IT/electronics technologies to the world. Meanwhile, Japan has shifted into top gear in the run up to the year 2020, and people’s aspirations have been the driving force behind this movement. Looking back, these aspirations and dreams have also brought about innovations in IT and electronics. While convergence continues across a wide range of industries such as automotive, healthcare, and robotics, CEATEC’s mission is to propose an exciting future and enable visitors to get a feel of it firsthand while creating opportunities for next-generation businesses. As a comprehensive exhibition based on the theme “NEXT – Today’s Dreams, Future Realities”, CEATEC JAPAN 2015 will bring together competing innovative capabilities, propose what’s “NEXT” and help realize new businesses in a future imagined by people.

■ Date & Time

October 7 (Wed) – 10 (Sat), 2015 10:00 – 17:00

Media Convention: October 6 (Tue) 14:00 – 17:00 (Press pass required for admission)

■ Venue

Makuhari Messe, 2-1 Nakase, Mihama-ku, Chiba, Japan

■ Admission

All visitors are required to register

- Visitor registering at the gate: General admission ¥1,000, Students ¥500
(Groups of 20 or more students and children under 12 years of age are admitted free of charge.)
- Online pre-registration or Invitational registration at the gate: Free admission
- Free Admission Day: October 10
(Registration required for visitors over 18 years of age)

■ Sponsor

CEATEC JAPAN Executive Board

Japan Electronics and Information Technology Industries Association (JEITA)

Communications and Information network Association of Japan (CIAJ)

Computer Software Association of Japan (CSAJ)

■ Support

- Ministry of Internal Affairs and Communications, Japan (MIC), Ministry of Foreign Affairs of Japan (MOFA), Ministry of Health, Labour and Welfare (MHLW), Ministry of Economy, Trade and Industry, Japan (METI), Ministry of Land, Infrastructure, Transport and Tourism (MLIT) *(Listed by date established)*
- Japan External Trade Organization (JETRO), New Energy and Industrial Technology Development Organization (NEDO), National Institute of Advanced Industrial Science and Technology (AIST), National Institute of Information and Communications Technology (NICT), Information-technology Promotion Agency, Japan (IPA), Organization for Small & Medium Enterprises and Regional Innovation, JAPAN, Japan National Tourist Organization (JNTO)
- Chiba Prefectural Government, Chiba Municipal Government
- Japan Broadcasting Corporation (NHK), The National Association of Commercial Broadcasters in Japan (NAB)
- Nippon Keidanren, The Japan Chamber of Commerce and Industry (JCCI), The Tokyo Chamber of Commerce and Industry, The Chiba Chamber of Commerce and Industry
- U.S. Commercial Service, Delegation of the European Union to Japan, British Embassy Trade & Investment Department, Embassy of Canada to Japan, Ubifrance, Embassy of France in Japan

(No particular order)

■ Assistance Organizations

- Telecommunications Carriers Association (TCA), The Telecommunications Association (TTA), Internet Association Japan (IAJapan), The Telecommunication Technology Committee (TTC), JAPAN INSTITUTE FOR PROMOTION OF DIGITAL ECONOMY AND COMMUNITY (JIPDEC), IT Verification Industry Association (IVIA), Association for Computer Skills Promotion (ACSP)
- Association of Radio Industries and Businesses (ARIB), Radio Engineering & Electronics Association (REEA), Japan Satellite Broadcasting Association (JSBA), Japan Cable and Telecommunications Association (JCTA), Japan Cable Television Engineering Association (JCTEA)
- Association of Consumer Electronics Marketing in Japan, Electrical Products Association of Japan, Japan Federation of Electronic Parts Distributors & Dealers (JEP), Japan Computer System Seller Association (JCSSA)
- The Japan Electrical Manufacturers' Association (JEMA), Japan Business Machine and Information System Industries Association (JBMIA), Japan Audio Society (JAS), Japan Association of Medical Devices Industries (Jamdi), Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA), Nippon Electric Control Equipment Industries Association (NECA), Camera & Imaging Products Association (CIPA), Japan Embedded Systems Technology Association (JASA), Japan Electronics Packaging Circuits Association (JPCA)
- Japan Automobile Manufacturers Association, Inc. (JAMA), ITS Japan, Japan Auto Parts Industries Association (JAPIA)
- The Federation of Electric Power Companies of Japan, New Energy Foundation (NEF), The Energy Conservation Center, Japan (EECJ), The Japan Electric Association (EJA), The Battery Association of Japan (BAJ), Japan Photovoltaic Energy Association (JPEA), Japan Wind Power Association (JWPA), Solar System Development Association (SSDA), Japan Smart Community Alliance (JSCA)
- Japan Federation of Housing Organizations (Judanren), The Japan Machinery Federation (JMF), Japan Robot Association (JARA), The Japan Refrigeration and Air Conditioning Industry Association (JRAIA)
- Digital Content Association of Japan (DCAj), Japan Video Software Association (JVA), Japan Book Publishers Association (JBPA), Recording Industry Association of Japan (RIAJ)

