

Cutting-Edge IT & Electronics Comprehensive Exhibition

CEATEC[®] JAPAN

Combined Exhibition of Advanced Technologies

Exhibition Report

NEXT – Technology Makes the Future.

CEATEC JAPAN 2014

Oct. 7 Tue. ▶ Oct. 11 Sat.

Makuhari Messe

■ Sponsors: CEATEC JAPAN Executive Board

CIAJ Communications and Information network Association of Japan

JEITA Japan Electronics and Information Technology Industries Association

CSAJ Computer Software Association of Japan

CEATEC JAPAN 2014

TOPICS

■ No. of visitors increased by 10,000 (over last year)

Total number of visitors during the 5-day period increased by 10,000 (6.8% over last year)

• Visitors

No. of Visitors*: 150,912

*Total number of newly registered visitors, registered press/media personnel, and exhibitors.

■ A unique and comprehensive show of cutting-edge IT and electronics technologies, electronic components, and devices all under one roof

Painting pictures of new lifestyles, the show featured wide ranging IT and electronics technologies and cutting edge component and device technologies all under one roof, richly planned with easy-to-understand exhibits demonstrating advancements and usages that span industries.

• Exhibitors

Exhibitors: 547
(companies/organizations)

■ Various plans support of technology and innovation

Special plans were made such as the new venture area positioned in the NEXT Innovation Plaza at the exhibition, as well as more than 40 sessions held on Open Stage. This year also saw the start of easy-to-understand guided booth tours designed under various themes to enable exchange between engineers. The CEATEC conferences featured more the 100 sessions, and were attended by upwards of 17,500 people. Sessions on self-driving vehicles, Internet of Things, wearables, healthcare and so forth were attended by even more visitors and were a huge success.

• Conference

Conference attendees*: 17,558

*The total number of attendances to sessions held at the International Conference Room.

• NEXT Innovation Plaza

Open Stage attendees*: 4,271

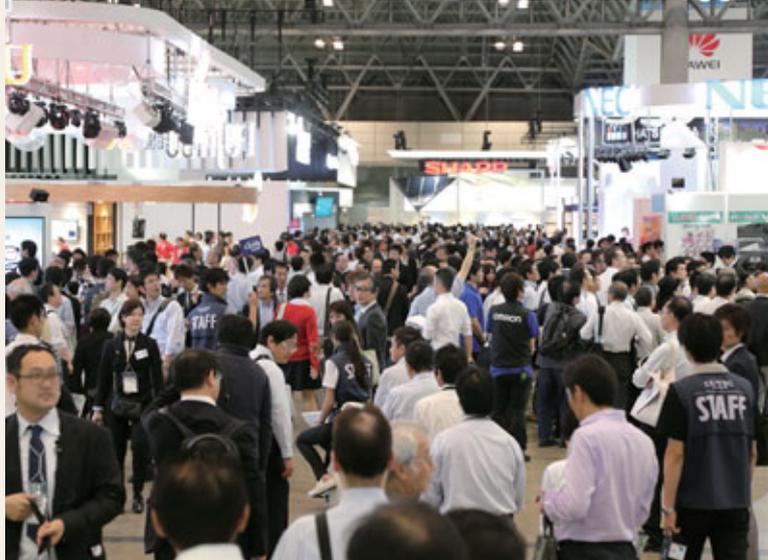
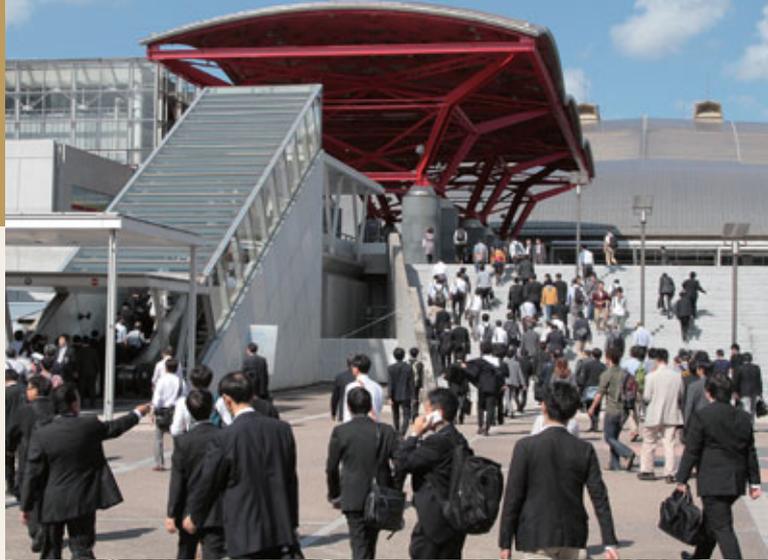
*The total number of attendances to sessions held at Exhibit Hall 4.

■ In the focus of the global media

In addition to imaging technologies and ICT, the Japanese and international media gave their attention to robotics, wearable devices, next-generation vehicles, and wide-ranging sensor technologies. In the international media, BBC World broadcasted live, and many media organizations from around the world proactively and widely covered the show including France 2 broadcasts.

• Press Visitors

Press/Media Visitors: 1,546



CEATEC JAPAN 2014 TOPICS

■ Participation from many countries and regions

Exhibitors came from 24 countries and regions around the world including Taiwan, China, Korea, Hong Kong, America and European regions, as well as other Asian region countries such as Singapore, India, Indonesia, Sri Lanka and the Philippines.

• Exhibitors

**Overseas Exhibitors*: 150
exhibitors from 24 countries/regions**

*Calculated from the total number of exhibitors

■ Executives and key persons from around the world under one roof

Many executives and key persons from around the world came including top users, leaders of exhibiting corporations and associations and those involved in government and science. These key people inspected booths, participated in conferences in panel discussions, experienced the latest cutting edge technologies, and then engaged in animated discussions about the future of IT and electronics.

• VIP

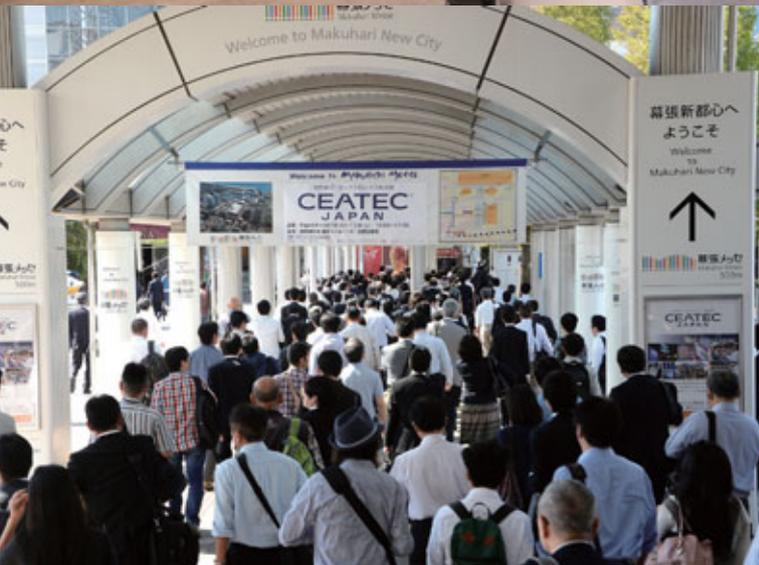
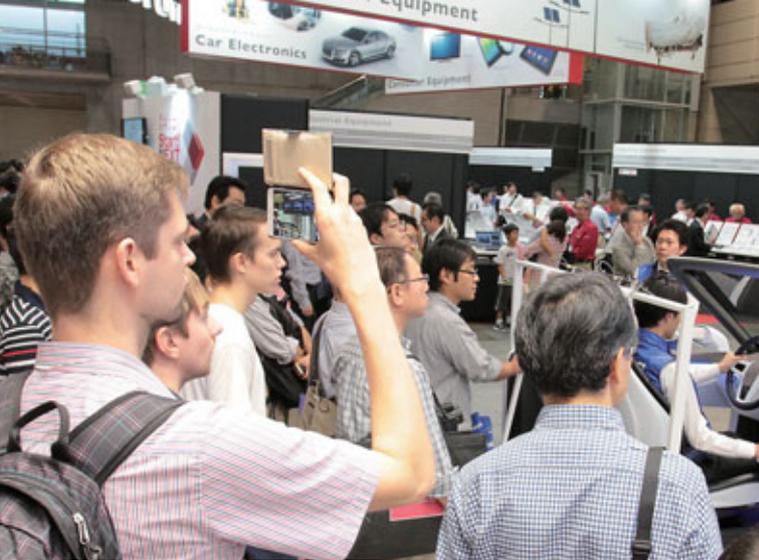
Registered VIP visitors: 655

CEATEC JAPAN 2014 was held at Makuhari Messe in Chiba—city over 5 days from October 7 (Tuesday), to October 11 (Saturday) with support from 25 government ministries, agencies and associations including the Ministry of Economy, Trade and Industry, the Ministry of Internal Affairs and Communications, Japan Broadcasting Corporation (NHK) as well as cooperation from 51 other associations.

Counting the 15th year, the show brought together key industry persons and engineers charged with the technical innovation of the future in The Lifestyle & Society Stage, The Key Technology Stage, in the specially planned NEXT Innovation Plaza and Conferences, under this year's theme of "NEXT — Technology Makes the Future." the show provided opportunities for exchange on wide ranging business developments as well as opportunities to visualize seamless development trends in IT and electronics for a variety of industries and applications.

Moving from the past, the exhibitions have shifted away from a focus on commercial appliances to present technologies related to automobiles, robots and wearables etc that exemplify the wide-ranging advancements in IT and electronics, while many of the exhibitions themselves gave visitors a clear sense of anticipated potential uses and the spreading of IT electronics in a wide range of fields.

The exhibition theme of "NEXT — Technology Makes the Future" enabled visitors to get a feel of future societies, lifestyles, comfort and safety and security, smart, environmental, health and dialogue technologies while getting a feel of the future value in those industries for potentials and future outlook for these IT and electronics technologies.



Opening Reception



Norio Ogiwara
 • Chairman of the Computer Software Association of Japan (CSAJ)
 • President & CEO, MAMEZOU HOLDINGS Co., Ltd.

Norio Sasaki
 • Chairman of CEATEC JAPAN Executive Board
 • Chairman of the Communications and Information Network Association of Japan (CIAJ)
 • Vice Chairman of the Board, Toshiba Corporation

Mr. Kosaburo Nishime
 • State Minister for Internal Affairs and Communications

Mr. Daishiro Yamagiwa
 • State Minister of Economy, Trade and Industry

Mr. Toru Kuroda
 • Director of the Science & Technology Research Laboratories of the Japan Broadcasting Corporation (NHK)

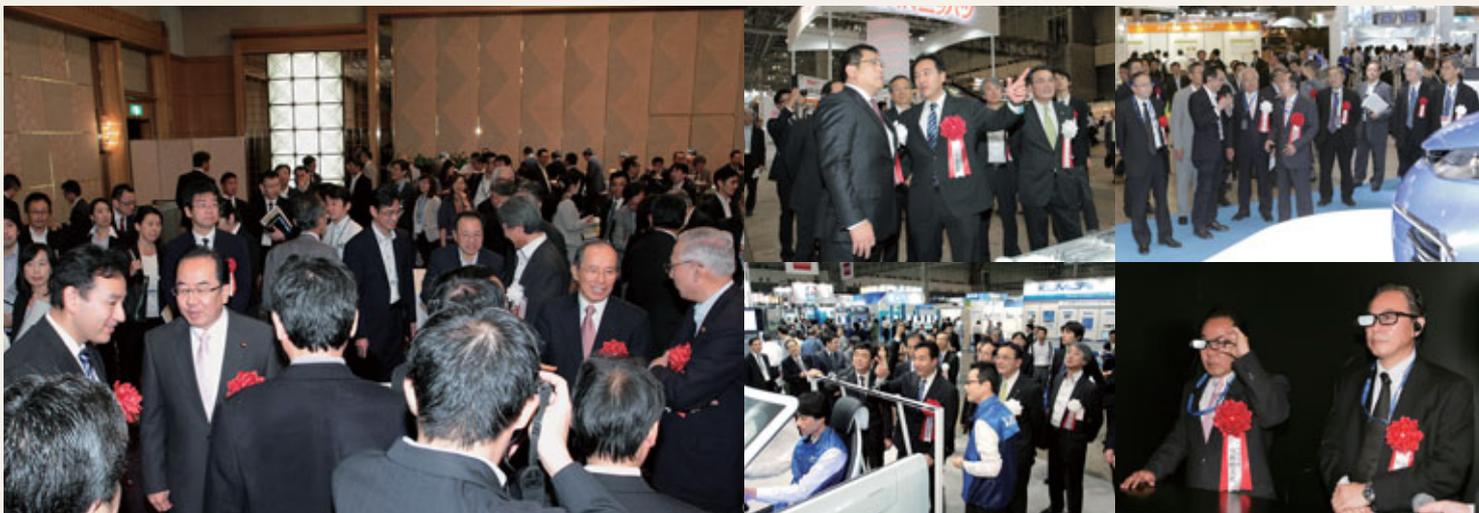
Masami Yamamoto
 • Chairman of the Japan Electronics and Information Technology Industries Association (JEITA)
 • President & Representative Director, FUJITSU Limited

CEATEC JAPAN 2014 Opens!

The Cutting-Edge IT & Electronics Comprehensive Exhibition CEATEC JAPAN 2014 opened on Tuesday, October 7, 2014. Opening Reception for CEATEC JAPAN 2014 was held at the Tsuruno-ma Room in Hotel New Otani Makuhari, where ceremonial events were held starting with a ribbon-cutting ceremony notifying the opening of the exhibition and the announcement of CEATEC AWARD Ministers' award winners.

The Opening Reception was attended by a total of 431 executives and key personnel from government agencies including State Ministers from MIC and METI, officials from the Cabinet Office, and congressmen, as well as broadcasters like NHK, academic and scholarly members, user companies and exhibitors.

After the Opening Reception, many VIPs took a tour around the booth areas to see for themselves the vastly expanding IT and electronics industry, as well as power of technology and innovation that lead to the emergence of new industries realized by collaboration and synergy among diverse fields.



■ Welcoming Speech Representing the CEATEC JAPAN Executive Board

“A venue to appreciate the outlook, the vision, the potential, and the future value of the IT and electronics industries”

Norio Sasaki, Chairman of CEATEC JAPAN Executive Board

“CEATEC JAPAN attracts a great deal of attention from all over the world as an event that broadcasts the most recent information on advances in IT and electronics. This year, CEATEC’s 15th anniversary, there are exhibitors from 24 countries and regions. As well as driving the Japanese economy, ICT is one of the key industries that support business and employment in Japan. The world faces many challenges, but by employing ICT, we are hoping to realize a safe, secure and comfortable society, and to pave the way for a bright future. This year our theme is ‘NEXT – Technology Makes the Future.’ Leading-edge technologies and innovations are gathered together under one roof, a venue for visitors to appreciate for themselves the outlook, the vision, the potential, and the future value of the IT and electronics industries. We believe that collaboration with other industries will lead to growth in mobility, healthcare, energy, wearables, robotics, etc. CEATEC visitors will discover these technical innovations and new lifestyle concepts here. And at the “NEXT Innovation Plaza” special exhibit we are highlighting the technical strengths of the IT and electronics industries, as well as the creation of new businesses.” (Excerpted)



■ Congratulatory Speech by Guest Speakers

“Promoting the pervasive use of ICT to create the world's most advanced social infrastructure as we approach the year 2020”

Mr. Kosaburo Nishime, State Minister for Internal Affairs and Communications

“The key issue for Prime Minister Shinzo Abe is defeating deflation, with the economy given highest priority. The Cabinet’s mission is to ensure that all of Japan is able to experience true economic recovery. And, to ensure that the economy’s virtuous cycle continues to turn, it is vital that we develop ever stronger capabilities in ICT, which is the foundation for economic activity. It is my fervent hope that this year’s CEATEC will trigger new ICT applications and new growth. We aim to make Japan the most active country in the world through technical innovation in the field of ICT, and in June this year we finalized the Smart Japan ICT Strategy. This also has a large role to play in the Japan revitalization strategy – Japan Is Back. At the 2020 Summer Olympics & Paralympics, we want visitors from all over the world to enjoy a truly world-class ICT environment; it will also be an important opportunity to demonstrate to the World Japan’s advanced technologies and logistics capabilities. In the lead-up to 2020, we are encouraging cooperation between government, industry and academia to achieve this, and at the same time promoting the pervasive use of ICT to create the world’s most advanced social infrastructure.” (Excerpted)



“CEATEC JAPAN to act as a catalyst in initiating energetic chemical reaction, resulting in a new growth strategy”

Mr. Daishiro Yamagiwa, State Minister of Economy, Trade and Industry

“It is two years since Prime Minister Abe took office, and the growth strategy that is the ‘third arrow’ of Abenomics differs from previous growth strategies. It is something that evolves on a daily basis, and its most vital component is supported by IT. It can be said that Japan is ahead of most other countries in having to face many challenges – including problems related to energy, an ageing infrastructure, and a population that is rapidly graying. Solving these problems will serve to revitalize Japan’s economy. I am certain that IT is the most important part; it is here that we shall find the means to solve these issues. IT is playing a role in fields that until now have not been directly related to it – energy, mobility, healthcare, and agriculture. I have heard that this year’s CEATEC includes many exhibits from these fields, in each of which IT is acting as a catalyst to initiate a chemical reaction. It is my hope that this CEATEC JAPAN functions as a vessel for many such energetic reactions – and that as a result a new growth strategy emerges.” (Excerpted)



CEATEC® AWARD 2014

Marking the 4th CEATEC AWARD ceremony to date, these awards are given to products, technologies and services exhibited at CEATEC JAPAN, which are strictly reviewed by a panel made up of members representing both academic and media fields. This year there were 88 entries from participating companies. The two Ministers' awards (MIC and METI) are announced at the Opening Reception held on the first day of the event, and award ceremony for category awards were held on October 9th at the Open Stage at the exhibition venue. The Awards are introduced in a wide variety of media in both domestic and overseas markets and receiving high commendation year after year.

