



## CEATEC 2021 ONLINE



## CEATEC AWARD 2021

### Outline



## About CEATEC AWARD 2021

Counting its 11<sup>th</sup> commencement, CEATEC AWARD 2021 will once again take place during the CEATEC 2021 ONLINE Exhibition. Among the technologies, products and services to be exhibited during the exhibition, the CEATEC AWARD 2021 Panel of Judges will be evaluating the exhibits and projects submitted in advance by exhibitors and select those assessed to be highly innovative and superior in terms of their academic and technological perspectives as well as their marketability and future potential.

## CEATEC AWARD 2021 Panel of Judges

Composition of the review panel

- (1) Academic experts (listed in random order; tentative):
    - Information Processing Society of Japan • The Institute of Electronics, Information and Communication Engineers • The Institute of Image Information and Television Engineers • The Institute of Electrical Engineers of Japan
  - (2) Mass media (listed in random order; tentative):
    - MM Research Institute • Nikkan Kogyo Shimbun, Ltd. • ICT Innovation Research Institute, a part of Institutes of Nikkei BP Intelligence Group • ITmedia, Inc. • Verizon Media Japan
  - (3) Observers:
    - Ministry of Internal Affairs and Communications, Japan (MIC)
    - Ministry of Economy, Trade and Industry, Japan (METI); listed in order of establishment.
- Sponsor of CEATEC 2021: • Japan Electronics and Information Technology Industries Association (JEITA)
- Co-Sponsors of CEATEC 2021:
- Communications and Information network Association of Japan (CIAJ)
  - Software Association of Japan (SAJ)



## **CEATEC AWARD 2021 Ministerial Awards**

### **The Minister of Internal Affairs and Communications Award: One winner**

The CEATEC AWARD 2021 Minister of Internal Affairs and Communications Award will be presented to entries that have submitted applications and were exhibited at CEATEC 2021 ONLINE. This award will be selected from entries that are expected to make the greatest contribution to the advancement of the CPS/IoT society and the realization of Society 5.0, such as the advanced use of information communications, networks, data, AI technology, and IoT technology in the age of IoT/Big Data, the provision of services based on the technologies, AI networking, and the use of IoT in local communities. Specifically, the CEATEC 2021 MIC Award will be presented to the projects, technologies, products, and services, as well as the software, applications, components, and devices that support them, that are judged to make the greatest contribution to the promotion of enriched lifestyles, society, and the efficiency of economic activities and high added value through digital transformation in the new normal society. (Under application to MIC)

### **The Minister of Economy, Trade and Industry Award: One winner**

The CEATEC AWARD 2021 Minister of Economy, Trade and Industry Award will be presented to entries that have submitted applications and were exhibited at CEATEC 2021 ONLINE. This award will be selected from entries that are expected to make the greatest contribution to the advancement of the CPS/IoT society and the realization of Society 5.0 by creating new value through the use of AI, robotics, big data, and other technologies to solve problems and promote innovation in our lifestyles, society, businesses, and industries. Specifically, the CEATEC 2021 METI AWARD will be presented to the projects, technologies, products, services, or supporting software, applications, components and devices that are recognized for their outstanding creativity and marketability in promoting digital transformation in the new normal society and for making the greatest contribution to the advancement of lifestyles, society, business and industry in the next generation. (Under application to METI)



# CEATEC AWARD 2021 Category Awards

One Grand Prix and One Runner-up per category

## CEATEC 2021 Category Award 1. A New Society in the Age of Society 5.0—Infrastructure Category

### Carbon Neutral Category

The Grand Prix and Runner-up will be selected from projects with innovative technologies, products, services, new solutions and business models, including elemental technologies and concepts, that contribute to the sustainable maintenance and development of industries, society and people's lives. The winners will be selected with the aim of realizing a "decarbonized society" and are recognized for their outstanding contribution to carbon neutrality.

## CEATEC 2021 Category Award 2. Open Category

### Solutions Category

New technologies, products, services, software, and applications, as well as solutions and business models that will sustain and enrich our industries, businesses, society, and lifestyles are eligible for selection. The Grand Prix and Runner-up award will be given to those that are evaluated to be superior in terms of their innovativeness, viability, and contribution to society.

### Super City/Smart City Category

The awards will be given to projects that promote the proposal and co-creation of technologies and services with local governments and other industries, such as innovative services, data coordination and utilization in all aspects of society and daily life. The winners will be selected with the aim of realizing super cities and smart cities that will lead the new normal society.

### Elemental Technologies/ Devices Category

Elemental technologies, including IoT technology, devices and technologies that are used in these technologies, or their development concepts, which are used to sustain and develop industries, businesses, society, and lifestyles are eligible for selection. The Grand Prix and Runner-up will be given to those that are evaluated to be innovative, technologically advanced, and have excellent applicability to products and services.

### Digital Transformation (DX) Category

Targeted for projects that promote digital transformation (DX) in various fields of industry, business activities, society, and daily life in response to the transformation to a new normal society. The award will be given to those evaluated to be superior in terms of innovativeness, concrete feasibility, and marketability.

### Startups & University Category

Applications from start-ups, universities, and research institutes that develop IoT and related technologies, products, services, software, applications, business models, etc., and introduce them to the market are in scope. The award will be given to those that are evaluated to be superior in terms of concrete feasibility, contribution to society, technological sophistication, and marketability.