(No particular order)

■ Assistance Academic Societies

The Institute of Image Information and Television Engineers (ITE), The Japan Society of Applied Physics (JSAP), The Institute of Image Electronics Engineers of Japan (I.I.E.E.J.), Information Processing Society of Japan (IPSJ), The Institute of Electrical Engineers of Japan, The Institute of Electronics, Information and Communication Engineers (IEICE)

(No particular order)

■ Global Partners

- Consumer Electronics Association (CEA) /International CES (USA)
- Messe Berlin/IFA (Germany)
- Messe München International/electronica (Germany)
- electronica & Productronica China (China)
- Hannover Fairs/CeBIT (Germany)

(No particular order)

■ Asia Partners

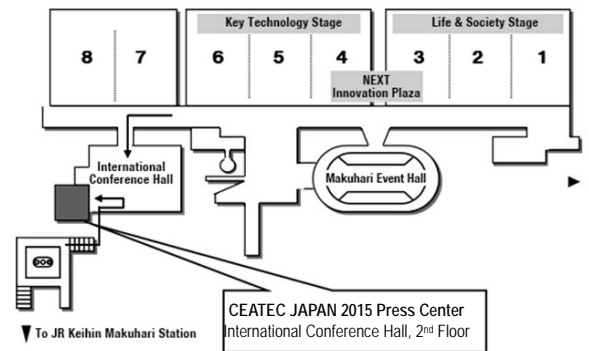
- China Council for the Promotion of International Trade, Electronics & Information Industry Sub-Council (CCPIT ECC)
- China Electronic Chamber of Commerce (CECC)
- China International Software & Information Service Centre (CiSiS)
- The Hong Kong Electronic Industries Association (HKEIA)
- Taiwan External Trade Development Council (TAITRA)
- <Asia Electronics Exhibition Cooperate Conference (AEECC*) Members>
- China Electronic Appliance Corporation (CEAC)
- Hong Kong Trade Development Council (HKTDC)
- Korea Electronics Association (KEA)
- Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

**The Asia Electronics Exhibition Cooperate Conference (AEECC) was established in 1997 to encourage mutual promotional cooperation activities among major electronics and IT exhibition organizers in the Asia region.*

■ Press Center

A full-function Press Center is available for media personnel covering CEATEC JAPAN 2015 and provides exhibitor press releases and press kit distribution as well as computer workstations and meeting spaces.

- Open Hours: October 6 (Tue) 10:00 – 20:00
October 7 (Wed) – 10 (Fri) 9:00 – 20:00
October 10 (Sat) 9:00 – 17:00
- (Note: Only the reception will be open on Saturday)



- Location: 2nd floor, International Conference Hall, Makuhari Messe

■ Planned Facilities

- Work Space: Work desks, photocopier, FAX machine, telephone, Internet connection
- Catering Service
- Cloakroom Service: Locker (limited number available)
- Reference Handouts:
Hosts' comments and releases, exhibitors' releases, exhibition overview, general guide pamphlets, host-related materials, special exhibition-related materials, conference-related materials, venue map, venue photos, etc.
- Press Briefing Room
A press briefing room will be setup so that exhibitors can make product announcements and hold press conferences in the Press Center. Programs and schedules are announced in the order of arrival on the Official Website.

■ Information for Members of the Press

Information will be provided to members of the press in the CEATEC JAPAN 2015 Official Website to enable the smooth information gathering and news concerning CEATEC JAPAN 2015. We hope it will prove to be of use in your news gathering activities.

URL: <http://www.ceatec.com/ja/press>

- Reference regarding news gathering at the venue
- About the Press Center
- Press Releases
Exhibitors
CEATEC JAPAN Management Office
- Downloads

■ Scale/Staging

1. Participating Exhibitors

Stage/Zone	No. of Exhibitors			No. of Booths	2014 Results	
	Domestic	Overseas	Total		Exhibitors	Booths
Lifestyle & Society Stage	108	52	160	645	183	751
Key Technology Stage	91	80	171	526	194	545
NEXT Innovation Plaza	181	19	200	438	170	316
Total	380	151	531	1,609	547	1,612

