

Cutting-Edge IT & Electronics Comprehensive Exhibition

## CEATEC JAPAN 2014 Opens on October 7<sup>th</sup> and Exhibition Outline Decided

- Two Exhibition Stages, a Special Exhibition, Conference, a new “Venture Area”, and an interaction event for engineers will all take place under the key phrase “Creating New Business Opportunities”
- Visitor pre-registration and keynote speech bookings open July 18

CEATEC JAPAN Executive Board

The CEATEC JAPAN Executive Board, comprised of three organizations – the Communications and Information Network Association of Japan (CIAJ), whose Chairman is Norio Sasaki, Director and Vice Chairman of the Board at Toshiba Corporation; the Japan Electronics and Information Technology Industries Association (JEITA), whose Chairman is Masami Yamamoto, President and Representative Director at Fujitsu Limited; and the Computer Software Association of Japan (CSAJ), whose Chairman is Norio Ogiwara, President and Representative Director at Mamezou Holdings Co., Ltd. – is pleased to announce that CEATEC JAPAN 2014, the Cutting-edge IT & Electronics Comprehensive Exhibition, will be held over a five-day period from October 7 (Tuesday) to October 11 (Saturday), 2014, at Makuhari Messe (Mihama Ward, Chiba City).

CEATEC JAPAN is an IT and electronics comprehensive exhibition that gathers the world’s leading edge technologies products and services under one roof to provide the latest information to those in the industries of domestic and global markets, as well as a wide variety of users.

### ■ **Exhibition theme: “NEXT – Technology Makes the Future”**

CEATEC JAPAN 2014 will gather the latest technologies in the wide-ranging IT and electronics industries based on the theme “*NEXT – Technology Makes the Future*” to show the future outlook and possibilities of IT and electronics.

Moreover, it will generate new business opportunities through the convergence of medical & healthcare, automotive, energy and other divergent fields in ways that transcend conventional market boundaries. Creating new business opportunities is a mandate of CEATEC JAPAN, and is the catalyst that will lead to the new “NEXT”.

### ■ **Two Stages to Generate New Business Opportunities, plus the new “NEXT Innovation Plaza” that Proposes a New Vision for a Societal Model**

The exhibition area is comprised of two Exhibition Stages and one Special Exhibition area aimed at upcoming trends, in order to “showcase the latest trends and future dreams of IT and electronics spanning from upstream to downstream.

#### 1) Lifestyle & Society Stage

The Lifestyle & Society Stage will introduce a broad range of leading-edge technologies that will support tomorrow’s lifestyles and social systems. 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, etc.;

HEMS and V2H (Vehicle to Home) which enable 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.

2) Key Technology Stage

The Key Technology Stage is where the world's most advanced electronic components, devices, materials, and equipment that support the innovations in various fields will be exhibited and introduced. Here we expect the display of 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 a vehicle; Advanced automotive parts such as those of EVs; Key devices supporting the miniaturization and energy efficiency of smartphones, wearable devices, etc.; Input devices enabling safe and comfortable operation of various equipment; various devices for medical and healthcare related equipment, and more.

3) Special Exhibit "NEXT Innovation Plaza"

Beyond creating a new platform using the information communication technologies involved in the "smart" revolution, is the new vision for a societal model as proposed at the "NEXT Innovation Plaza." Next-generation vehicles and safety technologies, various wearable devices, disability support robots, cloud technology, software, etc. All sorts of near-future innovations are becoming reality through the linkage of IT and electronics with other industries, and these innovative achievements will be featured at the exhibition booths and open stage.

■ **Keynote speeches and conference linked with NEXT Innovation Plaza**

Opening day, October 7 (Tue), will feature keynote speeches from Norio Sasaki (Vice-Chairman and Director of Toshiba), Masami Yamamoto (Chairman of Fujitsu), and Norio Ogiwara (President of Mamezou Holdings).

Following, a range of key players will be giving presentations on keyword themes linked with the NEXT Innovation Plaza such as the wearables, robotics, software & content, and mobility until Friday, October 10.

■ **Innovative technologies from ventures and universities gathered in one place**

The "Venture Area" has been newly established in order to support the activities of venture businesses that develop and provide IT/electronics-related products, technologies and services. This "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 people may not be familiar with.

What's more, by co-establishing a "University Area" as well, the Venture Area provides opportunities for information exchange and cooperation between academic research facilities and the industrial sector, for the overall support of university and venture activities in Japan.

■ **Interaction event for engineers**

CEATEC JAPAN is valuable venue where key engineers involved in researching and developing a wide range of products, services and content in the IT and electronics industries gather together. Taking advantage of this characteristic, CEATEC JAPAN will launch a new project aimed at fostering deeper communication among such key engineers, thereby leading to the creation of new business opportunities. Authoritative experts in IT and electronics will act as "tour guides" to introduce the technologies of various companies and assist in Q&A sessions.

In addition, a communication event is being planned, in which engineers can not only mingle among themselves, but also exchange thoughts without any barrier between visitor and exhibitor.

■ **Present Minister of Internal Affairs and Communications Award and Minister of Economy, Trade and Industry Award! — CEATEC AWARD**

With the aim of contributing to the development of IT and electronics industries and the creation of new markets, the most striking innovative technologies, products, services and systems among the exhibits will be awarded. Continuing from last year, the Minister of Economy, Trade and Industry and Minister of Internal Affairs and Communications Awards will be presented, while the Grand Prix will be selected from 4 categories.

- **Award categories:** Lifestyle Innovation category, Social Innovation category, Technology Innovation category, and Green Innovation category
- **Minister Awards announcement and ceremony:** The ceremony will be held from noon during the Opening Reception, Tuesday, Oct. 7 at Hotel New Otani Makuhari
- **Category Awards announcement:** 10:00a.m. on Wednesday, Oct. 2 at Makuhari Messe. The results will also be released on the official website.
- **Category Awards ceremony:** The ceremony will be held from 10:00 a.m. on Thursday, Oct. 3 at Makuhari Messe.

■ **Pre-opening press conference and opening of “Media Convention” for media personnel**

Chairman Sasaki of the Executive Board will make a pre-opening press conference on Monday, October 6<sup>th</sup> from 3p.m. at CEATEC JAPAN 2014 venue, Makuhari Messe. Following the press conference Media Convention, an exclusive opening for media personnel, will be held from 4 to 6 p.m. This will allow coverage of new products and exhibitor highlights by the media immediately after pre-opening. The press center will also open on the same day.

■ **Pre-Registration and Official Website**

Pre-registration for show attendance and reservations for keynote speeches will start from tomorrow, Friday July 18th. Admission will be free by registering in advance (pre-registration) online.  
The latest details are available at the official website below.

*<http://www.ceatec.com>*

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■ **Advance Registration for Members of the Press (Online Press Pre-Registration)**

Members of the press who register online between July 18th and September 17th will receive advance information and services, as well as a Press Pass, which will allow easy and smooth entry to the venue.

**Please address inquiries relating to this press release to:**

CEATEC JAPAN Management Office (Japan Electronics Show Association)

Contact: Kohei Torikai

E-mail: [press2014@ceatec.com](mailto:press2014@ceatec.com)

TEL: 03-6212-5233