

CEATEC JAPAN 2016

Overview

Information for PRESS

■ CEATEC JAPAN 2016 Overview

■ Name

CEATEC JAPAN 2016

(Combined Exhibition of Advanced Technologies)

■ Exhibition Purpose

CEATEC JAPAN looks to a future society suffused with information, ushering in a new industrial revolution driven by data. This international event brings together the people, the ideas and the technologies that will realize this future. Visitors will benefit from new business opportunities and exchange information on the latest trends and developments. CEATEC JAPAN offers innovative new solutions to the issues facing society, contributing to progress at the community level and to improved lifestyles at the individual level.

■ Dates

October 4 (Tue) –7 (Fri), 2016

10:00 – 17:00

■ 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

■ Sponsor

CEATEC JAPAN Executive Board

Communications and Information Network Association of Japan (CIAJ)

Japan Electronics and Information Technology Industries Association (JEITA)

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 Japan Commercial Broadcasters Association (JBA)
- 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, Business France – Embassy of France in Japan,
Embassy of Germany 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

■ Cooperative Entity

The Tokyo Organising Committee of the Olympic and Paralympic Games

■ Global Partners

- Consumer Technology Association (CTA International) / CES (USA),
- Messe Berlin / IFA (Germany),
- Messe München International / electronic (Germany),
electronica & Productronica China (China)
- Hanover 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) No particular order

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

Connecting Society, Creating the Future

The emergence of CPS/IoT will bring new transformations to industries. With improvements to data drive and sensor technologies, data not only for text, images and video but also for diverse aspects of lifestyles, businesses and society in general will become “informatized”. While the collection and analysis of data expand the scope of lifestyles and remove the fences between industries and around the world, the role that Japan will play in all of this is also of major significance. Hence, as a comprehensive cutting-edge IT and electronics exhibition, CEATEC JAPAN will reconfigure itself as a forum for co-creation of a new future with the further deepening of connections with CPS/IoT in society.



つながる社会、
共創する未来

CPS/IoT EXHIBITION

■ Exhibition Stages

Starting this year, the exhibition will feature completely new zoning.

It will be divided into 4 areas of Community, Home, Town, and CPS/IoT Technology & Software, as well as the Special Exhibit area.

Community Area

The Community Area focuses on ensuring safe and sound communities through managing public infrastructure, transportation systems, disaster measures and energy, as well as environmental monitoring.

Town Area

The Town Area highlights environmental improvements to facilitate the development of cities offering comfortable spaces in which it is easy to live and work, as well as to ways to offer infrastructure and services for the prospective visitors to Japan in the future.

Home Area

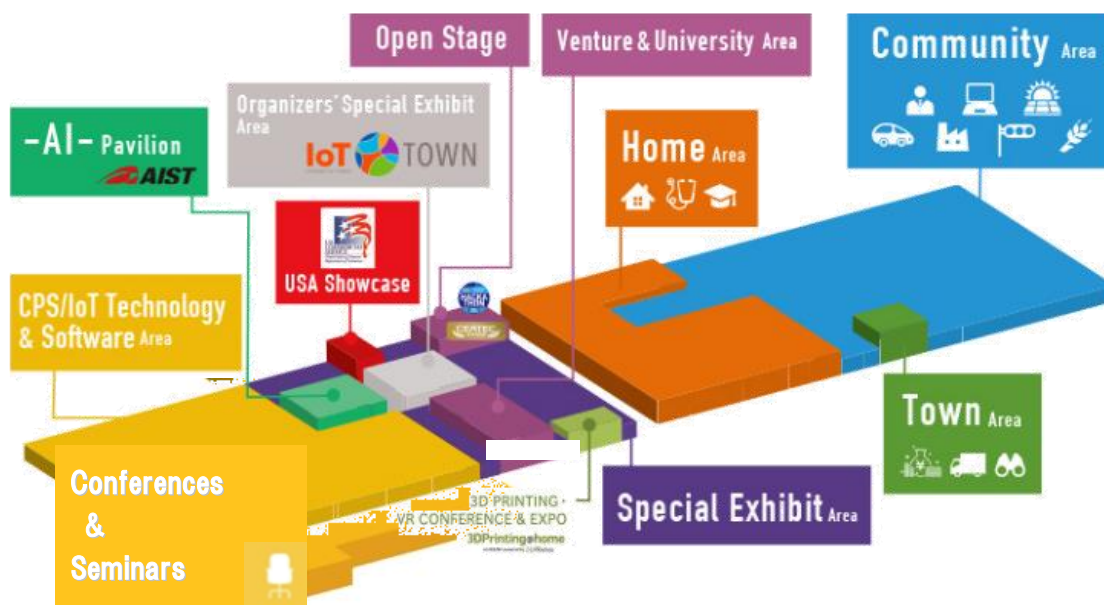
The Home Area is all about realizing comfortable and fulfilling lifestyles through entertainment with immersion and healthcare/lifestyle support robotics.