2. Number Breakdown of Overseas Exhibitors (151 exhibitors from 19 countries/regions)

Note: 2014 results (150 exhibitors from 24 countries)

- Asia (109 exhibitors from 8 countries)

China 47 / Taiwan 32 / Korea 18 / Hong Kong 5 / Malaysia 3 / Philippines 2 / Indonesia 1 / Singapore 1

- Europe (15 exhibitors from 9 countries)

Germany 4 / Switzerland 2 / Belgium 2 / UK 1/ Italy 1 / Sweden 1 / Hungary 1 / France 2 / Poland 1

- North America (26 exhibitors from 1 countries)

USA 26

- Pan Pacific (1 exhibitor from 1 country)

Australia 1

■ Exhibition Stages

Lifestyle & Society Stage (Halls 1 to 3)

The Lifestyle & Society Stage will seamlessly connect a variety of lifestyles and scenes to showcase hands-on experience of tomorrow's lifestyles and society.

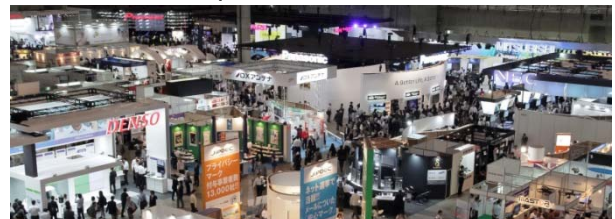
Here we expect the display of technologies, products and services that will make people's lives more fulfilling and comfortable, including: Next-generation visualization technologies; Next-generation wireless communication and mobile communication for smartphones and wearable devices; HEMS and V2H (Vehicle to Home) for the comprehensive control of homes, energy and electrical appliances; Energy storage systems for homes; Smart appliances; Smart City, supporting energy management; Cloud services that promote the use of ICT; Authentication solutions that are essential for the security and usability of services, and more.

○ Categories

- Information Communications/Mobile Devices
- Communications Networking Related
- AV & Entertainment Related
- IoT Solution/Computer Software & Services
- Security Related
- Automobiles/Mobility Related
- Robotics
- Environmental/Energy Related
- Healthcare Related
- Home Appliances
- Socio-System & Advanced Technologies

○ Special Exhibits

- NHK/JEITA Booth
- HATS PLAZA
- Content Experience Zone



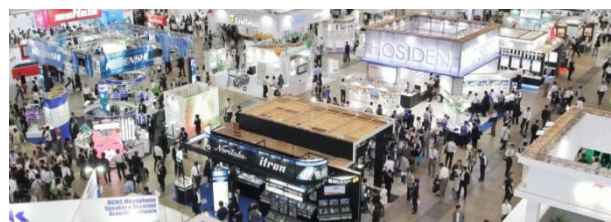
Key Technologies Stage (Halls 4 to 6)

The Key Technology Stage is where the world's most advanced electronic components, devices, materials, and equipment that support the NEXT innovations of Japan in various fields will be introduced.

On display will be the world's most advanced, high-performance electronic devices, including: energy-saving, energy-accumulating and energy-generating technologies that support society's infrastructure; sensing devices that control the electrical performance and functionality of vehicles; advanced automotive parts, such as those of EVs; key devices supporting the miniaturization and energy efficiency of smartphones and wearable devices; input devices enabling the safe and comfortable operation of equipment; and various devices for medical and healthcare-related equipment.

○ Categories

- Passive Components
- Connector Components
- Converter Components
- Power Sources
- High-Frequency Components
- Semiconductors/Devices
- Display Devices
- Batteries
- Materials
- Devices
- Electronic Circuitries
- Social Systems and Leading-edge Technologies



“Next-Innovation Area” (Halls 3 to 4)

CEATEC JAPAN is gaining attention from within Japan and around the world as an event symbolizing industries with IT and electronics at their core, and as a forum for presenting industry drive and direction.

Looking at the overall society of the near future in birds-eye view that can be perceived through linkage in IT and electronics fields such as mobility, healthcare, energy, agriculture and aerospace, the NEXT Innovation Area will propose achievements in innovation with a spotlight on upcoming trends and themes of interest.