Minister for Internal Affairs and Communications Award



Full-Spec 8K LCD Display
SHARP CORPORATION

Minister of Economy, Trade and Industry Award



Real-time Demand Response Technology that Enables Remote Control of the Charge and Discharge of Large Numbers of Consumer's Batteries
NEC Corporation

Grand Prix
Lifestyle Innovation Category

MOVERIO BT-200, BT-200AV
Epson Sales Japan Corp.



▼ Semi-Grand Prix
GaraponTV 4
Garapon inc.



▼ Semi-Grand Prix
Portable SIM
NTT DOCOMO, INC.



Grand Prix
Social Innovation Category

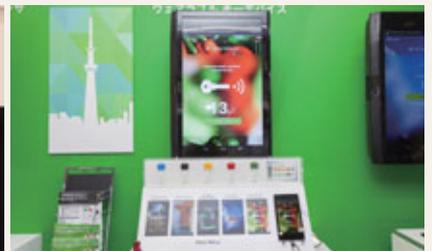
Indoor Location Technology "TAGCAST"
Tagcast, Inc.



▼ Semi-Grand Prix
Adaptive Driving Beam
STANLEY ELECTRIC CO., LTD.



▼ Semi-Grand Prix
Wearable Key Device
Rohm Co., Ltd.



Grand Prix
Technology Innovation Category

System LSI for New Video Compression Standard HEVC Playback
Panasonic Corporation System LSI Business Division



▼ Semi-Grand Prix
MEMS Pressure Sensor
Murata Manufacturing Co., Ltd.

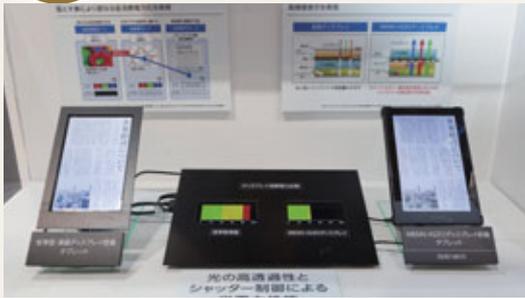


▼ Semi-Grand Prix
Ultra Thin Glass Laminated on Resin "Lamion"/Ultra Thin Glass "G-Leaf"
Nippon Electric Glass Co., Ltd.





MEMS-IGZO Display Tablet
SHARP CORPORATION



▼ **Semi-Grand Prix**
World's first! The Pioneer color-tunable and dimming Organic Light Emitting Diode (OLED) lighting "product 'OLE-801' exclusively for make-up."
PIONEER CORPORATION



▼ **Semi-Grand Prix**
Vibration-driven Power Generation module.
OMRON Corporation



Palpation System for Laparoscopic Surgery
Sano&Tanaka Lab., Nagoya Institute of Technology



■ **Review Panel's Overall Assessment**

CEATEC AWARD2014

Yoshinori Sakai, CEATEC JAPAN Review Panel

Chairman of the Institute of Electronics, Information and Communication Engineers (IEICE)

This year there were more entries than last year, spanning a wide range of fields in IT & electronics, from upstream to downstream, and it was extremely difficult for the panel members to pick award winners. Entries selected for the Grand Prix and Semi-Grand Prix awards, as well as the Review Panel's Special Award, excelled in the innovation and extraordinary technical capabilities they demonstrated. The Review Panel selected technologies and products deemed representative of the sort of innovation Japan is capable of, and worthy of a global audience. But, in addition to the award winners, there were many excellent entries of great diversity, reflecting the future potential of IT & electronics. They were sterling examples of the commitment and hard work of the many researchers and engineers. There is a bright future for CEATEC JAPAN and the CEATEC AWARD. (Excerpted)

The CEATEC INNOVATION AWARDS 2014, "As Selected by US Journalists"

This year for the CEATEC INNOVATION AWARDS, "As Selected by U.S. Journalists", an independent panel made up of 6 U.S. journalists thoroughly reviewed the technologies, products and services of exhibitors at CEATEC JAPAN and selected prize winners. 30 finalists were first chosen which were further reviewed to award 10 different category winners. The award ceremony was held on October 9th at the Open Stage area. Award recipients and their technology, product or service are introduced to the world market, especially in the U.S. media.



■ **Details of Awards**

Category	Product/Technology/Service	Recipient
Grand-Prix	Table Tennis Rallying Robot	OMRON Corporation
Home Entertainment	Technics R1	Panasonic Corporation
Electronic Components	SENSOR NETWORK MODULE	ALPS ELECTRIC CO., LTD.
Digital imaging	IR COLOR NIGHTVISION	Sharp Corporation
Computing and Networking	USB POWER DELIVERY	ROHM Co., Ltd.
Software	Table Tennis Rallying Robot	OMRON Corporation
Mobile Technology	Toshiba Glass	TOSHIBA CORPORATION
Transportation	LED headlight	Mazda Motor Corporation
Health and Household	Wheel chair	WHILL Inc.
Smart community	Satellite program	Mitsubishi Electric Corporation
Industrial Design	X-mobility	DENSO CORPORATION

■ **The list of judges comprising the CEATEC Innovation Awards 2014 panel**

Michael Kanellos — **Greenbiz.com,Forbes.com** (Chairman)

Hubert Nguyen — **Co-founder, Ubergizmo.com**

Tim Stevens — **Editor at Large, CNET**

Richard Lai — **Senior Editor,Engadget**

Keiko Tsuyama — **Freelance Journalist**

Aseem Chhabra — **Freelance Journalist, Rediff.com, Quartz.com**



NEW

Special Exhibition

NEXT Innovation Plaza

Creating platforms from electronics and information communications technologies to achieve “the smart.”
Forward-looking proposals for new social models and visions.



Proposals were made from a wide range of angles and under many themes for vision and innovations of new social models while taking a bird's eye view of the general society of the near future in terms of mobility, energy, robotics, healthcare, wearables software & content, data management and security & surveillance etc.



Mobility



Energy



Robotics



Healthcare



Wearables



Software & Content



Data Management



Security & Surveillance

NEW

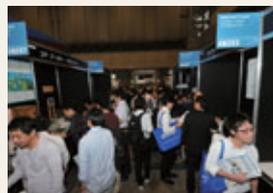
Open Stage

During the exhibition, altogether 39 sessions were held on a wide variety of topics and content by exhibitors and up-and-coming venture companies. The Open Stage captured the audience as a new venue to dispatch information at CEATEC JAPAN.



NEW

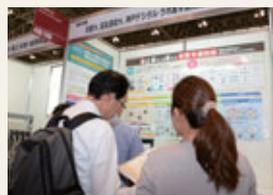
Venture Area



Twenty-five venture companies and organizations gathered and opened booths at the Venture Area including special exhibits by the National Institute of Information and Communications Technology and Toward2020 (T3) project. The area was constantly filled with visitors, which conveyed the possibility of social change with the emergence of new players.

NEW

University Area



Twelve booths from national and private universities, and common laboratory teams made presentations on their research results. This area was setup next to the Venture area to appeal Japan's energy and possibilities for the future.

Digital Healthcare Plaza

Planning: Personal Connected Health Alliance
(Exhibition Hall 3)



NEW

CSAJ Software Innovation Plaza

Planning: Computer Software Association of Japan (CSAJ)
(Exhibition Hall 4) Oct. 7 (Tue)-Oct. 10 (Fri)



Cloud Computing Plaza

Planning: Cloud Business Alliance (CBA)
(Exhibition Hall 4) Oct. 7 (Tue)-Oct. 10 (Fri)



Chamber of Commerce Business Square

Planning: Tokyo Chamber of Commerce and Industry (TCCI), etc
(Exhibition Hall 4) Oct. 7 (Tue)-Oct. 10 (Fri)



Programmable Device Plaza

Planning: Programmable Device Committee
(Exhibition Hall 4) Oct. 7 (Tue)-Oct. 10 (Fri)



NEW

Technology Exchange Guided Tours

Newly introduced as an event to promote communications between engineers, Guided tours were given by journalists who specialize in IT and electronics fields. The tours included Energy Management Tour, Wearable &

Healthcare Tour, Mobility Tour, and Gadget Tour, attracting a total of 205 participants. Each tour visited exhibitor booths to boost exchange through introduction of technologies and Q&A sessions.

Supported by

EPSON **HONDA**
EXCEED YOUR VISION The Power of Dreams

EDN **EE Times** **MONOist**
Japan Japan



Special Exhibits/Projects (Exhibition Hall 2)

Experience of TV evolution “8K Super Hi-Vision” and “Hybridcast”

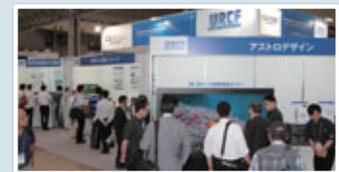
Planning: Japan Broadcasting Corporation (NHK),
Japan Electronics and Information Technology Industries Association (JEITA)

HATS PLAZA

Planning: Communications and
Information network Association of Japan (CIAJ)

Content Experience Zone

Planning: : Ultra-Realistic Communications Forum (URCF)



Saturday Events

On Saturday, special events focusing on the development of next generation were held. Companies such as Skeletonics and WHILL cooperated to hold hands-on events and Electronics Workshops for Junior and Kids to promote interest to IT and electronics industry. Industry Research Seminar, aimed for students who will be supporting the IT and electronics industry, conveyed the appeal of working in the industry through talks from engineers in the front line.

All Japan Robot Sumo Tournament

Oct. 11 (Sat), Exhibition Hall 4

Supported by: Fujisoft, The National Association of Principals of Technical Senior High Schools

© Paper airplane classroom: free



CEATEC JAPAN 2014 – Event for Students Industrial Research Seminar

Contributing to a global market – the IT & electronics industry today and tomorrow.

Oct. 11 (Sat), 13:00~15:00, Meeting Room 201, International Conference Hall

Supported by: HRD for IT/Electronics Field Study Panel,

Japan Electronics and Information Technology Industries Association (JEITA)





Contents

CEATEC JAPAN 2014 Topics

Topics	01
Opening Reception	03
CEATEC AWARD 2014	05
The CEATEC INNOVATION AWARDS 2014, "As Selected by US Journalists"	06
NEXT Innovation Plaza	07

Exhibition

Exhibition Category	10
Floor Map	11
Exhibitor Directory	15
Pick Up 1 — Exhibition Trends	17
Pick Up 2 — CEATEC JAPAN News	25

Conference/Seminar

Conference/Seminar	27
--------------------------	----

Results

Exhibition and Questionnaire Results	29
Visitor Breakdown and Questionnaire Results	30
Public Relations/Promotions	32
CEATEC JAPAN Official Website	33
Exhibit Outline	34

Exhibition Category

Lifestyle & Society Stage

Lifestyle & Society Stage presented the ways of living and societies of tomorrow with seamless deployment into a range of industries across all kinds of lifestyle scenes, and introduced technologies, products and services that gained attention from around the globe, and that will make our lifestyles more comfortable and fulfilling.

Home entertainment and Video network

Smart TVs, Digital TVs, Monitors, Recorders/Players, Home servers, Storage, Home-use projectors, Home theater systems, Audio products, Surround systems, Digital audio players, Game platforms, CATV/Terrestrial/BS/CS broadcasting-related services, IPTV, FTTH, Broadband, Next-generation network services, Video distribution services, Entertainment content, Digital content, Next-generation video technology, Commercial video systems, Large-format video systems, Digital cinema, Digital signage, Related products, systems & services, software

Personal digital tools and mobile networks

Smartphones, Cellular telephones, Personal Handyphone System (PHS), Mobile PCs, Tablet PCs, Electronic books, Smartphone/tablet applications, Smartphone/tablet application development services, Digital cameras, Digital video cameras, Portable game players, Portable digital audio players, Electronic dictionaries, Wireless broadband services (WiMAX, Long Term Evolution, Wi-Fi), Wireless communication technology and products (Bluetooth®, ZigBee, NFC, TransferJet, Others), Wireless LAN technologies & products, PCs, Peripheral equipment (Printers, Scanners, Memory media, Memory equipment, Others), Smartphone/tablet accessories, Smartphone/tablet peripherals, Related products, systems & services, software

Smart Office & Business Networks

Cloud computing Services, SaaS, ASP PaaS, IaaS/HaaS, Data centers (IDC), Virtualized solution, Grid computing, Servers, storage (mainframe, mid-range, IA server, network storage), Middleware, Applications, Database, BI, ETL, OLAP, DWH, Knowledge management, Groupware, ERP, SCM, CRM, SFA, Clients, PCs, Peripheral equipment, Information Digital office equipment, Business equipment (push-button phone devices, PBX, wireless phones for company offices, business facsimiles, PDAs), Infrastructure equipment (switching stations, digital transmitters, fixed communications devices, base station communications devices), Internet equipment (modems, optical access equipment, hubs, routers, LAN/WAN), Network services, Web services, Web/Video conferencing systems, Network cameras, Softphones, IP phone, VoIP, IPv6, M2M system services, M2M devices, Information security, Design and development, Operation management, Outsourcing services, Consulting, Green IT (Energy-saving hardware, Energy-saving software, Services), eco-office, Related products, systems & services, software

Smart House

Household photovoltaic power generation system, Household fuel cell system, Household power storage system, Power supply system, HEMS, Smart house, Home solution (PLC, others), Related systems, Home security systems, Network home appliances, Consumer electric products, Household appliances, Related products, systems & services, software

Smart Mobility

EV, HEV, PHV, FCV related systems, Batteries, Vehicle network systems, Energy supply systems (rapid chargers, wireless charger systems, multiple charging systems, battery chargers, battery management related), ITS, Telematics, Transportation-related systems and services, Car AVC products (Car audio systems, Car navigation systems, PNDs), Car-mounted components, Sensing and monitoring, Related products, systems & services, software

Smart Community

Renewable energy (solar, wind power, hydraulic power, geothermal energy, biomass), New energy/Renewable energy (solar, wind power, hydraulic power, geothermal energy, biomass), New energy, Storage batteries, Storage systems, Fuel cells, Smart meters, Power control, Smart grid-related systems, Communications unit, Home wireless, Various electricity/energy equipment, BEMS systems, Zero Emission Buildings (ZEB), Smart towns, Next-generation social systems and services, Energy harvesting, Related products, systems & services, software

Lifestyle and social systems & leading-edge technologies

Healthcare/medical electronic systems/services, Social welfare systems/services, Security technologies/systems/services (Personal authentication, Biometric authentication, Video monitoring systems, Disaster prevention/natural calamity measures, Public surveillance/security), e-Learning, Education/academic related systems/services, Public/financial systems/services, RFID systems (RFID readers/writers, RFID printers, RFID tags, RF chips), Distribution/logistics systems/services, Traceability systems, Production technology, Social infrastructure technology, Agri-technology, Industrial technology, Robotics, Business support robots, Life support robots, Communication robots, Space science and technology, Nanotechnology, Biometrics, Biotechnology, Science and technology, Leading-edge Technology, Research presentations, Related products, systems & services, software, Others not included in the Lifestyle & Society Stage listed above.

Key Technologies Stage

Key Technologies Stage showcased the world's leading electronic components and devices, as well as batteries, materials and equipment supporting innovation in a wide range of industries. This stage was noted as "an exhibition of the world's leading electronic components and devices."