CPS/IoT Technology & Software Area

This area highlights the diverse electronic components, materials and software that are indispensable for realizing CPS/IoT technologies.

Special Exhibit Area

This area will focus on CPS/IoT via attractions such as IoT Town where companies striving to create new markets will convene, a Special Exhibit area centered on artificial intelligence, and an area for startup venture companies.



■ Special Exhibit Area

■ Organizers' Special Exhibit – IoT Town **NEW**



(Booth Number 4P54)

The organizer has specifically designed IoT Town as an area created to better disseminate the new concept of CEATEC JAPAN 2016.

Companies interested in creating new markets will convene at IoT Town to generate ideas for innovative business models and form new partnerships. This collaboration by participating companies will be proposed as Japan's first "Form of Town", the concepts of which will be disseminated to the world.

■ AI Pavilion **NEW**

(Booth Number 5P65)

This pavilion which is held in cooperation with AIST (National Research and Development Institute of Advanced Industrial Science and Technology) showcases special exhibits by leading AI companies and venture startups.

The latest trends in AI are introduced at conferences by researchers and exhibitors.

AI Conference by CEATEC x AIST Special Conference [SP-22-1]

Date: Oct. 6 10:00 to 10:40

Venue: Room 301, 3rd Floor, International Conference Hall

Pavilion Session: The Fourth Industrial Revolution caused by data democratization

Note: English/Japanese simultaneous interpretation

■ Fintech **NEW**

(Booth Number 2T01)

In cooperation with FINOLAB, Fintech demonstration experiments will be held under the themes of biometric authentication and blockchain. Altogether 11 venture startup companies will gather at the Fintech place in Town Area. There will also be exhibits and presentations at Hackathon events on Tuesday, Oct. 4th. And on Oct. 7th, a conference introducing the transformation in world of banking and finance through IoT will be presented with the participation by megabanks.

■ Regional Revitalization **NEW**

(Booth Number 4P23)

Case studies using IoT at corporations and regional area will be introduced at booth and at the conference.

Regional Revitalization Conference [SP-20]

Date: Oct. 6 14:00 to 17:30

Venue: Convention Hall A, 2nd Floor, International Conference Hall

Pavilion Session: Regional Revitalization using IoT and AI

Note: English/Japanese simultaneous interpretation

■ Venture

(Booth Number 4P53, 4P70-71)

Venture and startup companies are exhibited at the Venture and University area, including ventures of IoT Acceleration Lab (IoT Lab Connection / IoT Lab Selection Finalist companies).

○ Global Matching Event **NEW**

(Booth Number 4P72)

In collaboration with IoT Acceleration Lab, a global matching event with 30 venture companies from India and Israel as well as ASEAN countries will be held. (Wed, Oct. 5)

■ International

Exhibits and sessions on international IoT trends co-organized with foreign embassies in Japan including the Germany, UK, USA and France.