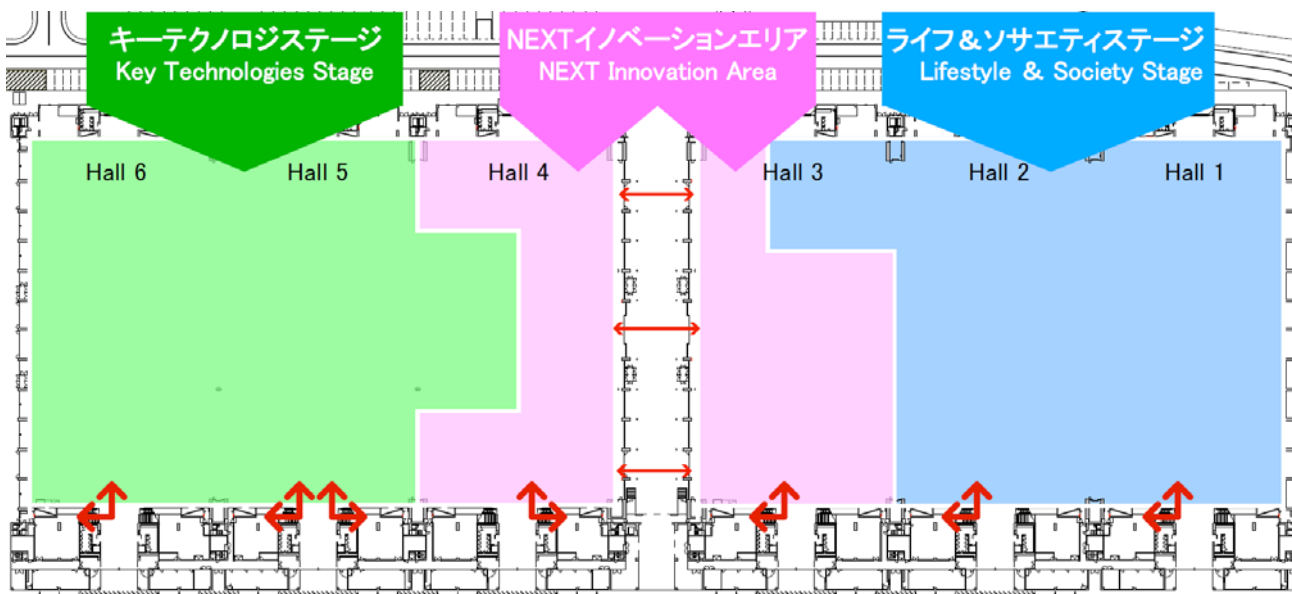


○Categories

- Automobiles/Mobility Related
- Healthcare
- Environmental Energy Related
- IoT
- Wearables
- Robotics
- Agriculture
- Aerospace/Space Engineering
- Computer Software Related

○ Special Exhibits

- NEXT Street
- Venture & University Area
- 3D Printing@Home / Robot@Home
- Cloud Computing Plaza
- Chamber of Commerce Business Square
- Programmable Device Plaza



■ Official Events

○ Opening Press Conference

Date & Time: October 6 (Tue) 13:00 – 13:45

Venue: Open Stage, Hall 4, CEATEC JAPAN 2015

Order of Event: •Greetings by the Chairman (CEATEC JAPAN Executive Committee)
•Address by Ministry Representatives (MIC/METI)
•Overview/Exhibition Highlights/Press & Media Guidelines
(CEATEC JAPAN Management Office)

○ Media Convention (Opening exclusively for the media personnel)

Date & Time: October 6 (Tue) 16:00 – 18:00

Venue: CEATEC JAPAN 2015 Exhibition Halls

Note: Coverage allowed only at participating exhibitor booths

○ Opening Ceremony

Date & Time: October 7 (Wed) 12:00 – 13:30

Venue: Tsuruno-Ma, 2nd floor, Hotel New Otani Makuhari

Order of Event: •Greetings by the Chairman (CEATEC JAPAN Executive Committee)
•Congratulatory Speech (MIC/METI)
•CEATEC AWARD – Ministers' Awards announcement and ceremony

○ CEATEC AWARD 2015 Announcement and Ceremony

Announcement and Award Ceremony

Minister of Internal Affairs and Communications and Minister of Economy, Trade and Industry Awards

Date & Time: October 7 (Wed) from noon

Venue: CEATEC JAPAN 2015 Opening Reception (Hotel New Otani Makuhari)

Category Awards Announcement and Award Ceremony

1. Announcement of Category Award products passing the initial screening

Date & Time: October 6 (Tue)

Method: Document distribution at the CEATEC JAPAN 2015 press conference

2. Announcement of Category Awards – Grand Prix, Runner-up, and Review Panel's Special Prize

Date & Time: October 8 (Thu)

Methods: Through distribution of press release, on CEATEC JAPAN Official Website, and at Makuhari Messe Central Entrance

3. Award Ceremony of Category Awards – Grand Prix, Runner-up, and Review Panel's Special Prize

Date & Time: October 9 (Fri) From 11:30

Venue: Open Stage, Hall 4, CEATEC JAPAN 2015

■ Special Exhibits

1. Open Stage

As a venue to send out new information, this year a total of about 30 sessions are scheduled to be held at the Open Stage. Especially noteworthy will be exhibitor sessions on the topics of IoT, robots, wearables, energy, etc.; CPS/IoT theme sessions targeted for the forthcoming data-driven society; and talk sessions by venture companies. These sessions will be helpful in gathering valuable information for future business.

