



CEATEC 2020 ONLINE Themed Exhibit Area -New Normal-

August 6, 2020



1. Name : CEATEC 2020 ONLINE
2. Dates : October 20 (Tue) ~ 23 (Fri), 2020
Note that the show can be accessible as an on-demand exhibition after above dates.
3. Venue (URL) : <https://www.ceatec.com/>
4. Exhibition Theme : *Connecting Society, Co-Creating the Future.*
5. Slogan : *CEATEC – Toward Society 5.0 with **the New Normal***



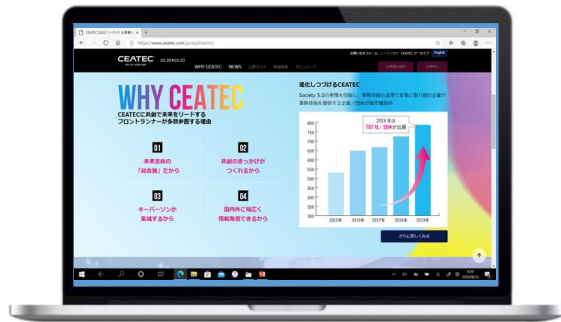
New Normal
Themed Area

At this area, the **New Normal of Japan that will continue to sustain and develop in enriching society and people's lifestyles will be proposed. Furthermore, we will co-create a vision of the "**society of the future**" that leads to the realization of Society 5.0.**

New Normal Themed Area structure

1. New Normal solutions
2. Elemental technologies and devices that support the New Normal society
3. Digital city planning for the New Normal era (Smart Life/ Smart City)

