



CEATEC JAPAN 2017

CEATEC JAPAN 2017 Information for PRESS

■ CEATEC JAPAN 2017 Overview

■ Name

CEATEC JAPAN 2017

(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 3 (Tue) –6 (Fri), 2017

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

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 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.*

■ CEATEC JAPAN 2017 Exhibition Theme

Connecting Society, Creating the Future

CEATEC JAPAN: A next-generation exhibition showcasing the latest innovations to help create new markets by promoting business and industry partnerships.

The new CEATEC JAPAN

— an exhibition showcasing not only the latest but future technologies and trends to better answer ongoing social issues with high-tech services and the open innovation paradigm.

■ Exhibition Stages

It will be divided into 4 areas of Community, Home & Lifestyle, Devices & Software, as well as the Themed area.



■ CEATEC JAPAN 2017 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. 3-6) You are asked to submit two business cards at registration.

Media Convention (Monday, Oct. 2): Please register at the central entrance 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 2017, with access to exhibitor press releases and press kits as well convenient services such as networked workstations, meeting spaces, catering and more.

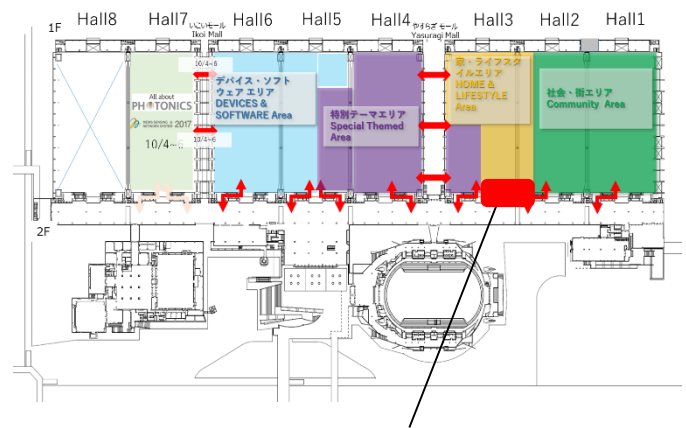
① Press Center setup dates:

- Oct. 2 (Mon), 2017
10:00 to 20:00
- Oct. 3 (Tue) – 6 (Fri), 2017
9:00 to 20:00

② Location: Hall 5 1st Floor, International Exhibition 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.



Press Center

Contacts: CEATEC JAPAN Management Office (JEITA)

Contact: Shun Yoshida E-mail : press2017@ceatec.com

■ Exhibitor Press Briefings

Venue: Press Briefing Room, Special Press Center

Order by date

①CURIO SCHOOL (Booth No. : C027)

Date : Oct. 3 (Tue) 11:00-11:30

Curio School Co.,Ltd. is a small private school providing design thinking utilized project-based learning experience for elementary~high school students, aiming to develop the 21st century skills such as intellectual curiosity, creativeness and collaboration skills. One of our project "Mono-Coto Innovation" is a 6-months program where corporations and making prototypes for product/service development. What values are created not only for themselves, but to the society through their co-creation experience? On the day of the event, student and corporate participants from MCI 2016 are scheduled to share their experiences.

②Kobe Digital Labo Inc. (Booth No. : S10-09)

Date : Oct. 3 (Tue) 12:00-12:30

Tourism analytics for marketing, using a prediction engine for personal movements
We provide Tourism Marketing ICT Analysis for the companies and organizations of tourism. By analyzing tourist's behavioral data from smartphones and free Wi-Fi, we improve tourism measures. This time, we introduce Hakuba Village case and app demonstration to analyze the tourist's dynamics.

③HATAPRO, INC. (Booth No. : S01)

Date : Oct. 3 (Tue) 13:00-13:30

"ZUKKU is an owl-shaped robot that stands a mere 10cm tall. With its battery and SIM card specially designed for use with the IoT, it can obtain various information via a constant connection to the cloud, and also features voice recognition and AI that allows it to distinguish a person's sex, age, emotion, and so on from the image provided by its camera. It also interacts with signage and other devices. It can be set up on the street or inside a facility, and using voice recognition tailored to the characteristics of the person in front of it, provides easy to understand guidance.

""A new city media (touch point) providing an information infrastructure in the IoT age.""

Aimed at businesses such as shops and other establishments, our robotics and digital signage is small and easy to set up anywhere, featuring autonomous communication via a low cost SIM card, continuously communicating with cloud AI to make the best possible judgments; our company is rapidly deploying our affordable to use IoT advertising and other technology to all kinds of shops and establishments. In addition to giving useful information, providing simple service to customers, listening to their needs, ""evolving the everyday"", and existing like a partner that provides a huge range of value, our technology also, in the case of a large scale disaster, delivers real time evacuation information and so on to all of our signage simultaneously, thereby protecting people's safety and peace of mind."

■ Introduction of Sponsor Organizations

CEATEC JAPAN Executive Board

JEITA 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:	380 companies and organizations (as of August 2017)

CIAJ 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:	219 companies and organizations (as of August 2017)

CSAJ 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:	558 companies (as of August 2017)

■ 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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