2. NEXT Street **[NEW]**

Planning: Japan Electronics and Information Technology Industries Association (JEITA)

How will our lives and society change through CPS/IoT in 2020? Advanced services will be introduced in various situations using the latest technologies including wearables, augmented reality (AR), sensors, and drones to experience and get a glimpse of what's ahead. Companies like Rakuten, Kinki Nippon Tourist (KNT) from the service industry will participate in CEATEC JAPAN for the first time.

3. 3D Printing @ Home / Robot @ Home **[NEW]**

Planning: MecklerMedia

MecklerMedia, a company that exhibited robots and 3D printers in New York, London, Shanghai and Singapore will be exhibiting at CEATEC JAPAN 2015.

4. NHK/JEITA Booth

Planning: NHK and Japan Electronics and Information Technology Industries Association (JEITA)

Demonstrations of advancing broadcast services such as 8K satellite and a wide-variety of hybridcast broadcasting content along with the introduction of 4K broadcasting in practical way will be shown. Popular 4K broadcasting products that are coming out to the market and fascination of high-resolution audio will also be introduced in an easy-to-understand way.

5. HATS PLAZA

Planning: Communications and Information network Association of Japan (CIAJ)

The HATS Conference will demonstrate interconnection between latest communications equipment from a range of manufacturers, and offer enjoyable stage presentations that make it easy to understand the importance of this interconnectivity.

6. CSAJ Software Innovation Plaza

Planning: Computer Software Association of Japan (CSAJ)

CSAJ Software Innovation Plaza will be presented by the Computer Software Association of Japan (CSAJ) as an organization of vendors of packaged software (planning and development-oriented software) that are driving innovation and the IT shift in Japan.

7. Content Experience Zone

Planning: Ultra-Realistic Communications Forum (URCF)

Visitors will have a chance to experience 3D applications and content with an unprecedented sense of immersion made possible through ultra-high presence 3D video technologies, multi-viewpoint video and five-sense, multi-sensory content as well as telework technologies.

8. Cloud Computing Plaza

Planning: Cloud Business Alliance (CBA)

At Cloud Computing Plaza, cloud that is in a number of different fields will be introduced including energy-saving DC composition, smart device application and deployment management, business systems, and statistics utilization systems etc., in an easy-to-understand manner.

9. Chamber of Commerce Business Square

Planning: Tokyo Chamber of Commerce and others

The Chamber of Commerce Business Square will introduce products, technologies, and services of its members.

10. Programmable Device Plaza

Planning: Programmable Device Committee

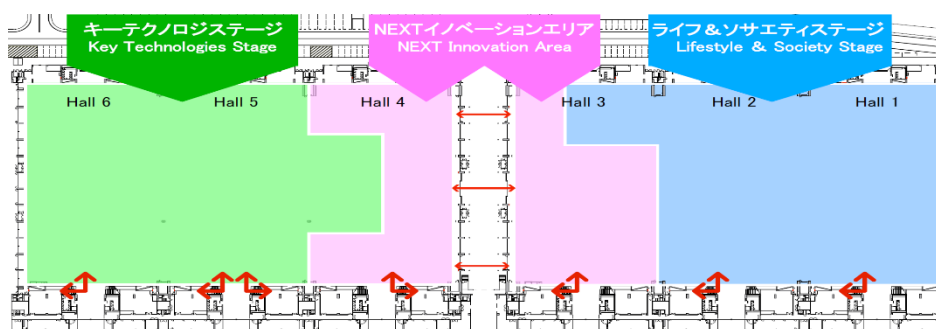
As the culmination of cutting-edge technology, it's as if programmable devices are becoming "invincible" as they overcome weaknesses and continue to evolve. With FPGA proactively moving into growth areas, technologies in achieving applications related to everything from design through to mounting are becoming ever more important.

The Programmable Design Plaza will present the expanding potentials of everybody's businesses in the strategic growth areas actively taken up by CEATEC JAPAN through mini-stage sessions and exhibits.

11. Venture & University Area

The "Venture Area", established to support the activities of venture businesses that develop and provide IT/electronics-related products, technologies and services, will be expanded into a space double that of last year.