Electronic Components, Semiconductors, Devices

Passive Components

Passive components (resistors, capacitors, transformers, inductors, OSCs, crystal oscillators, filters), Noise-reducing components, Other passive components

Structural components

Connecting components (connectors, switches, relays), PCBs, PWBs, Other structural components

Functional components

Transducers (acoustic transducers, magnetic heads, motors, sensors/actuators), High-frequency modules (digital tuners, RF modules), Other functional components

Power sources

Adapters, Chargers, Switching power supplies, Other power source-related items

Semiconductors/Semiconductor Devices

Discreet (discreet semiconductors), Optoelectronics (optical devices), Microwave devices, Sensor/Actuators, IC (memory/microprocessor/logic ICs, analog ICs), Hybrid ICs, Power semiconductors, Hardware design solutions, Software design solutions, MEMS, Other semiconductors/Semiconductor devices

Display Devices

LCDs, Inorganic & organic electroluminescent (EL) displays, LEDs, LED elements (lighting, street lights, LCD backlighting, automotive, mobile phones/mobile devices, amusement devices, signals), FEDs, VFDs, Touch panels, Other display devices

Materials, Batteries, Manufacturing Equipment

Batteries

Fuel cells, Lithium-ion batteries, Nickel-hydride batteries, Solar cells/modules, Other battery-related items

Materials

Metals/materials/Metals/materials, Ceramic materials, Mounting materials/magnetic materials, Other materials

Devices

Measurement instrumentation, Inspection and test equipment, Manufacturing equipment, Electronic component mounting machines, equipment & systems; Electronic packaging devices, components & materials, Other equipment

Social systems & leading-edge technology

Car electronics, Environmental/energy-related technologies, Health care/medical electronics, Nanoelectronics, Nanotechnology, Biometrics, Biotechnology, Science and technology, Leading-edge Technology, Element technology, Research presentations, Cross-sector cooperation, electoral assets, human resources, Municipal & regional industries, Books, Magazines, Software, Service, Other technology-related, Others not included in the Key Technologies Stage listed above.

Special Exhibition : NEXT Innovation Plaza

Creating platforms from electronics and information communications technologies to achieve "the smart." Introducing forward-looking proposals for new social models and visions. GEATEC JAPAN was in focus for its new directions.

Mobility



EV, HEV, PHV, FCV, electric-assisted bicycles, next-generation vehicles; network services, ITS, telematics, car navigation, PND, automotive computers, in-car networking systems; batteries, energy systems; smart mobility social systems, environment-related technologies, safety-related technologies; automotive semiconductors, sensors; related products, parts, materials, technologies, software, etc

Energy



Energy storage (backup for home use), energy saving (energy-saving appliances), smart houses (smart meters), HEMS, PLCs, energy generation (photovoltaic solar cells, fuel cells for the home), home appliances, lighting, designer electronics, interiors, content, services, etc.

Robotics



Humanoid robots, communication robots, service robots, autonomous transportation robots, lifestyle-support robots, autonomous mobile robots, other related robots; control technologies, applied systems; related solutions, parts, software, etc.

Healthcare



Medical devices for the home, brain machine interface (BMI), health-care equipment, fitness/wellbeing-related equipment, remote medical systems, medical information systems; related terminals, products, parts, materials, technologies, software, etc.

Wearables



Wearable terminals; related products, software applications, parts, technologies, etc.

Software & Content



Software, smart education, home-schooling systems, e-publishing sources, audio/video content, streaming, etc.

Data Management



Automatic data analysis and database creation; food production, logistics, smart shopping, POS systems, IC & RFID, cash registers, vending machines, data management platforms, cloud & data storage, centralized hosting, etc.

Security & Surveillance

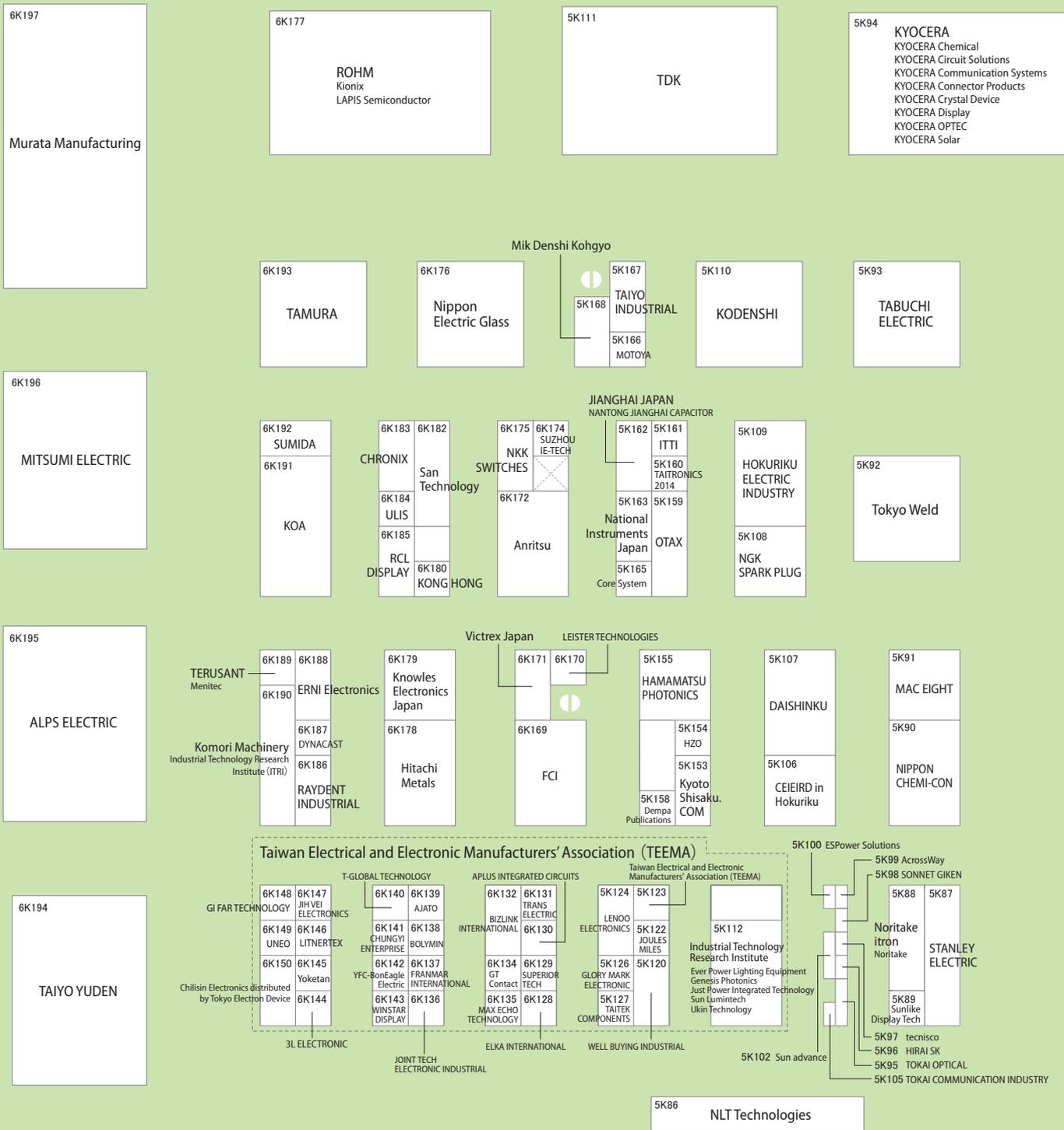


Disaster preparedness and crime prevention; monitoring of the elderly, children, and pets; wireless communications, surveys, tracking; public infrastructure; emergency response systems, etc.

Hall 6

Hall 5

Key Technologies Stage



Hall 4

Customer Lounge

NEXT Innovation Plaza
Open Stage

4 Hall 3

5K76
Tyco Electronics Japan

4N220
Teardown Exhibits Area

5K85
Panasonic

KURABO INDUSTRIES ELECTRONICS DIVISION
5K75
5K72 TAJIMI ELECTRONICS

Tektronix
4K58
4K59

JAPAN FEDERATION OF ELECTRONIC PARTS DISTRIBUTORS & DEALERS
4K39
4K35
CONVERT COMMUNICATIONS
4K20
NHK SPRING

5K84
Japan Aviation Electronics Industry

Panasonic System LSI Business Division
Shenzhen City KaizhongHedong New Materials
5K73
5K74 CLOVER DISPLAY
5K69
NISSAN CHEMICAL INDUSTRIES

HAMAI ELECTRIC LAMP
4K31
4K19
4K55
4K50 Shenzhen Xiehengda Electronics
4K49
4K57
AIM Electronics

CHINA ELECTRONIC APPLIANCE CORP.
Zhejiang Wanma Group Special Electron Cable
4K11
4K10 Shenzhen Zeasnet Electronic Technology
4K12 Shenzhen Jinghua Displays
4K09 Xiamen SET Electronics
4K08 Yuehua Holding Group
4K13 NINGBO KEPO ELECTRONICS
4K07 SHENZHEN LU GUANG ELECTRONIC TECHNOLOGY
4K14 CHONGQING KAIGE ELECTRONICS
4K06 SHENZHEN RIFDA LCD
4K15 DSC (GUANG ZHOU)

4N140
CSAJ Software Innovation Plaza
Mamezou Holdings
Mamezou
NEXTSCAPE
OBIC BUSINESS CONSULTANTS
RI
RPG Technics
KitASP
CompTIA Japan
Certpro
Cybozu
System Technology-i
Systems Nakashima
Nippon Jimuki
NJC Net Communications
PCA
Xronos
BB Softservice
FORUM8
BluePort
Magic Software Japan
NAVIT
NextCadix

- Events listed inside the dotted lines will be held between Oct. 7 (Tue) and Oct. 10 (Fri).
- Events like All Japan Robot Sumo Tournament will be held on Oct. 11 (Sat)

4 Hall 3

5K83
Chiba Prefecture Chiba City

BSEF Japan
MOUBIC
5K67
5K66
5K64
5K68 Kowa Electronic Industry
5K63
LECIP SLP
Rubycon

Media zone
4K45 IID
4K44
4K43 AUTOMATION NEWS
4K48
4K40
SB Creative

THE NIHONKOGYO SHIMBUN
4K27 LEADER ELECTRONICS
4K26
Transphorm Japan
4K22 THINKING ELECTRONIC INDUSTRIAL

4N99
Cloud Computing Plaza
Ascentech
ASPEX
Bittrieve
Bplats.
CHUO SYSTEM
Cloud Business Alliance
DOVA
Eugrid
EWM Japan
FIT Pacific
Future Facilities
IPCORE laboratory
Japan business Lead
KAMOME Engineering
M.Soft
Net One Systems
NEURONET
Nihon CLOUD/FILE
NIPPON SYSTEMWARE
NTT Communications
Open Compute Project Japan
Sanwa Comtec
Smile Works
Thinca
Tsukaeru.net
Vanten
Web Service Development

NEXT Innovation Plaza

5K81
STANLEY ELECTRIC

Nippon SEC/Civic Media
5K62
5K61
YAMATO Electronic
5K60
COSMO SOUND

Venture area
Garapon
I.W. Technology Firm
Jigowatts
Lab.3s
National Institute of Information and Communications Technology
ablecomputer
MEDIAS
PLUSVoice
TM committee
NITRIDE SEMICONDUCTORS
Noa
SKR Technologies
Toward 2020 (T3) Project
Axelspace
Pluto
core-boost project
Fairy Devices
FOVE
Ory Laboratory
GUGEN
Mashup Awards
Moff
Skeletonics
WHILL
Trigenice Semiconductor

4N78
Chamber of Commerce Business Square
ASYS
BusinessMentor
GRAPS
ITAST
LABROS
MOSTEC JAPAN
NIS
ONLYSTYELE
pc-support-ya
PRAGE
RR Donnelley Japan
TOKYO SYSTEM HOUSE
Universal Technics

4 Hall 3

5K77
NECTOKIN

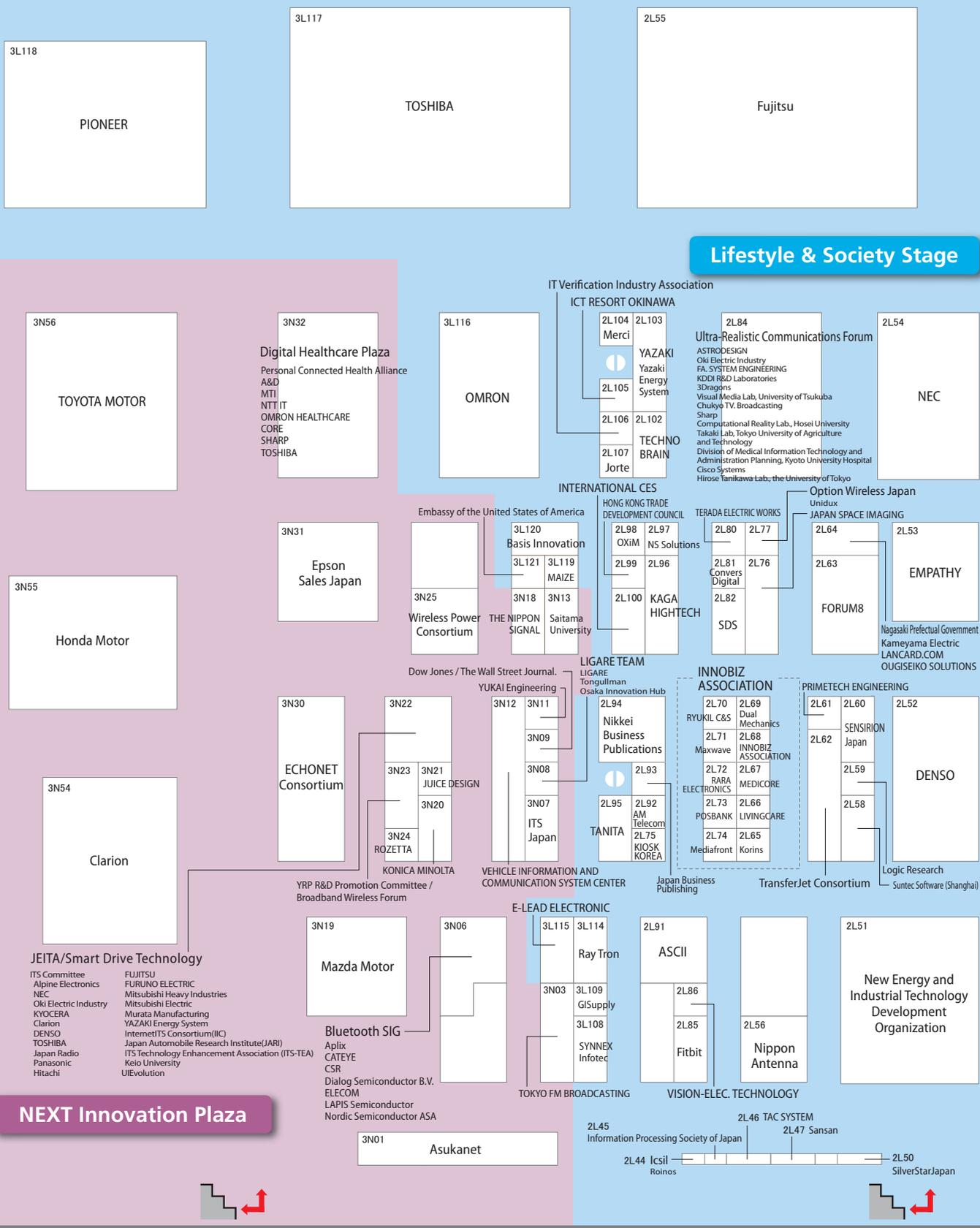
University Area
ADMIRE Project, IAE, Kyoto University
Intelligent Information System (IIS) research center
Joint R&D Project of Kyoto Univ., The Univ. of Electro-Communications, and Kobe Digital Labo
Kanagawa Institute of Technology
Katsura Laboratory, Keio University
Kimura Laboratory, Department of Chemistry, Graduate School of Science, Kobe University
Kyushu Institute of Technology
Sano & Tanaka Laboratory, Department of Mechanical Engineering, Nagoya Institute of Technology
Toyoashi University of Technology
Toyoashi University of Technology/Taisei
UNIVERSITY OF FUKUI

4N57
Programmable Device Plaza
Artwork
Carbon Design Systems Japan
Kumamoto University
Lattice Semiconductor
PROTOTYPING JAPAN
Tokyo Metropolitan Industrial Technology Research Institute
Verification Technology

Floor Map

Hall 3

Lifestyle & Society Stage



NEXT Innovation Plaza

Hall 2

Hall 1

2L43

Mitsubishi Electric

1L07

NTT DOCOMO

1L02

SHARP

2L42

HATS PLAZA

- PBX Group
- FUJITSU
- NEC
- OKI
- MM Group (HDTV)
- Nippon Telegraph and Telephone
- FAX Group
- CIAJ Image Data Communication & Facsimile Committee
- 10G-EPON Group
- FUJITSU
- Mitsubishi Electric
- OKI
- Sumitomo Electric Industries
- TTC Group
- The Telecommunication Technology Committee

CHINA ELECTRONIC APPLIANCE CORP.

