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Cutting-Edge IT & Electronics Comprehensive Exhibition

# CEATEC JAPAN 2014

Opens on October 7 (Tue) at Makuhari Messe

2014 exhibition theme: *“NEXT – Technology Makes the Future”*

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- **The latest technologies, products, services that create the future will gather under one roof – a venue for “Creating New Business Opportunities”.**
  - **Featuring two Exhibition Stages, a Special Exhibition, Conference, a new “Venture Area”, and an interaction event for engineers.**
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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 industry, serving domestic and global markets, as well as a wide variety of users. CEATEC JAPAN drives innovation not only in IT and electronics, but in recent years also in a wide range of fields – relating both to industry and consumer life – including cars and healthcare, infrastructure and energy, and agriculture. We believe that, in order to truly revitalize Japan, it is essential not only that current players return to top form but also that new players take the stage and play their part in reshaping society. CEATEC JAPAN is a platform for all those players who are striving to create an innovative future to come together. We aim to be the locus for generating new business through a wide range of exchanges.

■ **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 demonstrate the future outlook and possibilities of IT and electronics.

## ■ **Exhibition Scale**

This year there will be a total of 547 exhibitors (including 150 foreign exhibitors from 24 countries/regions)

[2013: 587 exhibitors (including 163 exhibitors from 18 countries/regions)]

## ■ **Two Stages to Generate New Business Opportunities, plus “NEXT Innovation Plaza” Special Exhibit Offering a New Vision for Society**

The exhibition area is comprised of two Exhibition Stages and one Special Exhibition area focused on upcoming trends, in order to showcase the latest trends and future dreams of IT and electronics, 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 communities. On display will be 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; HEMS and V2H (Vehicle to Home) for the 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; and authentication solutions essential for the security and usability of services.

### 2) **Key Technology Stage**

The Key Technology Stage is where visitors will be introduced to the world’s most advanced electronic components, devices, materials, and equipment that support innovations in various fields. On display will be 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 and wearable devices; input devices enabling the safe and comfortable operation of equipment; and various devices for medical and healthcare-related equipment.

### 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 society as proposed at the “NEXT Innovation Plaza.” Next-generation vehicles and safety technologies, 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 on the open stage.

## ■ **Interaction event for engineers**

CEATEC JAPAN is a valuable venue for key engineers to gather – especially those involved in researching and developing a wide range of products, services and content in the IT and electronics industries. Taking advantage of this, CEATEC JAPAN will launch a new project aimed at fostering profounder communication among such key engineers, thereby leading to the creation of new business opportunities. Authoritative IT and electronics experts will act as “tour guides” to introduce the technologies of various companies and assist in Q&A sessions, which will be held for 3 days, October 8-10. Tour participants will be wearing the MOVERIO device from Epson Sales, and move around the venue riding Honda’s UNI-CUB.

## ■ **Innovative technologies from ventures and universities 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 presentation of the latest information as quickly as possible by venture businesses that have yet to achieve high exposure. Moreover, for the overall support of Japan-based university and venture activities, a “University Area” in the Venture Area will provide opportunities for information exchange and cooperation between academic research facilities and the industrial sector.

## ■ **Keynote speeches and conference linked with the 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). Up till Friday, October 10, several key players – including Tadao Nagasaki, the Managing Director of Japan at Amazon Data Services Japan – will be giving presentations on keyword themes linked with the NEXT Innovation Plaza, such as wearables, robotics, software & content, and mobility.

## ■ **CEATEC AWARDS: The Minister of Internal Affairs and Communications Award and the Minister of Economy, Trade and Industry Award!**

With the aim of contributing to the development of the IT and electronics industries and to the creation of new markets, the most striking innovative technologies, products, services and systems among the exhibits will receive awards. Two ministerial awards will be presented by the Minister of Economy, Trade and Industry, and the Minister of Internal Affairs and Communications, 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. 8, at Makuhari Messe. The results will also be published on the official website and at Makuhari Messe central entrance.
- **Category Awards ceremony:** The ceremony will be held from 10:15 a.m. on Thursday, Oct. 9, at the Open Stage, Hall 4, Makuhari Messe.

The latest information and details are available at the official website below:

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

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Press Center will be setup during the exhibition, where inquires from the media will be taken:

The CEATEC JAPAN 2014 Press Center

Monday, Oct. 6 – Saturday, Oct.11

Hours: 9am to 6pm (5pm on the last day, Oct. 5)

2nd Floor, International Conference Hall, Makuhari Messe

Phone: 043-296-4156

For any other inquires, please contact:

The CEATEC JAPAN Management Office (c/o JESA).

Contact: Kohei Torikai

E-mail: [press2014@ceatec.com](mailto:press2014@ceatec.com) Phone: +81(0)3-6212-5233

CEATEC JAPAN Public Relations Agent (Inoue Public Relations, Inc.)

Contact: Talanori Suzuki, Mike Litwin, or Shun Yoshida

E-mail: [press2014@ceatec.com](mailto:press2014@ceatec.com) Phone: +81(0)3-5269-2301