Venture Area gathers the latest innovative venture technologies, providing an arena for the introduction of the latest information as quickly as possible by venture businesses that have yet to achieve high exposure. Moreover, for the overall support of Japan-based university and venture activities, a "University Area" in the Venture Area provides opportunities for information exchange and cooperation between academic research facilities and the industrial sector.



■ Keynote and Guest Speeches

Date: October 7 (Wed) 10:30 to 16:15

Venue: Convention Hall, International Conference Hall, Makuhari Messe (Capacity: approx. 1,000)

With the eyes of the globe on Japan in the lead up to 2020, announcements at CEATEC JAPAN conferences will outline the 2020 vision and describe the outlook and hopes for the world's top technologies in achieving the business and lifestyle scenes of the future. CEATEC JAPAN will also deliver highly topical messages to the world through keynote speeches given by leaders in various industries.

○Keynote Speech 1

□ K-01 13:30-14:15



Our future life and industries supported by the Cyber Physical System / Internet of Things — smart sensing, smart communications.

Shigeaki Mizushima, Ph.D., Director, Chairman, SHARP CORPORATION

○Keynote Speech 2

□ K-02 14:30-15:15



“Orchestrating a brighter world” – For a new value creation through IoT

Nobuhiro Endo, President and Representative Director, NEC Corporation

○Keynote Speech 3

□ K-03 15:30-16:15



The Future of the Information Technology Industry in Internet of Things World

Norio Ogiwara, Chairman of Computer Software Association Japan (President of Mamezou Holdings Co., Ltd.)

○Guest Speech 1

□ G-01 10:30-11:15

Making the 2020 Tokyo Olympics & Paralympics the Best in History

Hiroshi Sato, Senior Executive Board Member / Vice Director General

The Tokyo Organizing Committee of the Olympic and Paralympic Games

○Guest Speech 2

□ G-01 11:30-12:15

Dreaming of Space, Moving toward the Future

Naoko Yamazaki, Astronaut

Altogether there will be 100 or so sessions planned during the 4-day period. Also, various sessions are planned to be held that are linked with targeted daily conventions including sessions for executives and management on October 7 (Wed), sessions leading to solving problems that engineers face on October 8 and 9, and sessions on October 10 aimed at the next generation that will carry these IT and electronics endeavors into the future. Details will be distributed at the venue. Please check the conference list.

■ Awards and Events

○CEATEC AWARD 2015

CEATEC AWARD 2015 under the exhibition theme of NEXT- Today's Dreams, Future Realities awards technologies, products, services, and systems on exhibit that exerted outstanding potential in innovation.

○The CEATEC INNOVATION AWARDS, "As Selected by U.S. Journalists"

The CEATEC INNOVATION AWARDS, "As Selected by U.S. Journalists" are judged by an independent panel of U.S. journalists working in the IT and consumer electronics fields, who thoroughly review the technologies, products and services of exhibitors at CEATEC JAPAN, and select winners in recognition of their excellence in innovation and potential influence on the U.S. market.

○NRI Hackathon@CEATEC JAPAN 2015 (October 7)

Planning: NRI (Nomura Research Institute)

"Hack for Money – Let's harness IoT to change the way we deal with money!"

Individuals and corporations will collaborate with the purpose of creating open innovation together. October 7th will be the Hackathon finals.

○Engineers Interaction Seminar and Guided Tour (October 9)

As an event aiming to provide engineers with an opportunity to interact, the "Engineers Interaction Seminar and Guided Tour" will be held under the topics of IoT, mobility and wearables. After the technical background and the future outlooks on the topics are introduced by seminar lecturers who normally work as journalists, guided tours will take place to enable interaction between engineers of participating exhibitors and visitors with the lecturers acting as tour guides.

○Event for Students: Industry Research Seminar for Students

Organizer: Japan Electronics and Information Technology Industries Association (JEITA)

This will involve IT and electronics manufacturers that deliver wide-ranging products and social infrastructure around the world, and electronics component manufacturers supplying those global manufacturers with a high proportion of the world market share. As well as Japanese companies, presenting the strengths of competing companies around the world and their visions for the future will fully convey the allure of this industry. This event will provide a unique opportunity for students to hear presenters talk deeply about their experiences in their careers, their successes, failures and the rewards they have gained etc.

○Tour Guided by Next-generation Engineers (October 10)

Support: Forum Engineering

Management: IT Media (EDN Japan, EE Times Japan, MONOist)

With students who will carry the torch for the next generation in mind, a tour will be held in Saturday October 10 which will give students a chance to communicate directly with engineers active on the front line of product development. This is an excellent opportunity to chat with engineers and soak up the atmosphere of exhibitor booths while perusing CEATEC JAPAN.