1L31 ShenZhen DBK Electronics

1L30 Hinen Electronics (Shenzhen)

1L29 Ash Cloud Shenzhen

1L32 Shenzhen Healthcare Electronic Technology

1L33 HGD Industry

1L34 Shenzhen Baolifeng Opto-elec

SUZHOU BORTLY HARDWARE ILLUMINATION ELECTRIC APPLANCE

1L06

Huawei Japan

China Electronics Fair/ China Information Technology Expo

1L22 Boon Trading Japan

KYODOCOM

HYUNDAI IT JAPAN

2L41

Communications and Information network Association of Japan

Info-communication Access Council

MIRAIT NAKAYO

Hitachi Information & Telecommunication Engineering IWATSU ELECTRIC

Ricoh Seed Planning TSUZUKI DENKI

1L21 Japan

1L23

1L18 ELIVISION

1L17

1L25 TOYO ELECTRIC

Higashi Hiroshima City

1L13

1L14

1L12

1L11 Yamato

IFA (Messe Berlin GmbH)

1L05

Aisin Seiki

Aichi Prefecture

Aichi Prefectural University Information Science and Technology Collaborative Research Institute

AISAN TECHNOLOGY

AZAPA

Harada Vehicle Design

KATO SEISAKUSHO

Prozza

1L01

Panasonic

2L40

NICHICON

2L39 Aomori Prefectural Government

2L38

2L37 Tagcast

Quasi-Zenith Satellite System Service

1L16

PSC

1L15

DX Antenna

1L10 Association of Radio Industries and Businesses

1L09 Tanizawa Seisakusho

1L08

NSM Initiatives

1L04

ENVIRONMENT & ENERGY PRODUCTS OF HOKKAIDO

ASAHI INOVEX

DIMPLEX JAPAN

Environment Equipment Consultant

Hokkaido University of Science

HOKUSUI SEKKEI CONSUL

Hein Energy

Hydrogen Engineering Application & Development

Nextech

PRESS KOGYO

PVG Solutions

SOLAR POWER GENERATION BOTH SIDES MODULE AND SOLAR POWER GENERATION SYSTEM RESEARCH

TSUCHIYA HOLDINGS

UNION DATA SYSTEM

USUI CAST IRON INDUSTRY

2L36

NHK/JEITA -Experience of TV evolution "8K Super Hi-Vision" and "Hybridcast"-

1L03

Japan Electronics & Information Technology Industries Association



LS2L107 NANTONG JIANGHAI CAPACITOR CO., LTD.
 Jorte Inc.
 3N21 JUICE DESIGN co., ltd.
 LS2L96 KAGA HIGHTECH CO., LTD.
 LS2L75 KIOSK KOREA CO., LTD.
 KT6K179 Knowles Electronics Japan, K.K.
 KT6K191 KOA CORPORATION
 KT5K110 KODENSHI CORP.
 KT6K190 Komori Machinery Co., Ltd.
 Industrial Technology Research Institute (ITRI)
 KT6K180 KONG HONG CORPORATION LTD.
 3N20 KONICA MINOLTA, INC.
 KT5K68 Kowa Electronic Industry Co., Ltd.
 KT4K59 KURABO INDUSTRIES LTD. ELECTRONICS
 DIVISION
 KT5K94 KYOCERA Corporation
 KYOCERA Chemical Corporation
 KYOCERA Circuit Solutions, Inc.
 KYOCERA Communication Systems Co., Ltd.
 KYOCERA Connector Products Corporation
 KYOCERA Crystal Device Corporation
 KYOCERA Display Corporation
 KYOCERA OPTEC Co., Ltd.
 KYOCERA Solar Corporation
 KYODOCOM, Inc.
 LS1L23 HYUNDAI IT JAPAN CORP.
 Kyoto Shisaku.COM
 KT5K153 LEADER ELECTRONICS CORP.
 KT4K27 LECIP SLP CORPORATION
 KT5K64 LEISTER TECHNOLOGIES Co., Ltd.
 KT6K170 LEISTER TECHNOLOGIES Co., Ltd.
 3N08 LIGARE TEAM
 LIGARE
 Tongullman Inc.
 Osaka Innovation Hub
 LS2L59 Logic Research Co., Ltd.
 KT5K91 MAC EIGHT CO., LTD.
 LS3L119 MAIZE Co., LTD.
 3N19 Mazda Motor Corporation
 LS2L104 Mercu Corporation
 KT5K168 Mik Denshi Kohgyo Co., Ltd.
 LS2L43 Mitsubishi Electric Corporation
 KT6K196 MITSUMI ELECTRIC CO., LTD.
 KT5K166 MOTOYA CO., LTD.
 KT5K67 MOUBIC
 KT6K197 Murata Manufacturing Co., Ltd.
 LS2L64 Nagasaki Prefecture Government
 Kameyama Electric Co., Ltd.
 LANCARD.COM inc.
 OUGISEIKO SOLUTIONS CO., LTD.
 KT5K163 National Instruments Japan Corporation
 LS2L54 NEC Corporation
 KT5K77 NEC TOKIN Corporation
 LS2L51 New Energy and Industrial Technology
 Development Organization
 KT5K108 NGK SPARK PLUG CO., LTD.
 KT4K20 NHK SPRING CO., LTD.
 LS2L36 NHK/JEITA -Experience of TV evolution "8K
 Super Hi-Vision" and "Hybridcast"
 NICHICON CORPORATION
 LS2L40 Nikkei Business Publications, Inc.
 LS2L94 NIKKO COMPANY
 KT5K73 Nippon Antenna Co., Ltd.
 LS2L56 NIPPON CHEMI-CON CORPORATION
 KT5K90 NIPPON CHEMI-CON CORPORATION
 KT6K176 Nippon Electric Glass Co., Ltd.
 KT5K61 Nippon SEC Co., Ltd./Civic Media Co., Ltd.
 KT5K69 NISSAN CHEMICAL INDUSTRIES, LTD.
 KT6K175 NKK SWITCHES CO., LTD.
 KT5K86 NLT Technologies, Ltd.
 KT5K88 Noritake itron.corp.
 Noritake Co., Limited
 LS2L97 NS Solutions Corporation
 LS1L08 NSM Initiatives LLC
 LS1L07 NTT DOCOMO, Inc.
 LS3L116 OMRON Corporation
 KT5K159 OTAX CO., LTD.
 LS2L77 Option Wireless Japan K.K.
 Unidux, Inc.
 LS2L98 OXiM, Inc.
 LS1L01 Panasonic Corporation
 KT5K85 Panasonic Corporation
 KT5K75 Panasonic Corporation System LSI Business
 Division
 LS3L118 PIONEER CORPORATION
 LS2L61 PRIMETECH ENGINEERING CORP.
 4N57 Programmable Device Plaza
 Artwork Co, Ltd.
 Carbon Design Systems Japan K.K.
 Kumamoto University
 Lattice Semiconductor G.K.
 PROTOTYPING JAPAN Corp.
 Tokyo Metropolitan Industrial Technology
 Research Institute
 Verification Technology, Inc.

LS1L16 PSC Inc.
 LS2L38 Quasi-Zenith Satellite System Service Inc.
 LS3L114 Ray Tron, INC.
 KT6K186 RAYDENT INDUSTRIAL CO., LTD.
 KT6K185 RCL DISPLAY LTD.
 KT6K177 ROHM Co., Ltd.
 Kionix, Inc.
 LAPIS Semiconductor Co., Ltd.
 3N24 ROZETTA
 KT5K63 Rubycon Corporation
 3N13 Saitama University
 KT6K182 San Technology, Inc.
 LS2L47 Sansan, Inc.
 KT4K40 SB Creative corp.
 LS2L82 SDS Corporation
 LS2L60 SENSIRION Japan Co., Ltd.
 LS1L02 SHARP CORPORATION
 LS2L50 SilverStarJapan Co., Ltd.
 KT5K98 SONNET GIKEN CO., LTD.
 KT5K81 STANLEY ELECTRIC CO., LTD.
 KT5K87 STANLEY ELECTRIC CO., LTD.
 KT6K192 SUMIDA CORPORATION
 KT5K102 Sun advance corporation
 KT5K89 Sunlike Display Tech Corp.
 LS2L58 Suntec Software (Shanghai) Co., Ltd.
 KT6K174 SUZHOU IE-TECH CO., LTD.
 LS3L108 SYNEX Infotec Corporation
 KT5K93 TABUCHI ELECTRIC CO., LTD.
 LS2L46 TAC SYSTEM, INC.
 LS2L37 Tagcast, Inc.
 KT5K123 Taiwan Electrical and Electronic
 Manufacturers' Association (TEEMA)
 AJATO CO., LTD.
 6K139 APLUS INTEGRATED CIRCUITS INC.
 6K130 BIZLINK INTERNATIONAL CORPORATION
 6K132 BOLYMIN, INC.
 6K138 Chilsin Electronics distributed by Tokyo
 6K150 Electron Device
 6K141 CHUNGYI ENTERPRISE CORP.
 6K128 ELKA INTERNATIONAL LTD.
 6K137 FRANMAR INTERNATIONAL INC.
 6K148 GI FAR TECHNOLOGY CO., LTD.
 5K126 GLORY MARK ELECTRONIC LTD.
 6K134 GT Contact Co., Ltd.
 5K112 Industrial Technology Research Institute
 Ever Power Lighting Equipment Co., Ltd.
 Genesis Photonics Inc.
 Just Power Integrated Technology Inc.
 Sun Lumintech Co., Ltd.
 Ukin Technology Co., Ltd.
 6K147 JIHVEI ELECTRONICS CO., LTD.
 6K136 JOINT TECH ELECTRONIC INDUSTRIAL CO., LTD.
 5K122 JOULES MILES CO., LTD.
 5K124 LENOO ELECTRONICS CO., LTD.
 6K146 LITNERTEX CO., LTD.
 6K135 MAX ECHO TECHNOLOGY CORPORATION
 6K129 SUPERIOR TECH CO., LTD.
 5K127 TAITEK COMPONENTS CO., LTD.
 6K140 T-GLOBAL TECHNOLOGY CO., LTD.
 6K144 3L ELECTRONIC CORPORATION
 6K131 TRANS ELECTRIC CO., LTD.
 6K149 UNEO INCORPORATED
 5K120 WELL BUYING INDUSTRIAL CO., LTD.
 6K143 WINSTAR DISPLAY CO., LTD.
 6K142 YFC-BonEagle Electric Co., Ltd.
 6K145 Yoketan Corporation
 KT5K160 TAITRONICS 2014
 KT5K167 TAIYO INDUSTRIAL CO., LTD.
 KT6K194 TAIYO YUDEN CO., LTD.
 KT5K72 TAJIMI ELECTRONICS., LTD.
 KT6K193 TAMURA CORPORATION
 LS2L95 TANITA Corporation
 LS1L09 Tanizawa Seisakusho, Ltd.
 KT5K111 TDK Corporation
 4N220 Teardown Exhibits Area
 LS2L102 TECHN0 BRAIN COMPANY., LTD.
 KT5K97 tecnisco
 KT4K58 Tektronix
 LS2L80 TERADA ELECTRIC WORKS Co., Ltd.
 KT6K189 TERUSANT CO., LTD.
 Menitec Ltd.
 KT4K44 THE NIHONKOGYO SHIMBUN Co., Ltd.
 KT4K48 THE NIKKAN KOGYO SHIMBUN LTD.
 3N18 THE NIPPON SIGNAL CO., LTD.
 KT4K02 THINK LABORATORY CO., LTD.
 KT4K22 THINKING ELECTRONIC INDUSTRIAL CO., LTD.
 KT5K105 TOKAI COMMUNICATION INDUSTRY CO., LTD.
 KT5K95 TOKAI OPTICAL CO., LTD.
 3N03 TOKYO FM BROADCASTING CO., LTD.
 KT5K92 Tokyo Weld Co., Ltd.
 LS3L117 TOSHIBA CORPORATION
 LS1L25 TOYO ELECTRIC CORP.
 3N56 TOYOTA MOTOR CORPORATION

LS2L62 TransferJet Consortium
 KT4K26 Transphorm Japan, Inc.
 KT5K76 Tyco Electronics Japan G.K.
 KT6K184 ULIS
 LS2L84 Ultra-Realistic Communications Forum
 ASTRODESIGN, Inc
 Oki Electric Industry Co., Ltd.
 FA. SYSTEM ENGINEERING Co., LTD.
 KDDI R&D Laboratories Inc.
 3Dragons, LLC.
 Visual Media Lab, University of Tsukuba
 Chukyo TV. Broadcasting co., Ltd.
 Sharp Corporation
 Computational Reality Lab., Hosei University
 Takaki Lab, Tokyo University of Agriculture
 and Technology
 Division of Medical Information Technology
 and Administration Planning, Kyoto
 University Hospital
 Cisco Systems, G.K.
 Hirose Tanikawa Lab., the University of Tokyo
 University Area
 4N ADMIRE Project, IAE, Kyoto University
 Intelligent Information System (IIS) research
 center
 Joint R&D Project of Kyoto Univ., The Univ. of
 Electro-Communications, and Kobe Digital
 Labo Inc.
 Kanagawa Institute of Technology
 Katsura Laboratory, Keio University
 Kimura Laboratory, Department of Chemistry,
 Graduate School of Science, Kobe University
 Kyushu Institute of Technology
 Sano & Tanaka Laboratory, Department of
 Mechanical Engineering, Nagoya Institute of
 Technology
 Toyohashi University of Technology
 Toyohashi University of Technology/Taisei
 Corporation
 UNIVERSITY OF FUKUI
 3N12 VEHICLE INFORMATION AND
 COMMUNICATION SYSTEM CENTER
 4N Venture area
 Garapon inc.
 I.W. Technology Firm, Inc.
 Jigowatts Inc.
 Lab.3s Corp.
 National Institute of Information and
 Communications Technology
 ablecomputer inc.
 MEDIAS Company Limited
 PLUSVoice Co.
 TM committee
 NITRIDE SEMICONDUCTORS Co., Ltd.
 Noa Co., Ltd.
 SKR Technologies, Inc.
 Toward 2020 (T3) Project
 Axelspace Corporation
 Pluto Inc.
 core-booster project
 Fairy Devices Inc.
 FOVE, Inc.
 Ory Laboratory
 GUGEN
 Mashup Awards
 Moff Inc.
 Skeletonics Inc.
 WHILL Inc.
 Trigrance Semiconductor, inc.
 Victrex Japan, Inc.
 VISION-ELEC. TECHNOLOGY CO., LTD.
 3N25 Wireless Power Consortium
 LS1L11 Yamato Co., Ltd.
 KT5K62 YAMATO Electronic Co., Ltd.
 LS2L103 YAZAKI Corporation
 Yazaki Energy System Corporation
 3N23 YRP R&D Promotion Committee / Broadband
 Wireless Forum
 3N11 YUKAI Engineering Inc.

Pick Up **1**
Exhibition Trends



● **Next-generation imaging technology advances from 4K to 8K**

4K and 8K next-generation imaging products have moved away from the “dream technology” tone of the last show and have gathered attention in imaging technology presentations covering commercialization with demonstrations and exhibits showing the way forward.

Mitsubishi Electric, for the first in the industry, exhibited 65- and 58-inch 4K-compatible LCD TV REAL LS1 Series. This new line of LCD TVs adopt a red laser light and cyan-color LED as the backlight of the 4K LCD panel to realize exceptionally high-definition images with more depth and three-dimensionality created by the wider color spectrum.



The NHK/JEITA booth featured a 150-inch large size screen with 22.2 multi-channel stereo sound on a stage projecting 8K content. The booth’s panel exhibit introduced 4K and 8K distribution technologies, and presented demonstrations of “8K super hi-vision hybridcast”—exhibits showcasing the “NEXT” of broadcasting.

Panasonic appealed its booth exhibition centering around 4K WORLD, from both aspects of consumer products and business solutions. Under the 4K consumer products, the company’s exhibition centered around 4K-compatible VIERA LCD TV lineup from 40- to 85-inch. In the 4K PHOTO hands-on demonstration corner, visitors had the chance to touch and try LUMIX 4K-video Com-

patible Digital Camera DMC-GH4 and the 4K-compatible Video Camera HC-X1000. In the Business Solutions arena, the company proposed a various 4K applications in business scenes including a 4K tablet the TOUGH PAD 4K and prototype exhibit of 4K Touch-panel Display that can be used smoothly and simultaneously by multiple users under bright daylight. Also, Panasonic System LSI Business Division with their booth setup in the Key Technologies Stage introduced system LSI for reproducing HEVC new compression standard, which will play an important role in the age of 4K8K video/broadcast.



Sharp showcased the world’s first full-spec 8K LCD display that complies to 8K super hi-vision standards and garnered attention from visitors with its overwhelming presence and power. The model won the CEATEC AWARD 2014’s Minister of Internal Affairs and Communications Award.

● **New LCD displays and numerous apply technologies**

Sharp introduced Free Form Display that changed the notion of displays being rectangular to a wide variety of shapes, as required, by placing the gate drivers inside the picture elements throughout the actual display area. A number of demo meters for vehicles were on display to show what FFD can offer. The technology is anticipated for applications in car-mount equipment, wearables, and electronics.