○ Sessions to introduce IoT-related trend in foreign countries **NEW**

Germany: Industry 4.0	[SP-7 / 10:00-13:00/ Wed, Oct. 5 / Convention Hall B] [SP-10 / 10:00-13:00/ Wed, Oct. 5 / Convention Hall A]
UK: The latest IoT from UK	[SP-21 / 13:00-17:00 / Fri, Oct. 7 / Conference Room 103]
USA: Cyber Security	[SP-11 / 13:00-15:00 / Wed, Oct. 5 / Convention Hall B]
France: FrenchTECH	[SP- 4 / 12:30-14:30 / Fri, Oct. 7 / Conference Room 104]

○ USA Showcase

(Booth Number 5P66)

US Pavilion will be setup with cooperation from the US embassy in Japan.

○ Japan-EU ICT Co-Planning **NEW**

(Booth Number 5P66)

In cooperation with Smart IoT Acceleration Forum, R&D symposium will be held, participated by government, industry and academia of Japan and EU.

■ Exhibitor Press Briefings

Order by date

○Tomoegawa Co., Ltd. (Booth: 5C69)

Date: Oct. 4 (Tue) 12:00-12:30

Venue: Press Briefing Room, Special Press Center
2nd Fl., International Conference Hall, Makuhari Messe

Content: Tomoegawa has developed a “copper fiber sheet” that combines the high conductivity and heat dissipation of metal with the flexibility, cushioning and lightness of paper.

Supporting IoT scenes, this new material is set to change basic design and manufacture of components for a wide range of electronic and electrical products. Moving beyond the boundaries of a paper manufacturer, Tomoegawa will present the attractiveness, features and potentiality of the “copper fiber sheet” material against the background of the company’s history of development as the generational leader of a wide range of product developments and its concepts for future developments.

○StradVision, Inc. (Booth: 5C97)

Date: Oct. 4 (Tue) 15:00-15:30

Venue: Press Briefing Room, Special Press Center
2nd Fl., International Conference Hall, Makuhari Messe

Content: StradVision provides computer vision software for advanced driving assistance systems (ADAS) and object recognition software for wearables, smart homes and smart cars. StradVision’s machine learning algorithms achieve performance appraised at the top level technology in the world for recognition of text in images, pedestrians and facial features etc., and also operate smoothly and accurately at high speed in assembly devices.

○QR Translator (PIJIN) (Booth: 2T18)

Date: Oct. 5 (Wed) 13:00-13:30

Venue: Press Briefing Room, Special Press Center
2nd Fl., International Conference Hall, Makuhari Messe

Content: Multilingual Surveys powered by QR Translator®

- Multilingual survey tool that can be introduced at low-cost in short time
- Use of QR Translator® technology, the most popular multilingual solution in Japan
- Covers up to 36 languages. Survey can be performed in the same layout for any language.
- Client need to prepare only the questionnaire or items of survey in their native language.
Comprehensive service includes: translation into multiple languages → generate questionnaire screen → translate answers → summarize
- Recognizes the language set for respondent to a survey to auto display an optimum language
- Face-to-face survey using printed QR code is possible as well as satisfactory results can be obtained by accessing the website of generated URL to conduct survey

○ **Preferred Networks, Inc. (Booth: 5P65)**

Date: Oct. 5 (Wed) 14:00-15:30

Venue: Press Briefing Room, Special Press Center
2nd Fl., International Conference Hall, Makuhari Messe

Content: Preferred Networks (PFN) will introduce the following three items at the press conference.

1. Learning service publication for deep learning on the web browser while actually writing programs.
2. Continuing from automotive and manufacture, under development bio projects moving into full swing with genetic analysis and innovative cancer diagnosis methods
3. Info on the "DIMo" (pronounced as dymo) Deep Intelligence in-Motion network-edge deep learning platform due for commencement in mid-December as a forerunner β version.