○ **SPACE ROBOT CONTEST (October 10)**

Organizer: Junior Association of Future Scientists (JAFS)

Management: Inter Group (English/Robot Academy)/Science Lab

With programming and manufacture for the autonomous lunar surface exploration robot, “Space Robot Contest” will be held on Saturday October 10 and bring together companies and the next generation of the exceptionally talented who will face the challenge of issues on a global scale.

○ **All Japan Robot Sumo Tournament (October 10)**

Organizer: Fujisoft and The National Association of Principals of Technical Senior High Schools

Started 23 years ago in Japan, the Robot Sumo Tournament has grown into an event that now holds tournaments around the world. The Kanto-division High-school Tournament of All Japan Robot Sumo Tournament will once again be held at the CEATEC JAPAN venue. Robot Sumo wrestlers will perform heated battle to become a Yokozuna champion. A class for building paper airplanes is also scheduled to be held right by the Sumo ring.

○ **Virtual Exhibition (October 13 to December 31, 2015)**

As a tool for efficient communications between exhibitors and visitors, and to promote new business, CEATEC JAPAN will open an online virtual space with links to exhibitors from October 13 to December 31, 2015.

■ Exhibitors Press Briefing Schedule

Listed by date

○ **Alps Electric Co., Ltd. (Booth No.: 6K111)**

Date: October 6 (Tue) 10:00-10:30

Venue: International Conference Hall, 2nd Floor [Press Briefing Room at the Press Center]

Content: 16Lab Inc & Alps Electric has jointly developed a ring-shaped wearable computing device.

○ **Panasonic Corporation (Booth No.: 1L12)**

Date: October 6 (Tue) 11:00-11:45

Venue: International Conference Hall, 2nd Floor [Convention Hall B]

Content: "Panasonic's home electronics strategy"

○ **Sharp Corporation (Booth No.: 1L11)**

Date: October 6 (Tue) 12:00-12:45

Venue: International Conference Hall, 2nd Floor [Conference Room: 201]

○ **Information-technology Promotion Agency, Japan (IPA) (Booth No.: 4N61)**

Date: October 7 (Wed) 11:00-12:30

Venue: International Conference Hall, 2nd Floor [Press Briefing Room at the Press Center]

Content: Issuance of "Quality Guidance of Connecting Global Software"

SQuaRE (Software product Quality Requirements and Evaluation) – an ISO/IEC guide that executives and managers should be aware of.

○ **Miraisens, Inc. (AIST Start-ups) (Booth No.: 3N42)**

Date: October 7 (Wed) 13:00-13:30

Venue: International Conference Hall, 2nd Floor [Press Briefing Room at the Press Center]

Content: Lifestyle Innovation – Putting "sensory" into business using stunning 3D haptics technology

○ **Aioi Systems Co., Ltd. (Booth No.: 2L52)**

Date: October 7 (Wed) 14:00-14:30

Venue: International Conference Hall, 2nd Floor [Press Briefing Room at the Press Center]

○ **USA Showcase (Booth No.: 3N50)**

Date: October 7 (Wed) 15:00-16:00

Venue: International Conference Hall, 2nd Floor [Press Briefing Room at the Press Center]

○ **Magency (Booth No.: 3N55)**

Date: October 8 (Thu) 10:00-11:30

Venue: International Conference Hall, 2nd Floor [Press Briefing Room at the Press Center]

Content: MAGENCY ENGAGE

■ Exhibitor Press Briefings Schedule (continued)

Listed by date

October 7 (Wed)

① Seven Dreamers Laboratories (Booth No.: 2L51)

Date: October 7 (Wed) 10:10-10:40

Venue: Makuhari Messe, Hall 2, Seven Dreamers booth

Content: Joint development related toward a new lifestyle by Seven Dreamers, Panasonic, and Daiwa House will be presented at the CEATEC JAPAN 2015 venue.

② Honda Motor Co., Ltd. (Booth No.: 3M56)

Date: October 7 (Wed) 11:00-11:45

Venue: Makuhari Messe, Hall 3, Honda Motor booth

Content: Based on keywords of “Create, Consume, Connect”, Honda will introduce its measures to create low carbon/environment-friendly resilience society using smart hydrogen station, fuel-cell vehicles, and external power supply.