CEATEC Official Website



Register for Admission

Briefing Session

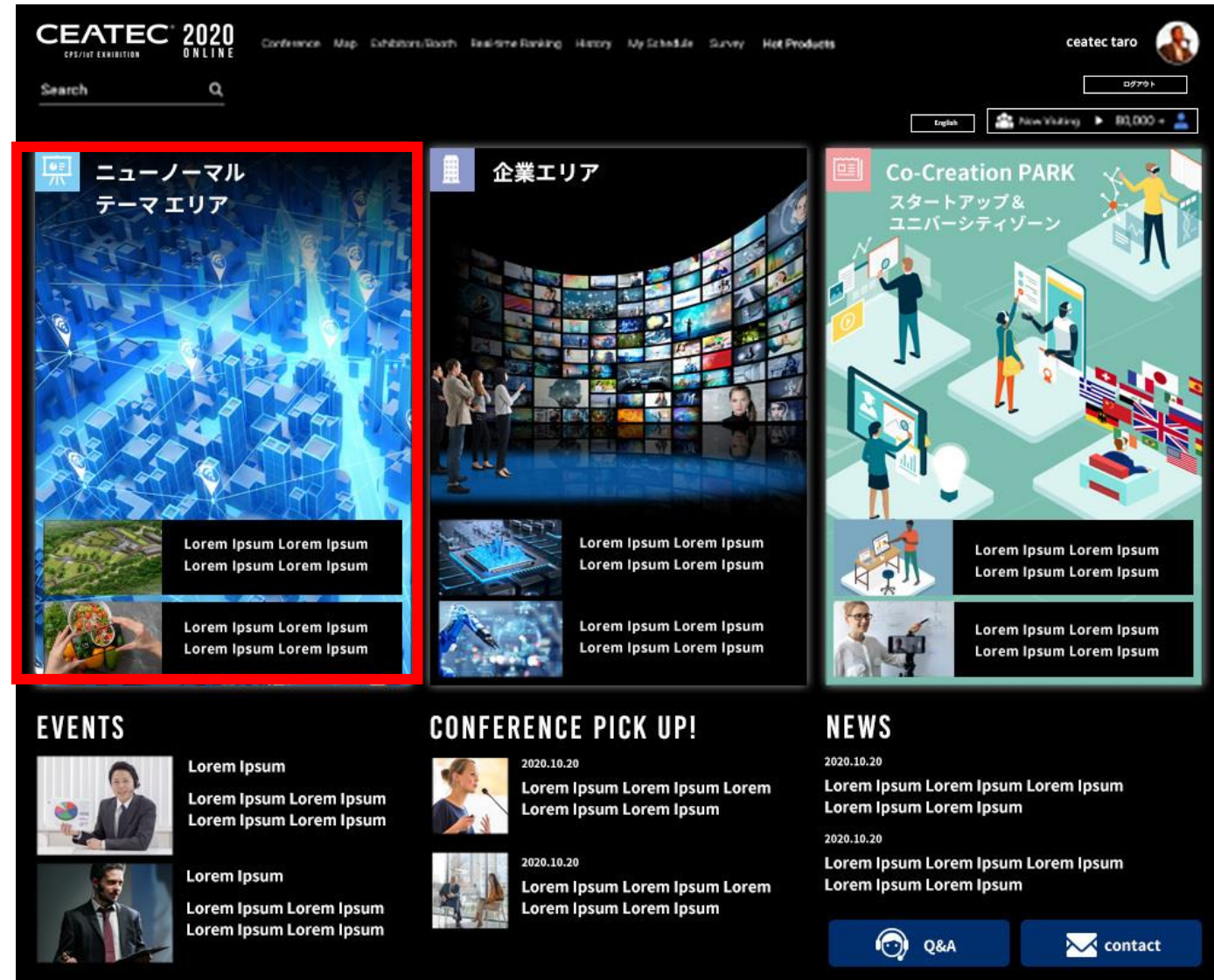
List of Exhibitors

Conference Programs

Topics

Titles of viewable content

CEATEC ONLINE Entrance



■ The New Normal themed area consists of special pages in three categories, proposing new ways of living to sustain and develop "people's lives" and introducing what technology can do on the **special CEATEC 2020 ONLINE page**.



New Normal Solutions

Medical/Healthcare, Education, Foodstuffs, Entertainment, Way of working, Distribution and retailing,

Elemental Technologies/ Devices that Support the New Normal Society

Contactless/Remote communications, Big data, Digital twin, Devices & technologies (AI, telecommunications – 5G, Security, Electronic parts, Devices, etc.)

Digital city planning for the New Normal era

This is a venue to promote companies' technologies and services that contribute to the development of future society with a view in achieving the goals of the SDGs to create innovative opportunities for exchanging ideas, while sharing issues with local government for the realization of a smart city.

CEATEC 2020 ONLINE Page

Exhibitors' Page

■ New Normal Themed Area home



Simulated picture

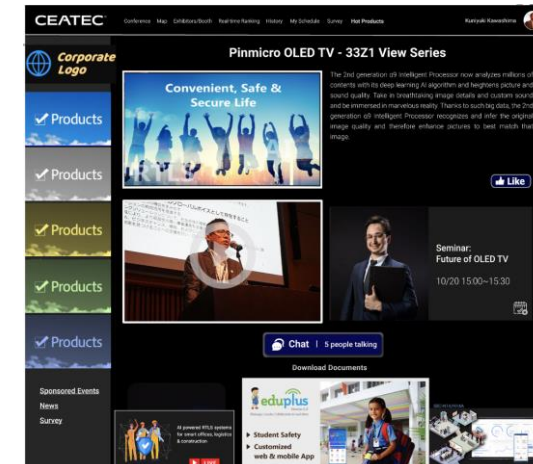
■ List of articles by theme



■ Corporate Page Home



■ Corporate Channel Page



CEATEC 2020 ONLINE Page

Exhibitors' Page

■ New Normal Themed Area home



Simulated picture

①~⑤ Deal with Requested Themes

Issue and solution proposals area of cooperative municipalities of Nara Prefecture, Cities of Kobe, Kaga, and Hamamatsu.

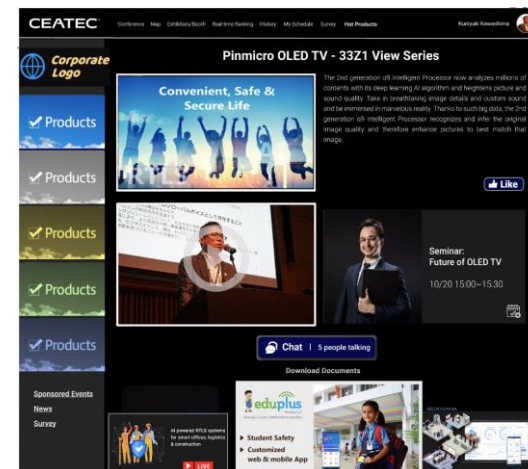
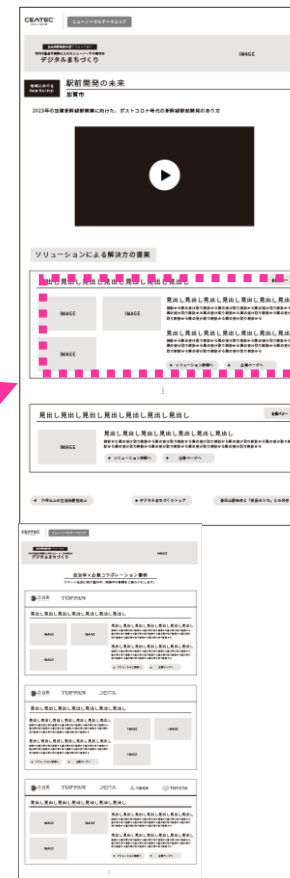
⑥ Others

An area to introduce a wide range of examples of collaboration between municipalities and exhibiting companies, as well as community development solutions that contribute to solving social issues.