The company’s Car-life World Zone also showcased night-vision color camera co-developed with the National Institute of



Advanced Industrial Science and Technology. This technology realizes color video reproduction similar to that of under visible light using slight color information contained in the infrared ray. At the booth, a pitch-dark room of virtually Olux was reproduced in a vivid color video. 360-degree Free View System sets up four compact cameras around the car that enables shooting in 124-degree vertical and 190-degree horizontal directions. The images are then combined to 360-degree, which can be viewed from any desired angle.

Clarion presented its “all-around bird’s eye view camera system.” Sitting in the cockpit of a Porsche recreated in the booth, visitors could experience an overhead view created by combining images from 4 cameras positioned at the front and rear, and left and right. Also featuring pedestrian and lane marker detection and automatic parking functions etc, Porsche has made this system available as a factory option for its “Panamera” model.

Pioneer made a prototype exhibition of See-through Projection technology that displays video images on a transparent screen. The combination of the image displayed on a transparent screen and the view behind the screen (background) realized an impressive whole new method of video expression.

Omron presented its “Transparent plate space projection technology,” which recreates images with 3-dimensionality by projecting light through tiny patterns on the edge of a thin acrylic plate. The technology holds promise for applications in guidance signage and control panels, etc.

Fujitsu proposed the ZSpace 3D hologram display. As the user can see 3-dimensional view by wearing a goggle and obtain information on product design while performing servicing and maintenance, the display was introduced as a technology to support manufacturing.

● Practical applications of glasses-type wearables

It was wearable terminals that blossomed at CEATEC JAPAN 2014. The show featured exhibits of a wide range of wearable terminals from many companies including smart watches, activity meters, body composition monitors, smart glasses and so forth.

Epson strongly appealed its smart glasses MOVERIO. The BT-200 model weighing only 88 grams—packed with features such as GPS and a host of built-in sensors such as geomagnetic, accelerometer, and gyro, plus Wi-Fi connectivity, and Bluetooth®

—showcased a popular hands-on demo at the booth. The user wears the BT-200 and follows a guide to complete Rubik’s cube.

Toshiba made a prototype exhibit of Toshiba Glass. Even though its built-in projector right temple bulges a little, it weighs a mere 42 grams. This smart glass can be worn over conventional glasses and can be folded. Its application is aimed for making instructions in construction and maintenance, medical and health-care support, as well as use in galleries and museums.



Konica Minolta exhibited its glasses-type wearable communicator that combines communications technology with the company’s own HOE—holographic optical elements. Being about 80% see-through, these devices enable information to be easily recognized in both dark areas such as storage rooms and the bright outdoors. The devices can have text or markings input directly from a PC for task instructions, or can be used for giving directions etc.

Mitsumi Electric demonstrated a prototype “laser eyewear” retinal scanning display developed by semiconductor laser venture company QD Laser. Because this system entails projection directly onto the retina, it is capable of achieving completely see-through images and does not require selection based on the wearer’s vision capability. This universal size device enables visualization in a range of positions, and also features high-luminance, high-color reproduction and a wide viewing angle.

Fujitsu integrated AR technology into wearable device and provide instructions in the device screen to perform “automobile engine maintenance without a manual”. A hands-on demonstration took place using wearable keyboard on an arm.

● Wearable terminals bring diverse possibilities

There was a remarkable increase in exhibitors presenting wrist-watch type wearable terminals. Many of these companies were proactively exhibiting wearables in the health and sports fields.

Huawei Japan exhibited the TalkBand B1 dust- and water-resistant wearable device. It comes with functions such as watch, measure for daily activity, alarm to automatically recognize sleeping rhythms, and vibration to alarm you when one is away from the device more than 10 meters.



Epson Sales presented “PULSENSE” a specialized exercise application that enables recording of pulse and activity states for calorie expenditure management, as well as “Wristable GPS” a device that enables online analysis and management using measurements such as pace or running distance.

Murata Manufacturing proposed devices to help parenting including: A device that is attached to a baby’s foot records data such as body-surface temperature and number of rollover and transfers the data to a smartphone; and Life Log Tool that can easily create “baby diary” of recorded data such as hours and number of outing, feed, and sleep.

ROHM made a demo exhibit of key-case type Wearable Key Device. This gadget houses wireless communication technology and Rohm’s original low-power semiconductor, featuring a total of 7 sensors to measure and detect acceleration, proximity, light intensity, UV and more.

NTT DOCOMO exhibited a wearable device that captures the amount of exercise by measuring the amount of acetone given off from the skin when body fat is decomposed and burned. The company proposed this unique technology “to measure skin acetone” that is expected to boost application in helping modify lifestyle and prevent adult diseases.

● A wide range of next-generation cockpit proposals from companies

Companies presented a range of attention-grabbing next-gen cockpit system proposals.

Mitsubishi Electric exhibited in-car cockpit featuring “Predictive Agent” function built into the unit, which anticipates the action that drivers wish to take and displays 3 choices on a front panel or HUD. Drivers will select an action by voice operation or via a grip on the steering wheel.

Pioneer exhibited an AR HUD. This display combines the world’s first heads-up display introduced in 2012 and an AR technology that allows users to keep track of information quickly with less eye movement.

Kyocera’s “futuristic cockpit” employs touch panel monitor that generates realistic tactile feeling by applying vibration as if a real button is pressed. It is also equipped with rearview camera with built-in LCD and an HUD, both applying the company’s expertise in display technology.

Alps Electric’s “next-generation cockpit” applies line-of-sight

(LOS) detection technology. Say if there is a car approaching on the left-hand side, a display “confirm left mirror” appears in the driver’s HUD. When the device detects the driver’s LOS move to the left mirror, the display is turned off in the HUD. A number of switches such as AC or audio will be projected on the HUD, which not only operates with LOS but also supports gesture input as well. Sensor in the driver seat monitors the driver’s vital signs including pulse and respiratory rate.



Mazda exhibited Heads-Up Cockpit, a next-generation human machine interface (HMI) adopted in the new Demio vehicle line. The driver can achieve information from the transparent display above the dashboard with only a slight move of LOS. Also the company introduced Adaptive LED Headlight (ALH) co-developed with Stanley Electric, which will automatically dim down a portion of the light when a tail lamp or the headlight of an on-coming vehicle is detected to avoid from blinding other drivers. The ALH is segmented into 4 parts and equipped with a camera to selectively dim a portion of the lamp.

Stanley Electric proposed Adaptive Driving Beam that allows continuous driving in high-beam as the system detects the on-coming and leading vehicles and controls the light.

Fujitsu had an easy-to-follow exhibition of LOS detection technology. The booth prepared a mockup of a cozy bar and performed attractive demonstration, which featured a sensor to detect LOS of a person at the bar counter and display his/her point of focus in the monitor.

● Car navigation advance, navigation technologies diversify

Alongside the next-gen cockpits, companies have also put their efforts into navigation technologies.

NTT DOCOMO presented a reference exhibit of its “dialogue-type vehicle agent.” This technology uses smartphone communication functions to enable drivers to communicate with their cars by voice, thus enabling a greater degree of safety by eliminating the need to touch screens or buttons.

Also, another unique proposal that attracted a queue of visitors waiting to try out was the “YUBI NAVI” corner, featuring

tactile guidance technology connected to a smartphone via Bluetooth to guide the user to a destination. This is a palm-sized stick-shaped interface that provides guidance by conveying the next turn that must be taken to the user. As well as providing guidance to the visually impaired, the device also offers potential for new experiences between different users through mutual signaling.

Toyota's "T-Connect" is a next-generation Telematics service that enables car navigators to talk to each other via Internet. The company also offers "T-Connect Apps" - technology that uses a voice dialogue agent for expanded functionality that can be linked with fine dining, sight-seeing spots and weather information.



Honda presented its "ROAD H! NTS" service that not only provides route navigation, but also communicates routes for leisure driving as well as info on recommendable restaurant at destinations etc. Using push-type systems to send info when approaching shops, this system aims to prevent the disappointment of overshooting famous shops or locations when out driving. Information can also be sent to a smartphone to navigate the way forward from a car park.

Denso exhibited its new "MapQR" service that uses QR code technology. MapQR features 2-dimensional QR codes indicating position info on an actual map by overlaying position data for a location over a map image of a particular area. Printing the QR code on a guidebook or pamphlet, positional information can be easily sent to map on smartphone or car navigation.

● Wireless technology—down to the last one mile with next-gen 5G

In addition to sensor miniaturization, wireless communications technology and low-power/ miniaturization technologies in wireless communication modules such as Bluetooth® Smart have contributed to the sudden commercialization of wearable terminals.

Toshiba exhibits included beacon device-conscious applications including 1-chip evaluation system that combined Bluetooth® Smart and NFC (Felica compatible) tag.

ROHM proposed "specified low-power radio station module" envisaged for use in smart meters, traffic infrastructure, M2M and Internet of Things (IoT). Demonstrations included easy control of home appliances and electronics from tablet devices.

Mitsumi Electric proposed "the new 500 Series compliant with the Z-Wave® technology – 920MHz-range wireless communication" that is receiving attention as the latest NFC standards. The new 500 Series garnered visitors' attention using a wireless meshed network to operate devices and equipment where controller radio wave cannot reach directly, and help achieve power savings.



Toyo Denki and Taiyo Yuden presented their jointly developed high speed underwater visible light communications system in the Toyo Denki booth. This high-speed underwater visible light communications system enables large amounts of image, voice and measurement data etc. to be communicated through water without wires. The development promises a wide range of underwater applications in the underwater video, fish farming, marine survey and marine engineering areas and so forth.

NEC made an appeal on "ultra multielement antenna for small cells" that is targeted for 5G communication scheduled to start in 2020. The technology receives attention as it helps to form directionality and prevent radio wave interference by controlling matrix-arranged antenna element, and multiplexes frequency resource to dramatically improve capacity per unit area.

Kyocera exhibited the Brigadier, an Android™ smartphone designed for Verizon Wireless in the United States. Brigadier is a highly-durable smartphone complying with the US MIL-STD 810G standards for water-, dust-, and shock-proof characteristics. It also adopts sapphire for the touch-screen.

NTT DOCOMO presented its "Portable SIM" that does away with smartphone or tablet SIM insertion. Portable SIM enables usage of 2 smartphones with the same number so that the user can switch to the tablet to enjoy a movie, batch manage ID/password required for sites that use security, or use office Portable SIM to block certain sites or disable camera functions etc enabling privately owned terminals to be used for business, and thus has BYOD applications.

● Technologies supporting fitness and nursing care

As the commercialization of wearable terminals advances, more and more wearable technologies are finding their way into fitness and nursing care applications.

Aisin Seiki presented its "Ne.mu.ri Monitor" sleep monitor and sleep quality measurement system. Using sensing technologies developed for automobile electronic applications, the system

enables detection of bodily movement and mobilization just through attachment to the bed legs. The company hopes the technology will find its way into nursing and patient monitoring applications.

Taiyo Yuden also presented a mobilization sensor and demonstrated a monitoring system using a wireless sensor network.

The Digital Healthcare Plaza featured consumer health devices and cloud-based health assurance technologies from a range of companies involved in data management, health management of companies, hospitals and local communities, and linking of related institutions.

Tanita presented its compact "HealthPlanet" activity meter that enables data checking on a smartphone or PC, and a wide range of proposals including a "muscle quality meter" (provisional name) that measures the amount and density of muscle, as well as "breath fat burning navigator" (provisional name) that enables the user to understand how much that they are currently burning, just by blowing onto the device.



● Mobility devices that support movements of people and things

DENSO exhibited X-mobility that integrates the company's compact, high-power motor and sensor technology. A motor, battery, transmitter module, and sensor are built-into the unit's circular feet. This was an idea-filled proposal as turning any item into mobility is easy, simply by placing an item on the X-mobility, and it will begin to move around in any direction 360-degrees.



Honda's UNI-CUB is a mobility unit that moves to rider's desired direction by weight shift. It applies sensing and balancing technologies adopted for ASIMO robot, also by Honda. At the venue, a tour going around the exhibition halls riding on UNI-CUB grabbed people's attention.

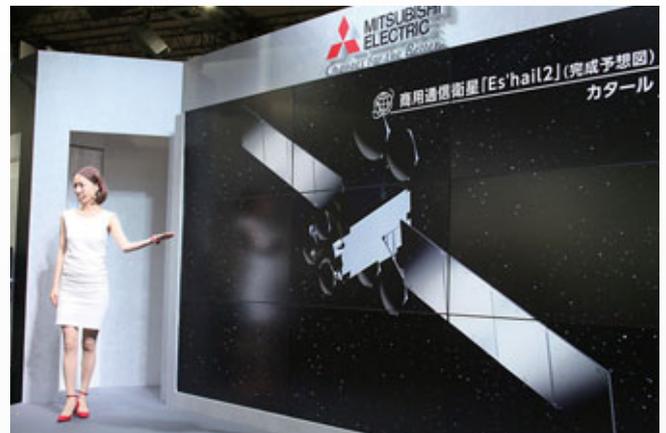
Aisin Seiki exhibited a "boarding-type transportation robot." Using 3-D laser range sensors, 3-D distance imaging cameras and a control unit, this system proposes comfortable movements at a maximum speed 10 km/h (currently 6 km/h) that will automatically slow down when it detects an obstacle or pedestrian.

● A multilayered material industry showing the strengths of Japan

Mitsubishi Electric exhibited a model of a particle beam therapy system that opens up new possibilities in cancer treatment, by irradiating deep body lesions with ions accelerated in an accelerator. This device is already up and running and being used for treatments.

ROHM presented "ultra-high-voltage pulse generator for SiC switching module" technology crucial for accelerators and plasma generators. A high-voltage pulse generator can be created in combination with this module to contribute to the miniaturization of final products.

Hitachi Metals Group also exhibited a number of materials technologies designed to achieve high-density magnetic flux required by accelerators. Exhibition visitors were able to experience the high power of these magnetic materials in the exhibit's magnet experience corner.



Having been involved in the space business since the 1960s, Mitsubishi Electric presented actual imagery from the ALOS-2 advanced land observing satellite and the quasi-zenith satellite "MICHIBIKI" with its greater GPS accuracy. The company also presented examples of its composite materials fostered through its satellite developments such as a one-piece carbon fiber fan created with materials 1/5 the weight of aluminum, but able to withstand 3 times the rotational speed. The company is also appealing to commercial applications for these technologies.

Nippon Electric Glass exhibited the Ultra Thin Glass Laminated on Resin "Lamion®" that features advantages of both glass and resin, and the Ultra Thin Glass "G-Leaf®" that is a mere 30 μm thickness – about a third of copy paper – but can be bent and

stretched.

New products can be brought about by bringing together a wide range of materials and electronics technologies, and the show gave visitors the opportunity to revisit the strengths of the richly-multilayered Japanese industries

● Diverse solutions to energy issues

There were many proposals for solutions to energy problems.

Kyocera presented a solar panel system on a float designed to withstand typhoons. With more effective cooling increasing energy generation sufficiency, Kyocera's "Water-mounted solar system" holds the promise of mitigating algae and controlling the amount of water that evaporates, and is thus gaining attention.

Alps Electric exhibited a micro hydro electric system designed for use in small streams, while Aisin Seiki appealed to its "dye-sensitized solar cells" that produce stable power generation even when covered with sunglass material.

In the HEMS-related area, Nichicon proposed a household power control system using the Nissan Leaf (EV) as the "EV Power Station". Off-peak power is supplied to the EV at night, and then the house is powered from the EV during the daytime peak. The Leaf's 24kWh capacity can also be used as an emergency power source.

Anritsu performed a demonstration of its "M2M wireless sensor network test" designed as a one-stop test for various technological layers.

NEC proposed "large energy cloud technology for community grids bundling customer storage batteries," which won the "CEATEC AWARD 2014" Minister of Economy, Trade and Industry Award. This system enables centralized cloud management of rechargeable batteries owned by consumers and businesses, as if they were controlled as a single large battery. This large battery control system can also realize real-time demand response to sudden power supply and demand fluctuations. Although this system is still in the testing stages, it's an appealing technology that that should accelerate spread of renewable energy.



In its pursuit of thorough ecological solutions, NEC also won attention for its cloud data center and biometric authentication technologies, as well as the model the company presented for its "Hayabusa 2" asteroid exploration probe.

TDK exhibited specialized on the magnetic technology, a field of the company's strength. The exhibit included 3W wireless charging system that uses resonant magnetic-field to distribute electricity to EVs without using cable. In applications other than EV, the company proposed 1kW and 3.3kW wireless power charging systems for application in a wide variety of industrial equipment. The company anticipates actual application with the success in a driving test at 5km per hour for 24 hours.

Also, the Toyohashi University of Technology and Taisei made joint demonstration of a charging system while moving using electrical-field connection method.

Toyota's fuel cell vehicle (FCV) scheduled for release in 2014 that generates electrical power to drive a motor by activating hydrogen and oxygen in the air was on exhibit with a hydrogen station.