## **CEATEC AWARD 2021**

### **2021 New Initiatives**

**This year, five new information development value-added services will be offered. You can expect to increase the effectiveness of your exhibit and draw more attention to its content.**

**1. Press release will be issued on the results of the selection process following the primary screening.**

Expected to attract more attention as a highlight of CEATEC ONLINE 2021.

**2. Presentation opportunity for specific media will be provided on the final screening day, October 7th.**

Information dissemination such as interviews and articles can be expected as the event will be held before the exhibition.

**3. Information on the award results will be released on the CEATEC 2021 ONLINE Official Website.**

Access by many visitors can be expected as the information will be released on the website where visitors register.

**4. The results and content of the Ministerial Awards and Category Awards will be announced on Media Day to be held on October 18.**

Since the announcement will be made at a press conference organized by the sponsor, it is expected to attract more attention.

**5. Award recipients will be invited to participate in an online conference during the After-event period.**

A great way to reach out to those who missed the main event.

**We will continue to add effective information dissemination to our website and will keep you informed.**

The use of the CEATEC AWARD 2021 logo on sales and marketing tools, advertisements, etc. for the awarded products is permitted.



## CEATEC AWARD 2021 Application & Screening

### 1. Application Procedures

- (1) Download the application form from the CEATEC Official Website, fill in the required information, and submit it to apply.
- (2) When submitting the application form, you may upload one entry with up to two supplementary materials per submission that must not exceed 1GB: An image or photo that shows a specific image of the entry with a document that describes the technical details (PDF file of up to ten A4-/letter-size pages), and a video document (MP4 format).
- (3) There is no limit to the number of entries.  
If you wish to submit multiple entries, please complete a separate application form for each entry.
- (4) **Applications will only be accepted from CEATEC 2021 exhibitors.**
- (5) Points to note when submitting applications/entries:
  1. There is no upper limit to the number of applications per exhibitor, but please submit a form for each entry.
  2. A maximum of two supplementary materials may be submitted per application that are:
    - a. Graphics/photographs that provide a concrete image of the application and technical details (PDF format in A4-/letter-size up to 10 pages)
    - b. Video data (MP4 format); reference in video is optional.
  3. Exhibitor name, title of the entry (may be abbreviated) must be included in the filename.
  4. The total size of the two supplementary materials must not exceed 1 GB.
  5. Applications without supplementary materials will be considered insufficient as screening information in the primary screening (document review).
  6. Applications will be limited to products, services and concepts to be exhibited at the company's booth at CEATEC 2021.
  7. If more than one company is applying jointly, the representative company must enter the information in the "Person in charge of entry" field, and the joint applicant must enter the information in the "Co-entry company" field.
  8. The co-entry company must exhibit at CEATEC 2021 ONLINE and the entry must also be displayed during the online exhibition.
- (6) Application period: Thursday, July 1, 2021 - Tuesday, August 31, 2021
- (7) Application fee (per one entry)
  1. General Exhibit Area/Society 5.0 Area Exhibitors: 55,000 JPY (incl. consumption tax)
  2. Co-Creation PARK Exhibitors: 11,000 JPY (incl. consumption tax)
- (8) Application deadline: Tuesday, August 31, 2021, 5:00 p.m.



## CEATEC AWARD 2021 Application & Screening

### 2. Screening Procedures & Award Announcement

- (1) Document Screening  
All applications will be reviewed by the panel of judges, including submitted supplementary materials.
- (2) Primary Screening Meeting  
Based on the results of the document screening by each member of the panel, a primary screening will be held to select candidates for the Ministerial Awards and Category Awards.
- (3) Final Judging (Ministerial Awards and Category Awards)  
The candidates for Ministerial Award and Category Award selected in the primary screening will be subject to a final judging session where exhibitors will explain their projects and answer questions to determine the Ministerial Awards and Category Awards.
  1. Explanation of candidate entries and Q&A session  
Exhibitors who have been selected as candidates for the Ministerial Award and Category Award at the Primary Screening will attend to give presentations on their projects, followed by a question-and-answer session with the panel of judges.
  2. The details of the selection from the primary screening will be announced to the entrants of the candidate projects after the completion of the screening.  
After the screening and a Q&A session for Ministerial Awards and Category Awards take place, a final screening for these awards will be held by the panel of judges to select the Minister of Internal Affairs and Communications Award, the Minister of Economy, Trade and Industry Award, and the Grand Prix and Runner-up for the Category Awards.
- (4) Announcement of the Ministerial Awards and Category Awards: Monday, October 18, 2021  
The award recipients will be announced in a press release.
- (5) Award ceremony for Ministerial Awards: Details will be announced separately.
- (6) Award ceremony for Category Awards: Details will be announced separately.
- (7) Points to be noted when applying:
  1. Your entry must not infringe on any other patents, etc., and must not be in dispute.
  2. Applications will be invalidated if there is any fraudulent behavior, such as false statements, or any behavior that undermines the purpose of this project after the entry application has been received.
  3. Information provided by applicants during the screening period will be disclosed only to the panel of judges and will be handled with the utmost care.
- (8) Deadline for payment of application fee: Friday, December 31, 2021

**For inquiries on CEATEC AWARD 2021**

## **CEATEC AWARD 2021 Office**

**(Company in charge of CEATEC AWARD 2021: Zero Block Inc.)**

**Ask for: Kodai or Okubo**

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