■ Digital City Planning Home



自治体×企業コラボレーション事例



3. Digital city planning for the New Normal era (Smart Life/Smart City)

Requested Themes	Description of Issues	協力自治体
① The New Normal in the Region	How do we tackle the development of local DX and new tourism & economic resources to balance infectious disease control and economic activities?	
	<u>The future of railway station development and the future of smart cities</u>	City of Kaga
	<u>Balancing social distance and hospitality</u>	Yamanashi Prefecture
	<u>New lifestyles for the elderly using ICT and AI</u>	Yamanashi Prefecture
	<u>The New Normal of residing in multiple regions in the Post-Corona Era</u>	City of Hamamatsu
② Coexistence with Nature Safety, Security and Disaster Prevention	What technologies/services are needed to balance nature and economic development? E.g.: Management of damage caused by wild animals	
	<u>Coexistence of Kasugayama Primeval Forest and "Deer of Nara"</u>	Nara Prefecture
	<u>Manners to interact with deer inside Nara Park</u>	Nara Prefecture
	<u>Measures to improve the water environment in Nara Park</u>	Nara Prefecture
	<u>Safe mountain climbing and vermin control (wild boar, deer, etc.) countermeasures at Mount Rokko</u>	City of Kobe
③ Mobility in the Community	What are the possible new ways of mobility for securing transportation for inbound demand and citizens?	
	<u>Decentralization of tourism in overconcentrated Nara Park</u>	Nara Prefecture
	<u>Improving access to Mount Rokko</u>	City of Kobe
④ Utilization of Idle Assets and Town Reconstruction	How can we create and bring new value to the local economy through the utilization of idle facilities, renovation and effective use of local assets? E.g.: Issue of vacant houses, way of working that utilizes recreation facilities for employees owned by companies.	
	<u>Business Attraction in Mount Rokko</u>	City of Kobe
	<u>Improving the convenience of living on Mount Rokko</u>	City of Kobe
⑤ Sustainable Solutions	Note: We are looking for solutions that play in part with smart city planning based on the session content covered on July 28th. e.g.) <ul style="list-style-type: none"> • Vermin control (including snow clearing) • Train stations in the age of living with infectious diseases (hub) • The state of national parks • Residing in multiple regions 	
⑥ Others	If there are other themes or case studies that you are already working on to revitalize your community, please suggest them.	

Posting image

■ New Normal Themed Area Special Page (Home)



■ A List by Theme page



Items for submission

- ① Sheet to create New Normal Themed Area Special Page
- ② Images use in the list page
- ③ Exhibitors' logo(s)

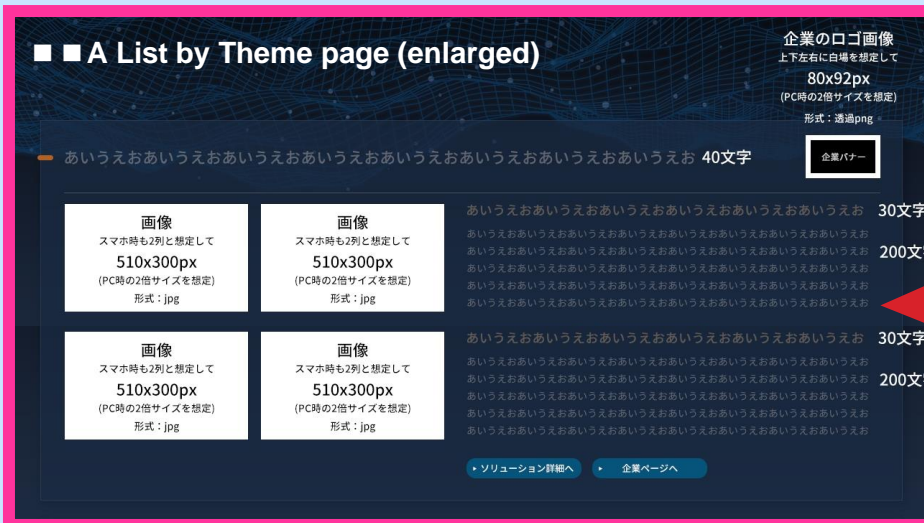
Submission Deadline:
September 7 (Mon)

Submit To: town@mls.ceatec.com

For inquiries, contact:

Office of the New Normal: town@mls.ceatec.com
Phone: 080-4208 – 7664 (Contact: Inoue of Toppan Printing)

■ ■ A List by Theme page (enlarged)



Please supply us with text and image materials to create a page at CEATEC.

■ **For inquiries on the New Normal Area**

CEATEC Office of the New Normal
E-mail town@mls.ceatec.com

■ **For inquiries on the New Normal Area Option/VR3D Exhibition supports**

TOPPAN Printing CEATEC 2020 Content Support Window
E-mail iot_pj@toppan.co.jp

Please refer to the separate sheet for details on exhibition supports.

■ **For inquiries on exhibiting at CEATEC 2020 ONLINE**

CEATEC Management Office (Japan Electronics Show Association)
E-mail exhibitor2020@ceatec.com