With the concept of "SUISO JAPAN powered by Honda", Honda introduced the company's approach on hydrogen fuel-cell vehicle system with a mockup that resemble formula car along with a life-size mockup of smart hydrogen station.

● Cutting-edge micro device technology

New material developments and device advances can be seen behind cutting-edge products. Technologies gaining attention in the computerization of vehicles are the drive by wire technologies used to control acceleration and steering with electronic signals.

TDK appealed to its optimized position sensors for in-transmission variable position detection, gearshift lever positioned detection and variable suspension level detection, as well as appealing to its magnetic sensor technologies such as the TMR angular sensor for detecting steering wheel angle with the electronic TMR element developed with the company's magnetic head technologies.

ROHM promoted its miniaturization technology. The company exhibited world's smallest components, the RASMID® series "0201 chip resistor," the "1005/0603 overcurrent protection device", and transceiver ICs designed for "USB power delivery" using the new large-current USB standard.

Tamura exhibited a gate driver module designed for top performance that reduces common mode noise, a common cause of SiC-MOSFET damage, and that ensures the voltage accuracy for low loss SiC-MOSFET action (under development), as well as gallium oxide-based LEDs that achieve ultra-high brightness.

Alps Electric exhibited communication modules and various packaged sensor products. The company has combined Bluetooth communications with 5 types of sensors in compact



technologies that can fit inside the temples of eye glasses, thus appealing to the company's miniaturization technologies.

Taiyo Yuden exhibited the "01005 capacitor and inductor" with a volume ratio up to 93.6%—the world's smallest compact, high-capacity multilayer ceramic capacitor, and the company's "Bluetooth Smart Module". This embedded module enables points to be known in real time in the game of darts, and attracted a long queue of interested exhibit visitors.

Murata Manufacturing exhibited ultra-compact position sensor aimed for HMI use in wearable devices, and an eyewear integrated with the sensor. This proposed new applications.

● Many "talented" robots wowed the venue



Device makers poured efforts into their robot demonstrations.

These demonstrations caught the eye of the visiting international media in particular, and many TV crews enjoyed Omron's "continuous rally table-tennis robot." This robot measures the trajectory and speed of the ping-pong ball, and controls the racket with sensitivity and consideration to return the ball to a position that is easy for the human player to hit, and at a speed similar to that of a human. The "continuous rally table-tennis robot" won the 2014 Grand Prix of The CEATEC INNOVATION AWARDS, "As Selected by U.S. Journalists."

Tyco Electronics Japan (TE) set up its "TE Saurus" large dinosaur robot on stage, an exhibit that also attracted popularity. TE Saurus is capable of walking, talking and dancing, and can be controlled with a smartphone.

Murata Manufacturing made its debut into the cheerleading squad with 10 pom-pom wielding robots on stage. While each of these robots is controlled autonomously, they are able to understand positioning using ultrasound and infrared so that the group can be controlled as a whole. This dual autonomous and linked cheerleading system could have real-world applications in the mobility area etc.

● Digital technologies aiming for the sensitivity areas

Sharp introduced its Cocoro Engine, which is an idea that applies AI in home electronics to support housework. Cocoro Engine-equipped appliances and home electronics linkup to provide advice and hints the user like a robot.

For instance, when the washing machine stops operation, another appliance will tell the user the condition even if the person is not near the washing machine. Or, the weather is detected from the amount of solar power generation and suggests the user the best drying method (e.g. use the dryer or hang under the sun). The Cocoro Engine proposed lifestyles supported by appliance and home electronics.

The technology further applied for smartphones was introduced as Emopa. The smartphone using the technology talks to the user "I'm hungry" when the battery runs out, or "set the alarm" if the alarm is not set when bedtime approaches. Its "kawaii (adorably) rendered" personification of AI technology is a work of art.

Toshiba demonstrated a remarkably human-like sign language robot. This device achieves smooth movement with a motion algorithm that controls joints in 43 locations in the hands and fingers etc. The system is being considered for its potential in healthcare applications.



Clarion has achieved viewing with "full digital speakers/headphones" that use digital signals themselves to drive a vibrating plate. Supporting high-resolution sound, this technology is in the spotlight for its potential to enhance human senses and sensitivities.

Panasonic presented Technics brand product line that made a revival as audio system to support high-resolution audio sources. High-resolution source is defined as sampling frequency of more than 44.1kHz with 16-bit or higher quantization bit rate, containing 6x or higher-density data compared to commercially available CDs to provide overwhelmingly rich and detailed audio quality. The listening room was constantly filled with visitors, not just all-time audio fans but also those younger generations who grew up listening to compressed audio source.

Pioneer and Shiseido have jointly developed the world's first dimmable organic EL lighting. This technology creates a soft,

surface-generated light to reproduce natural lighting needed for easy application of cosmetics.

● Venture and university areas shine with unique technologies

CEATEC JAPAN 2014 featured a “venture area” to present the latest information on ventures and technologies ahead of the pack. Also, the university area was set up in the venture area to create opportunities for information exchange and partnering between university research institutions and industry, and offer wide-ranging support to university and venture company activities emanating from Japan.

WHILL’s Model A is quite stylish wheelchair. Thanks to the front wheel composed of 24 small tires, Model A is capable of rotating in a spot, change directions, and even go over uneven surface of up to 7.5cm in height.

The Katsura Lab of Keio University’s Department of System Design Engineering exhibited a self-massage robot that can operate arms to massage its own shoulders etc. In terms of applied research into conveying the sense of touch, this is an “ultra high-tech back scratcher” that is brought about by subtle changes to force through force sensation feedback mechanisms.

Garapon exhibited its Garapon TV that records all programs on-air in One seg broadcasting. All you need to do is to connect the device with antenna and LAN cable to record 2 weeks’ worth of programs from 8 digital terrestrial TV channels via One-seg broadcasting service. The recorded programs can be viewed from smartphones and PCs via network. It is an excellent idea concentrating on user-friendliness, focused on easy-to-handle 1-segment data.

Moff unveiled its mass produced “Moff Band” product in its venture booth ahead of public release. Linked with a smartphone, Moff Band recreates sounds in conjunction with the movement of the fingers. This technology offers new and diverse ways of having fun such as pretend swordfights or air guitar.

● Success of Saturday events

The show on Saturday, October 11th, which visitors could enter for free without pre-registration, proved to be a great success with a large number of hands on events for families, children and students etc.

The make & learn hands-on classroom enabled participants to assemble a magnesium fuel cell-powered car. The historically prestigious “All-Japan Robot Sumo Tournament” also generated much excitement, and conveyed the wonders of electronic information technology to young people.

During the opening reception on the first day, the big breaking news about the Nobel Prize in physics came through. News on this prestigious award encouraged and invigorated the next generation. Innovation leads to the solving of problems and the creation of industries, and once again, CEATEC JAPAN brought together and generated interest in the creativity and technologies of Japan.



Pick Up 2
**CEATEC
 JAPAN
 News**



Introducing titles of CEATEC News from the official website.
 Loads of interesting and varied information.

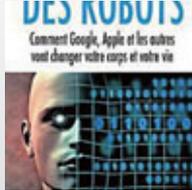
www.ceatec.com

Vol.001 2014.08.18



CEATEC NEWS - Providing the Latest Information Instantly

Vol.005 2014.09.29



CEATEC JAPAN as Seen by International Journalists. An Inspirational Source of the Latest Technological Information

Vol.009 2014.10.10



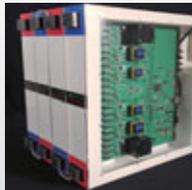
Panasonic System LSI Business Division announces industry first 4K60p HEVC decoder "ProXStream EX"

Vol.002 2014.08.18



CEATEC JAPAN 2014 Opens on October 7 and Exhibition Outline Decided

Vol.006 2014.10.10



ROHM Co., Ltd. has developed a Switch Module featuring an onboard SiC for high voltage pulse generators

Vol.010 2014.10.10



Daishinku Exhibits New Products

Vol.003 2014.09.04



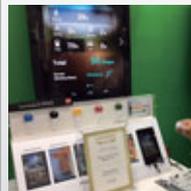
CEATEC JAPAN as Seen by International Journalists. Searching for the Newest "Beacon" of Technology.

Vol.007 2014.10.10



Mitsubishi Electric Himawari-8 Satellite Successfully Launched on First Day of CEATEC JAPAN

Vol.011 2014.10.10



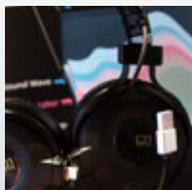
ROHM exhibits its wearable key device - Semi Grand Prix winner in the CEATEC AWARDS 2014 Social Innovation category

Vol.004 2014.09.04



CEATEC JAPAN as Seen by International Journalists. Experiencing Leading-edge Technologies Firsthand: An Opportunity I Would Enjoy as Often as Possible.

Vol.008 2014.10.10



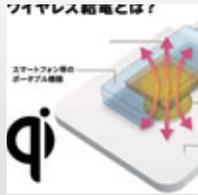
Clarion Actively expanding full digital speaker systems

Vol.012 2014.10.10



Sharp's full-spec 8K LCD display wins the Minister of Internal Affairs and Communications Award of CEATEC AWARD 2014

Vol.013 2014.10.11



Wireless Power Consortium The booth presents how wireless power delivery is spreading worldwide

Vol.019 2014.10.11



Honda Motor Co., Ltd. displays a portable inverter box that makes "traveling power plants" a reality

Vol.025 2014.10.14



ALPS Electric Co., Ltd. Showcasing the latest technologies and products that will shape future automobile cockpits and sensor network modules, etc.

Vol.014 2014.10.11



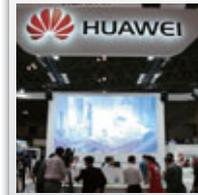
NTT Docomo displays devices that measure acetone emitted from the skin, providing a visual representation of fat burning

Vol.020 2014.10.11



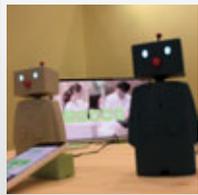
Seven Bluetooth SIG member companies display their latest Bluetooth products

Vol.026 2014.10.15



Huawei Technologies Japan Huawei Exhibits New Models including SIM Lock Free Terminals

Vol.015 2014.10.11



Technology Venture Yukai Engineering Yukai exhibits its "Bocco" communications robot

Vol.021 2014.10.11



Ray Tron Introduce the independent support communications robot "Chapit"

Vol.027 2014.10.14



Nippon Electric Glass introduced their latest technological advances in 6 distinct categories, including ZERO, their zero expansion glass

Vol.016 2014.10.11



Epson Sales Japan - Smart glasses at only 1/3 of the weight The MOVERIO "BT-200" series exhibit

Vol.022 2014.10.14



CEATEC INNOVATION AWARDS "As Selected by US Journalists" Omron's Table Tennis Robot" wins the Grand Prix

Vol.028 2014.10.15



Fujitsu Proposing customer promotions that make shopping more fun for everyone

Vol.017 2014.10.11



NTT Docomo Navigation through the finger by the sense of touch eliminates the need to walk while looking at a smartphone

Vol.023 2014.10.14



CEATEC JAPAN 2014 Opening Reception

Vol.029 2014.10.21



CEATEC JAPAN 2014 Number of registered attendees: 150,912 (the trend is a positive one – this is an increase of 6.8% or 9,564 attendees on the total for CEATEC JAPAN 2013)

Vol.018 2014.10.11



Omron's kind-hearted table tennis robot matches people

Vol.024 2014.10.14



Promoting the standardization of IT healthcare Continua Health Alliance exhibiting at CEATEC JAPAN

Keynote Speeches / Guest Speeches / Next-Innovation Session / Special session

Conferences at CEATEC JAPAN 2014 featured introductions and announcements about new technologies and products, as well as messages from industry leaders, and speeches by keynote and guest speakers. In addition, there were exhibitor seminars in categories bringing the total to 120 lectures and seminars during the show period.

10/7 (Tue.)

Keynote Speeches

K-01 14:00-14:45 **New Era Driven by New Technologies ~ Contributing to Customers' Prosperity Using New Technologies ~**
 Computer Software Association of Japan Chairman,
 MAMEZOU HOLDINGS CO., LTD. President & CEO **Mr. Norio Ogiwara**



Keynote Speeches

K-02 15:00-15:45 **A Future Created by ICT ~ For secure, safe, and comfortable society ~**
 Toshiba Corporation Vice Chairman of the Board
Mr. Norio Sasaki



Keynote Speeches

K-03 16:00-16:45 **Pioneering IT and Electronics Industries are Driving Business and Social Innovation**
 FUJITSU Limited President and Representative Director
Mr. Masami Yamamoto



Guest Speeches

G-01 11:00-12:00 **Cloud is the "Game Changer" ~ New world of IT Eco System ~**
 Amazon Data Services Japan K.K. Managing Director - Japan
Mr. Tadao Nagasaki



10/8 (Wed.)

Keynote Speeches

K-04 10:00-11:00 **Getting Ready to showcase Japan's Mobile/Mobility Services to the world in 2020.**
 Moderator : Mitsubishi Research Institute, Inc. Marketing Strategy Consulting Group **Mr. Gen Oyama**
 Panelist : NTT DOCOMO Ventures, Inc. Executive Vice President & COO **Mr. Nobuyuki Akimoto**
 NAVITIME JAPAN Co., Ltd. General Manager, Total Navi Division **Mr. Yoshihisa Hagino**
 Rakuten, Inc. Manager, Marketing & Web Design Department, Travel Business **Mr. Atsushi Udagawa**

Next-Innovation Session

NEXT-01 11:15-12:30 **Wearable Technology and IoT: Cool IT For Enterprise and Lifestyle**



Wearables

- **Wearable Technology and IOT: Cool IT For Enterprise and Lifestyle**
 American Embassy Commercial Service Japan ICT Unit Senior Commercial Specialist **Ms. Rika Saito**
 IT Journalist **Mr. Tsuruaki Yukawa**
- **Defining new devices and work style with cloud technology**
 Jolly good CEO Wearable Tech Expo Executive Director **Mr. Kensuke Joji**
 Google Japan Inc. Enterprise Managing Director **Mr. Shinichi Abe**
- **To make people's lives better**
 Jawbone Sales & Marketing Dept. General Manager **Mr. Kengo Iwasaki**
- **The new era of Microsoft / The innovation of cloud and device**
 Microsoft Japan Co., Ltd. Microsoft Technology Center Center Lead
Mr. Madoka Sawa

Next-Innovation Session

NEXT-02 12:45-13:45 **Trend and Future of Wearable Devices**



Wearables

Graduate School of Kobe University Faculty of Engineering Department of Electrical and Electronics Engineering Professor
Mr. Masahiko Tsukamoto

Next-Innovation Session

NEXT-03 14:00-15:00 **How will SI business change? How has it changed?**



Software & Content

Cybozu, Inc. President **Mr. Yoshihisa Aono**

Special session

SP-02 14:00-17:30 **INTERNATIONAL WORKSHOP on 5G Mobile Communication Systems-2014**

Welcome Address 1) **Mr. Gaku Hasegawa** Parliamentary Vice-Minister for Internal Affairs and Communications, Japan

Presentation 2) **Mr. Colin Langtry** Chief, Study Group Department, Radiocommunication Bureau, International Telecommunication Union
 Keynote Speaker : **Dr. Susumu Yoshida** (Professor Emeritus, Kyoto University)
 Chairman of 5G Workshop-2014 Organizing Committee

Speaker : **Dr. Hakan Ohlsen (Ericsson)** Vice Chairman, ITU-R Working Party 5D
Dr. Werner Mohr (Nokia)

Chair of the Board of The 5G Infrastructure Association 5G Public-Private Partnership (5G PPP)
Ms. Zhiqin Wang (CATR) Vice Chairman, IMT-2020 (5G) Promotion Association, China
Prof. Youngnam Han (KAIST) Chairman of Steering Committee, 5G Forum, Korea
Mr. Takehiro Nakamura (NTT DOCOMO)
 Leader, ARIB (ASSOCIATION OF RADIO INDUSTRIES AND BUSINESSES) 2020 and Beyond Ad Hoc, Japan

Panel Discussion

Moderator :
 Panelist :

Mr. Waichi Sekiguchi (Editorial Writer, Nikkei Inc.)
Dr. Hakan Ohlsen, Dr. Werner Mohr, Ms. Zhiqin Wang,
Prof. Youngnam Han, Mr. Takehiro Nakamura

10/9 (Thu.)