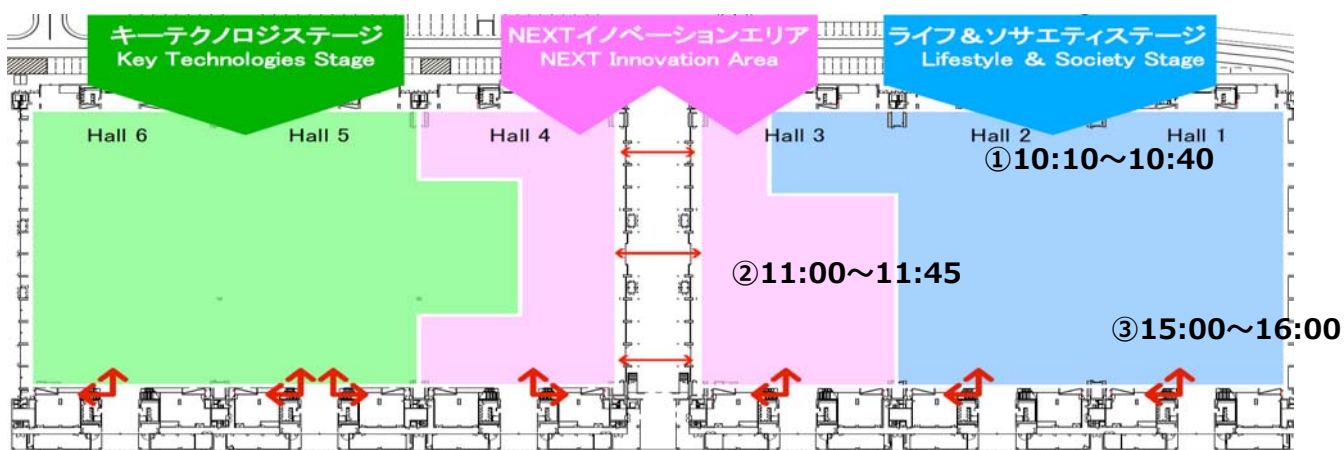
Exhibit product: Power Exporter 9000 (Inverter for external power supply)

③ DX Antenna Co., Ltd. (Booth No.: 2L42)

Date: October 7 (Wed) 15:00-16:00

Venue: Makuhari Messe, Hall 2, DX Antenna booth

Content: The company has been manufacturing and selling broadcasting equipment centering on TV receivers under the DX Antenna brand, communications and security equipment under the DX Delcatec brand, and video equipment such as TVs under the DX Broadtec brand. This time we are releasing a new category of products with the concept of “communications” under the DX Delcatec brand.



■ Introduction of Sponsor Organizations

CEATEC JAPAN Executive Board



Japan Electronics and Information Technology Industries Association

Head office:	Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan TEL:03-5218-1050 FAX:03-5218-1070 http://www.jeita.or.jp
Established:	April 1948
Mission:	The objective of the JEITA is to promote the healthy manufacturing, international trade and consumption of electronics products and components in order to contribute to the overall development of the electronics and IT industries, and thereby further Japan's economic development and cultural prosperity.
Chairman:	Shigeaki Mizushima [Chairman and Director at Sharp Corporation]
President:	Hisato Nagao
Exec. Senior Vice President:	Keiichi Kawakami
Members:	390 companies and organizations (as of September 2015)



Communications and Information network Association of Japan

Head office:	3rd Fl., JEI Hamamatsucho Bldg., 2-2-12 Hamamatsucho, Minato-ku, Tokyo 105-0013, Japan TEL:03-5403-9363 FAX:03-5403-9360 http://www.ciaj.or.jp
Established:	April 1948
Mission:	Working hand-in-hand with our member companies, CIAJ is a general incorporated association committed to the healthy development of info-communication network industries through the promotion of ICT. CIAJ also strives for the realization of a socially, economically and culturally enriching society in Japan as well as in the global community, by supporting advanced and widely available uses of information.
Chairman:	Nobuhiro Endo [President and Representative Director at NEC Corporation]
President:	Yasuyoshi Katayama
Exec. Senior Vice President:	Masamichi Imai
Members:	220 companies and organizations (as of September 2015)



Computer Software Association of Japan

Head office:	4F Akasaka Grace Bldg., 1-3-6 Akasaka, Minato-ku, Tokyo 107-0052 Japan TEL:03-3560-8440 FAX:03-3560-8441 http://www.csaj.jp
Established:	May 1982
Mission:	Through the enterprise activities related to Software Industry, CSAJ contribute to the development of Japanese IT Industry and to enrich lives of Japanese people.
Chairman:	Norio Ogiwara [President and Representative Director at Mamezou Holdings Co., Ltd.]
Executive Director	Toru Maegawa
Secretary General	Yoichi Hara
Members:	446 companies (as of September 2015)

■Management

CEATEC JAPAN Management Office (Japan Electronics Show Association (JESA))

5F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan

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