■ Exhibitor Press Briefings at the Booth

Order by date

Oct. 4 (Tue)

① **Honda Motor Co., Ltd. (Booth: 2S93)**

Date: Oct. 4 (Tue) 10:00 to 10:45

Venue: Honda Motor Booth, Hall 2, Makuhari Messe

Content: Platform Concept—Honda BizLINC & Variable Design Platform

② **Seven Dreamers Laboratories, Inc. (Booth: 3H69)**

Date: Oct. 4 (Tue) 11:00 to 11:45

Venue: Seven Dreamers Laboratories Booth, Hall 3, Makuhari Messe

Content: Announcement of "laundroid", automatic laundry folding machine

③ **Parity Innovations Co., Ltd. (Venture & University Area) (Booth: 4P53-18)**

Date: Oct. 4 (Tue) 15:00 to 15:45

Venue: Parity Innovations Booth, Hall 4, Makuhari Messe

Content: Parity Mirror enables mid-air video display just with a display placed at the bottom, and when used in conjunction with sensors creates a convenient airborne touch display. This enables intuitive operation by touching video only without actually touching the display, and thus recreates the futuristic user interfaces seen in science fiction and anime.

The exhibition booth will feature new interior products such as a clock that floats in the air, and a kit for creating an airborne touch display by projecting smart phone video into the air.

■ Introduction of Sponsor Organizations

CEATEC JAPAN Executive Board



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:03-5403-9350 FAX:03-5403-9360 http://www.ciaj.or.jp
Established:	April 1948
Mission:	CIAJ is 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:	Masami Yamamoto [Chairman and Representative Director at Fujitsu Limited]
President:	Yasuyoshi Katayama
Exec. Senior Vice President:	Masamichi Imai
Members:	217 companies and organizations (as of September 2016)



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:	Toshiaki Higashihara [President & CEO at Hitachi, Ltd.]
President:	Hisato Nagao
Exec. Senior Vice President:	Keiichi Kawakami
Members:	379 companies and organizations (as of July 2016)



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:	Companies in the business related to computer software gather, and 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	Kenjiro Sasaoka
Secretary General	Yoichi Hara
Members:	501 companies (as of September 2016)

■ Management

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

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

Tel: +81-(0)3-6212-5233 FAX: +81-(0)3-6212-5226 E-mail: press2016@ceatec.com

■ CEATEC JAPAN 2016 Guidelines for Press & Media

1. Registration

Members of the press & media can register at press registration counters that are setup at Makuhari Messe Central Entrance (Oct. 4-7), and the Press Center located on the 2nd floor of International Conference Hall (Oct. 3-7). You are asked to submit two business cards at registration.

Media Convention (Monday, Oct. 3): Please register at the Press Center on the day of the event. Submit your business card at the reception to obtain a Press Pass and wear it on your person to enter the venue.

Note: If you have completed press registration in advance, please bring your Press Pass to the venue.

2. Press Center

Press Center will be made available for the members of the press and media to cover and report on CEATEC JAPAN 2016, with access to exhibitor press releases and press kits as well convenient services such as networked workstations, meeting spaces, catering and more.

① Press Center setup dates:

- Oct. 3 (Mon), 2016
10:00 to 20:00
- Oct. 4 (Tue) – 7 (Fri), 2016
9:00 to 19:00

② Location: 2nd Floor,

International Conference Hall

③ Facilities:

- Work space
Desk, PC (OS: Japanese and English with Internet connection), copier, fax machine, phone
- Internet connection
Analog connection (please prepare a dial-up modem to use the connection)
Network LAN (wireless and wired; please prepare a LAN card)
- Catering
Counter serving refreshments and snacks (free of charge)
- Cloak service
Lockers (limited number of availability)
- Reference Handouts
Sponsor comments and releases, exhibitor releases, overview and guidelines, pamphlets, various references (e.g. sponsors, special exhibits, and conferences), venue maps, photos, etc.
- Press Briefing Room
A press briefing room will be setup in the Press Center, where exhibitors can make product announcements or hold press conference. Programs and schedule will be made available at the Press Center.



Contacts: CEATEC JAPAN Management Office (Inoue Public Relations)

Contact: Mike Litwin, Shun Yoshida E-mail : press2016@ceatec.com