Keynote Speeches

K-05 10:00-11:00 **Japan's Growth Strategy by ICT**
 Ministry of Internal Affairs and Communications General of the Global ICT Strategy Bureau Director **Mr. Shigeki Suzuki**

Next-Innovation Session

NEXT-04 11:30-13:00 **The 5th Healthcare Industry Innovation Forum**  
 Healthcare Robotics
 ● **Development and promotion of the nursing care robots** Ministry of Economy, Trade and Industry
 Manufacturing Industries Bureau, Industrial Machinery Division, Deputy Director (Technology) **Mr. Takuya Hirata**
 ● **Current status of Partner robot development for healthcare ~ Mobility for all ~**
 TOYOTA MOTOR CORPORATION Partner Robot Div General Manager **Mr. Akifumi Tamaoki**

Next-Innovation Session

NEXT-05 13:30-14:30 **Rakuten data strategy for the long-tail age** 
 Data Management
 Rakuten, Inc. Rakuten Institute of Technology/Global Head **Mr. Masaya Mori**

Next-Innovation Session

NEXT-06-1 14:45-15:45 **The Dark Side of Big Data and The Force of "Data Jedi"** 
 Security & Surveillance
 Japan Management Research Institute, LLC. CEO Certified Senior Big Data Strategist (CSBDS) **Mr. Tomonori TOMURA**

Next-Innovation Session

NEXT-06-2 16:00-17:00 **Ideals and Reality in Big Data** 
 Security & Surveillance
 National Institute of Informatics Professor **Mr. Ichiro Sato**

Special session

SP3-01 11:30-12:30 **"Vision of the Future" The integration of technology and work environment inspired by the latest workplace case studies**
 Gensler and Associates / International, Ltd. Asia Region Design Director Principal at Tokyo Office **Mr. Daichi Amano**
 Gensler and Associates / International, Ltd. Workplace/Consulting Leader Principal at Washington D.C. Office **Janet Pogue McLaurin**

10/10 (Fri.)

Next-Innovation Session

NEXT-07 13:00-15:15 **Aiming to Realize Automatic Driving** 
 Mobility
13:00 – 13:30 Challenges on Auto-Pilot System form Researcher's Eye
 Keio University Professor of Graduate School of Media and Governance, **Mr. Manabu OMAE**
13:30 – 14:00 Autonomous driving technologies that help us continue to provide all people with pleasure of driving
 Mazda Motor Corporation General Manager, R&D Liaison Office In charge of Business Strategy, Product, Design and Cost Innovation;
 Managing Executive Officer **Mr. Kiyoshi Fujiwara**
14:05 – 15:15 Moderator : **Nikkei Automotive Technology** Editor-in-Chief **Mr. Tatsuhiko Hayashi**
 Panelist : **Keio University** Professor of Graduate School of Media and Governance **Mr. Manabu OMAE**
Mazda Motor Corporation Safety-ITS technology Technical Research Center General Research Manager **Mr. Takahiro Tochioka**
Nomura Research Institute, Ltd. Global Manufacturing Industry Consulting Department Electronics Industry Group
Mr. Toshimitsu Hiruma
 Ministry of Economy, Trade and Industry Electric Vehicle and Advanced Technology Office
 Director, Electric Vehicle and Advanced Technology Office **Mr. Kenichiro Yoshida**

Special session

SP4-01 10:30-12:30 **Japan's new smart metering system ~ Interoperable metering system, connected utility and home ~** 
 Energy
 Ministry of Economy, Trade and Industry Agency for Natural Resources and Energy, Deputy Director, Electricity Market Division,
Mr. Keigo Hidaka
 Professor, Dept. Home Electronics, Kanagawa Institute of Technology **Dr. Masao Isshiki**
 General Manager, Smart Grid Group Distribution Dept. Customer Service Division, **Chubu Electric Power Co., Inc.** **Mr. Shuuya Ueji**
 Vice Chair, Promotion Study Group, **JSCA Smart House/Building Standardization and Business** **Mr. Masaki Umejima**
 Adviser, The **ECHONET Consortium** **Mr. Hisashi Kodama**
 Senior Manager, Smart Community Produce Team, Research and Development Planning Department,
NIPPON TELEGRAPH AND TELEPHONE CORPORATION **Mr. Makoto Kimura**
 Senior Manager, Social Infrastructure Systems Company, Transmission & Distribution Systems Div. Grid Solutions Promotion Div., **Toshiba Corporation**
Mr. Hideki Saito
 Deputy General Manager, Smart Meter Promotion Office, **TOKYO ELECTRIC POWER COMPANY** **Mr. Kobun Nakajima**
 Deputy General Manager (Smart Grid), Distribution Group, Power System Division, **The KANSAI Electric Power Co., Inc.** **Mr. Yasuo Matsuura**
 General Manager, Groupwide CTO Office Energy Platform Business Office, **Panasonic Corporation** **Mr. Harunobu Mizuno**
 WS1 Chair, **G3-PLC Alliance** **Mr. Richard Schomberg**

Special session

SP4-02 14:00-15:00 **Declaration to create the world's most advanced IT nation**
 Cabinet Secretariat Deputy Chief Cabinet Secretary for Information Technology Policy **Mr. Koichi Endo**
 and more...

Exhibitor Attributes

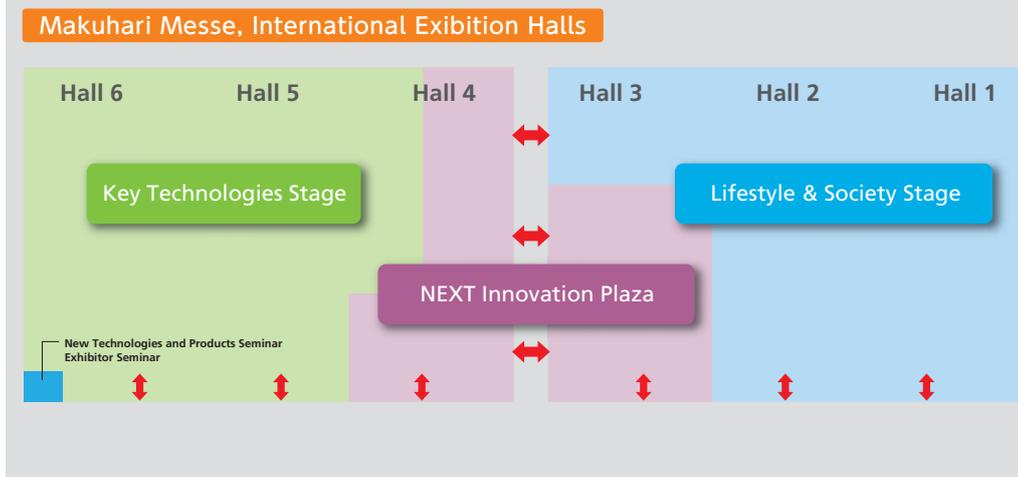
Exhibit Stage	No. of Exhibitors			No. of Booths
	Domestic	Overseas	total	
Lifestyle & Society Stage	133	50	183	751
Key Technologies Stage	101	93	194	545
NEXT Innovation Plaza	163	7	170	316
Total	397	150	547	1,612

Number Breakdown of Overseas Exhibitors (150 exhibitors from 24 countries/regions)

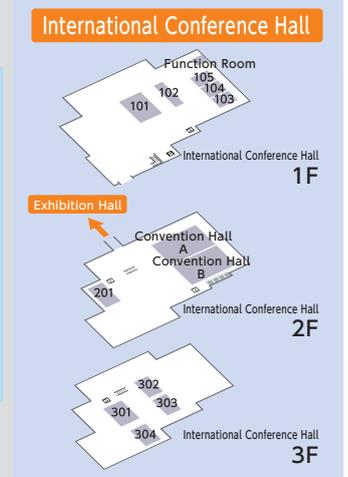
Region	No. of Countries & Regions / Exhibitors	Breakdown
Asia	11 / 107	Taiwan: 45, China: 35, Korea: 13, Hong Kong: 4, Malaysia: 3, Singapore: 2, 1 each from India, Indonesia, Sri Lanka, Thailand, and Philippines
Europe	11 / 22	Switzerland: 4, Germany: 4, England: 3, Sweden: 2, France: 2, Belgium: 2, 1 each from Ireland, Austria, Netherlands, Norway, and Hungary
N. America	1 / 20	USA: 20
Pan-Pacific	1 / 1	Australia: 1

Venue Structure

Exhibition Area



Conference Area

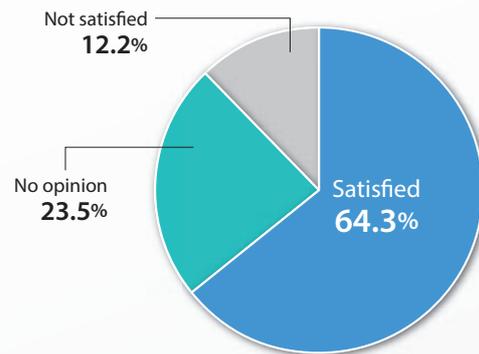


Exhibitor Questionnaire

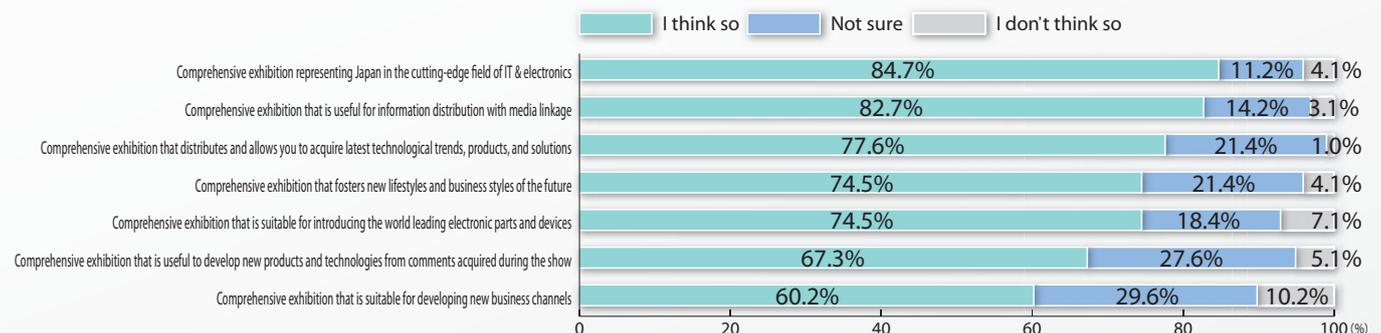
Exhibition Objectives (MA)



Overall Satisfaction



Impression of CEATEC JAPAN

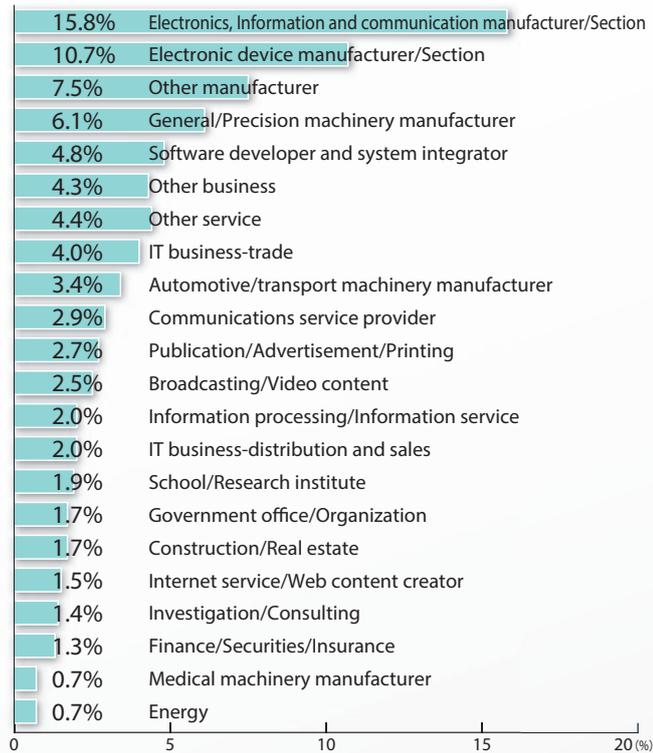


Number of Visitors

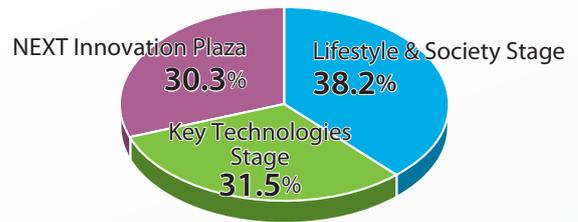
	7 th (Tue)	8 th (Wed)	9 th (Thu)	10 th (Fri)	11 th (Sat)	Total
Registered visitors	15,751	25,595	27,876	36,556	19,426	125,204
Registered visitors from overseas	556	585	325	349	192	2,007
Registered Press	801	273	169	178	125	1,546
Exhibit Related	5,530	4,196	4,118	4,263	4,048	22,155
Total	22,638	30,649	32,488	41,346	23,791	150,912

Visitor Attributes

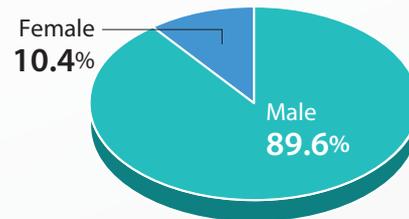
■ **Industry type**



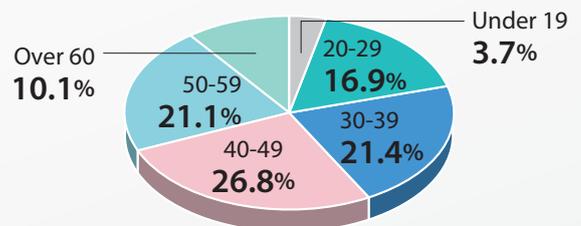
■ **Most Interested Area**



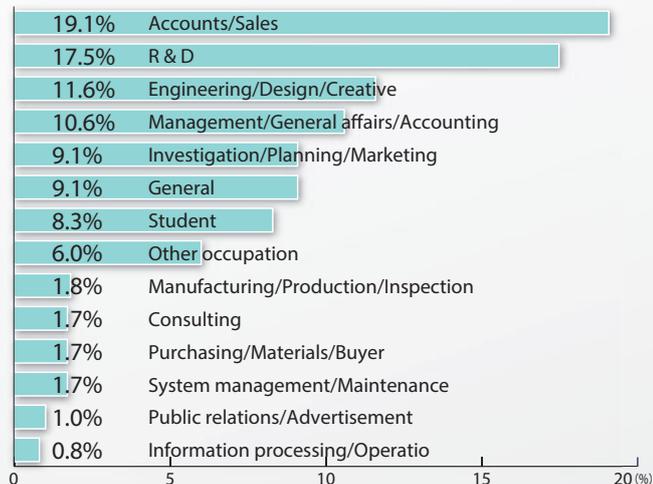
■ **Gender**



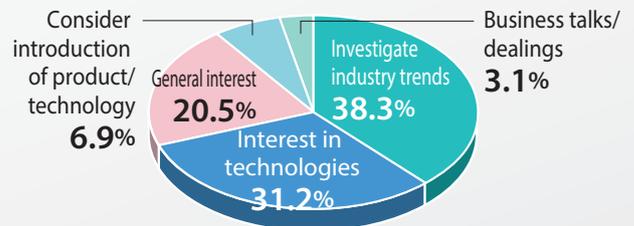
■ **Age Group**



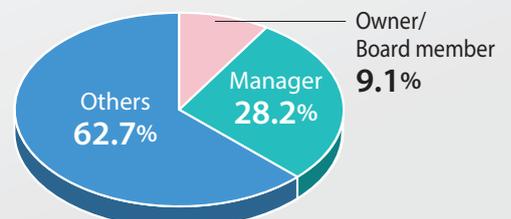
■ **Occupation**



■ **Visitation Objectives**

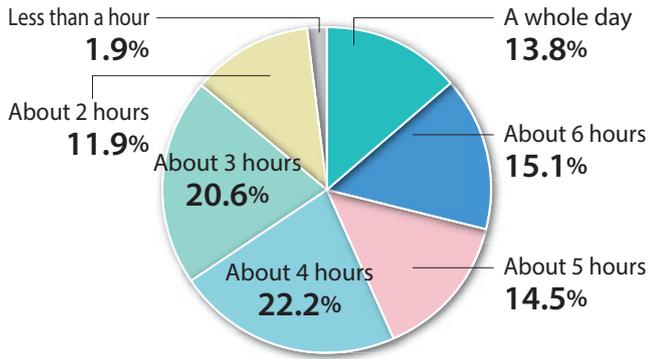


■ **Managerial Position**

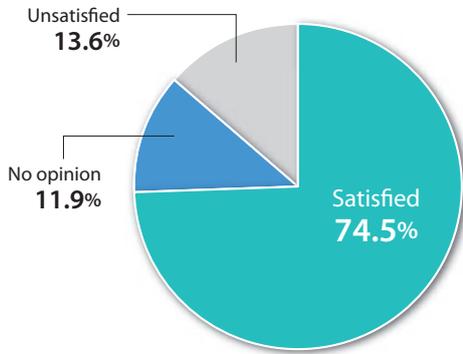


Visitor Questionnaire (Results from visitors' after-show questionnaire; excluding VIPs)

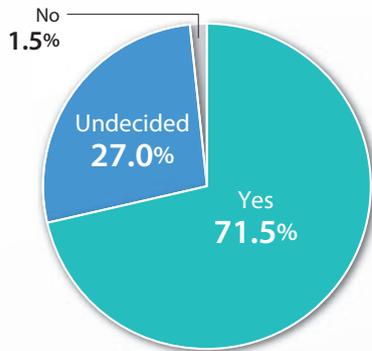
Tell us how long you spent at CEATEC JAPAN 2014



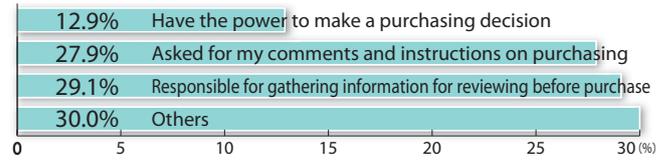
How much were you satisfied with CEATEC JAPAN 2014?



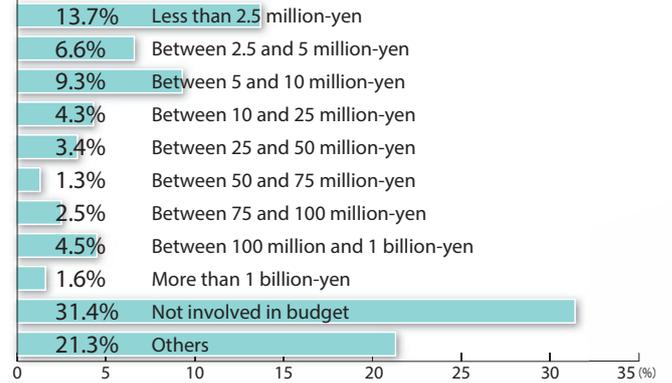
Will you visit the next CEATEC JAPAN?



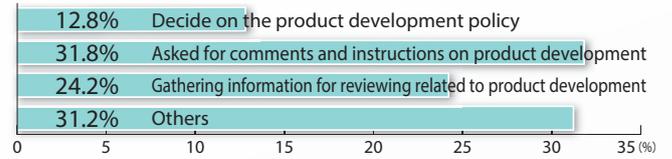
Your involvement to purchasing and introducing IT-related products and services



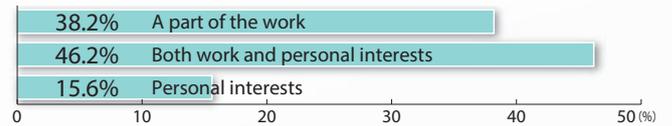
Annual budget for purchasing IT-related products and services



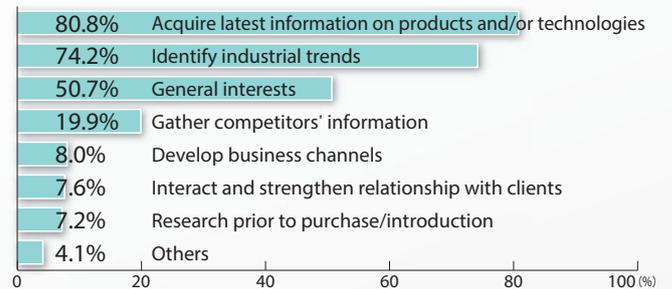
Your role in the development of in-house products



Details on visitation objectives (1)



Details on visitation objectives (2) [MA]



Public Relations/Promotions

(1) CEATEC JAPAN 2014 Press Releases (in Japanese)

- ① 2/17 Call for exhibitors to CEATEC JAPAN 2014
- ② 7/17 Show will start on October 7th, exhibition outline decided!
- ③ 9/16 Notice for Opening Press Conference/Media Convention to be held on Oct. 6 (Mon)
- ④ 10/6 Cancellation of Opening Press Conference/Media Convention
- ⑤ 10/7 Show starts on Oct. 7 (Tue) at Makuhari Messe
- ⑥ 10/9 CEATEC AWARD 2014 winners of Ministers awards and category awards selected
- ⑦ 10/10 Breaking news: Winners of CEATEC INNOVATION AWARDS 2014, "As Selected by US Journalists" at CEATEC JAPAN 2014 selected
- ⑧ 10/11 Cutting-Edge IT & Electronics Comprehensive Exhibition CEATEC JAPAN 2014 closes

(2) Press Releases for Overseas (in English)

- ① 3/6 Cutting-edge IT & Electronics Comprehensive Exhibition Exhibitor applications are now being accepted for CEATEC JAPAN 2014
- ② 7/17 CEATEC JAPAN 2014 Opens on October 7th and Exhibition Outline Decided
- ③ 9/21 Invitation to Press Conference and Media Convention Held on Monday, October 6, 2014 (Business Wire)
- ④ 10/6 CEATEC JAPAN 2014 Opens on October 7 (Tue) at Makuhari Messe
- ⑤ 10/10 The Winners of CEATEC JAPAN 2014 Innovation Awards "As Selected by U.S. Journalists" (Business Wire)

(3) Exhibitor Press Releases

(Inserted on CEATEC JAPAN 2014 Official Website)

Japanese: **67** (39 increase from the previous year)
 English: **12** (8 increase from the previous year)

(9) Aired Broadcasts

Total time: **13** hours **48** minutes **07** seconds

● Worldwide*: BBC WORLD (UK Time) *Including Japan

"Live" News by LJ	10/8 << 3'00 >> << 2'18 >>
Click	10/18 << 14'51 x 2 >>, 10/19 << 14'51 x 2 >>

● Worldwide*: NHK WORLD/jitv (Japan International Broadcasting Television) (JST)

Newsline	10/10 << 3'30 x 7 >>
Great Gear	11/17 << 11'48 x 1 >>, 11/18 << 11'48 x 3 >>

● USA: BBC WORLD (UK Time)

Click	10/21 << 14'51 >>
-------	-------------------

● USA: AWE (former Wealth TV)

	11/20, 11/22 << 1'51 x 2 >>
--	-----------------------------

● USA: MTV (Music Television)

Tech News	11/27 << 1'30 >>
-----------	------------------

● USA: ESPN 2

Motor TV	12/1 << 2'40 >>, 12/6 << 2'40 >>
----------	----------------------------------

● Canada: TSN/TSN2

Motor TV	12/1 << 2'40 >>, 12/6 << 2'40 >>
----------	----------------------------------

● USA: Broadcasting in Spanish - MundoFox, NTN24 (EST)

1) MundoFox

Noticias - "Cellulars"	10/16 << 2'27 >>
Noticias - "Home and Automobiles"	10/28 << 2'50 >>

2) NTN24

CTS Salud Ciencia et Tecnologia "Cellulars" / "Home and Automobiles"	10/28 << 5'17 >>
--	------------------

● Central America: NTN24 (US EST)

CTS Salud Ciencia et Tecnologia "Cellulars" / "Home and Automobiles"	10/28 << 5'17 >>
--	------------------

● South America (Columbia), USA: RCN-TV (US EST)

Noticias - "Cellulars"	10/13 << 2'27 >>
Noticias - "Home and Automobiles"	10/25 << 2'50 >>

● South America (Columbia), USA: CMI TV · Cox Cable Network (US EST)

CLICK - "Cellulars"	10/21 << 2'14 >>
CLICK - "Home and Automobiles"	10/28 << 2'14 >>

● South America (Columbia), USA: RED MAS NOTICIAS (US EST)

Noticias - "Cellulars"	10/24 << 2'27 >>
Noticias - "Home and Automobiles"	10/27 << 2'50 >>

● Canada: Ici Explora/CBC (US EST)

Planète Techno "CEATEC report-1"	10/10 << 6'53 x 2 >>, 10/11 << 6'53 >>, 10/13 << 6'53 >>, 10/14 << 6'53 >>
Planète Techno "CEATEC report-2"	10/17 << 14'10 x 2 >>, 10/19 << 14'10 >>, 10/21 << 14'10 >>, 10/22 << 14'10 >>

● Canada: G4TV (US EST)

Reviews on The Run	10/21 << 3'25 >>
--------------------	------------------

● Europe: France 2 (CET)

Télématin (CEATEC 2014 Story 1)	10/10 << 3'45 >>
Télématin (CEATEC 2014 Story 2)	10/27 << 4'40 >>

● Europe: France 5 (CET)

Le magazine de la santé	10/23 << 12'40 >>
-------------------------	-------------------

● Europe (France): LCI (CET)

Plein Ecran – CEATEC 2014 ①	10/12 << 11'24 x 2 >>, 10/13 << 11'24 >>, 10/14 << 11'24 >>, 10/15 << 11'24 >>, 10/16 << 11'24 >>
Plein Ecran – CEATEC 2014 ②	10/19 << 10'35 x 2 >>, 10/20 << 10'35 >>, 10/21 << 10'35 >>, 10/22 << 10'35 >>, 10/23 << 10'35 >>

(4) Exhibitor Press Releases on Wire Service

(Using the CEATEC JAPAN 2014 wire service)

Total: **62**
 Note: Distributed globally from networks in Japan, China (mainland, Hong Kong), Taiwan, and the U.S.

English: **19** Chinese: **16**

Other languages: **16** Japanese: **11**

(22 increase from the previous year)

(5) Registered Press Member

Total: **1,546** (101 from overseas)

(6) Number of Online News Insertion

In Japan: **3,264**

Overseas: **6,047**

(7) Number of Domestic Newspaper/Magazine Article Insertion

455 articles

Insertion in national newspapers: **100** articles
 (35% increase over last year)

(8) Aired Broadcast Results (in Japan)

Total time: **5** hours **34** minutes **52** seconds

● Europe (UK): BBC (UK Time)

BBC News Channel	10/18 << 14'51 x 4 >>, 10/19 << 14'51 x 3 >>
BBC Breakfast	10/18 << 14'51 >>, 10/19 << 14'51 >>
BBC 2	10/20 << 14'51 >>

● Europe (Spain): NTN24 (US EST)

CTS Salud Ciencia et Tecnologia "Cellulars" / "Home and Automobiles"	10/28 << 5'17 >>
--	------------------

● Asia: Phoenix Television (China Time)

Trendy Guide (Report 1)	10/23 << 10'15 >>, 10/24 << 10'15 x 2 >>
Trendy Guide (Report 2)	10/24 << 10'17 >>, 10/25 << 10'17 x 2 >>
Trendy Guide (Report 3)	10/30 << 10'05 >>, 10/31 << 10'05 x 2 >>

● Asia (India): TV Today Network (India Time)

Headlines Today	10/13 << 1'48 x 2 >>
-----------------	----------------------

● Middle-East: BBC Persian TV (UK Time)

Farsi Click - CEATEC 2014	10/24 << 17'02 >>, 10/25 << 17'02 >>, 10/26 << 17'02 >>, 10/27 << 17'02 >>, 10/28 << 17'02 >>, 10/29 << 17'02 >>, 10/30 << 17'02 >>
---------------------------	---

(Excerpt from broadcasts made Oct. 6 to Nov. 26, 2014)

(10) Media Partner

The IT and electronics industries were given a boost with the cooperation of related industry magazines and Web media. Furthermore, through mutual cooperation, the show was also able to appeal to new visitor groups of specific business types and occupations.

◆ CEATEC JAPAN 2014 Prime Media Partner



◆ CEATEC JAPAN 2014 Media Partner



(11) CEATEC JAPAN Official Mail Magazine

A total of 24 mails including HTML mails were sent to a total of 150-thousand recipients from past visitors and new registered visitors.

(12) CEATEC News

There were 138 articles distributed on highly topical subjects such as CEATEC JAPAN highlights and exhibitor information.

(13) Production of PR Tools (in print)

- 1) DM Invitation (in Japanese/English) and envelope were produced and widely distributed to exhibitors, sponsor organizations, related organizations and media.
- 2) Conference Program/Venue map (in Japanese/English) were produced and distributed to all visitors during the exhibition

CEATEC JAPAN Official Website

Information is conveyed through the official website in real time throughout the year. We have consolidated press releases, necessary items and information, and added functions for booking conference attendance and visitor registration for the show. The site is viewed by a great number of visitors as many valuable information including updated exhibitor highlights, CEATEC News articles, exhibitor press releases, and various event news were efficiently provided to show comers.

Sessions*

999,891 (115% over last year) (2014 7/1~2014 10/31)

*A "session" refers to the series of actions from a user visiting, connecting and logging into the website, looking at information, and then departing and logging off. Sessions are closed when browsers are closed or there is no response for a certain period of time. Sessions are also called visits.

4,333,277 PV

CEATEC News Article Insertion

Articles in Japanese: **109** Articles in English: **29**

CEATEC TV

Posted videos of exhibitor booths on YouTube to strengthen information distribution throughout the world
Support: IT Media

No. of video: **32***

*as of December 5, 2014

Links to CEATEC JAPAN 2014 Exhibitor Special Site

No. of links: **24** Total no. of clicks: **12,101**

Exhibitors' CEATEC JAPAN 2014 special sites are introduced in the official website. Each exhibitor site helps to promote efficient dissemination of information, and has brought about synergies.

Social Networking

◆ CEATEC JAPAN Official Facebook account

No. of Likes: **6,344*** (131% over last year)
*as of December 5, 2014

◆ CEATEC JAPAN Official Twitter account

No. of followers: **2,975** (114% over last year)
Related tweets: **30,257***

*Between Sept. 1 and Oct. 31, 2014; Tweets including CEATEC, ceatec or CEATEC in context

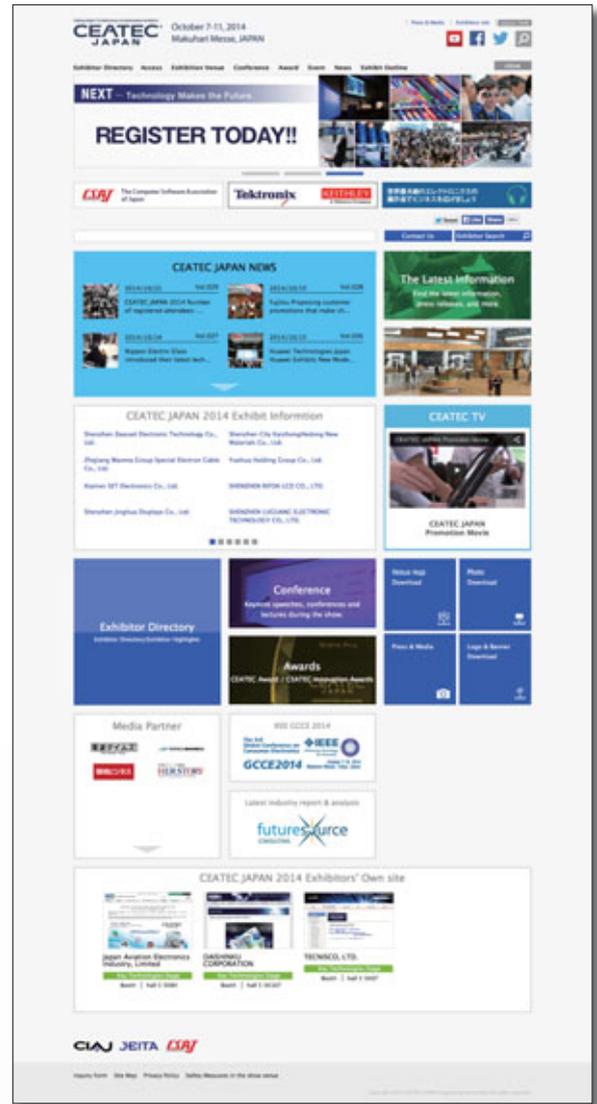


Exhibit Outline

Name

CEATEC JAPAN 2014
(Combined Exhibition of Advanced Technologies)

Objectives

- ▶ To allow visitors to experience the newest technologies, products, systems and software for the digital network age, and the convergence of communications, information and imaging technologies.
- ▶ To function as a highly specific exhibition capturing the interest and responding to the needs of users by presenting the industries' latest achievements and trends.
- ▶ As Asia's largest interactive exhibition of information on the communications, information and imaging fields, to present the achievements, trends and vitality of the industry to the world.
- ▶ To gather industry organizations to present clear social messages, thereby supporting industrial development and contributing to lifestyles, economies and society in the digital network age.

Duration

October 7th (Tue.) – 11th (Sat.), 2014, 10:00 a.m. - 5:00 p.m.

Location

Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba, Japan

Admission

- All visitors are required to register
- ▶ Visitor registering at the Gate: General admission JPY1,000, Students JPY500
(Groups of 20 or more students and children under 12 years of age are admitted free-of-charge.)
 - ▶ Online pre-registration / Invitational registration at the gate: Free admission
 - ▶ Free Admission Day: October 11th
(Registration required for visitors over 18 years of age)

Sponsor

- CEATEC JAPAN Executive Board
- ▶ Communications and Information network Association of Japan (CIAJ)
 - ▶ Japan Electronics and Information Technology Industries Association (JEITA)
 - ▶ 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 *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 National Association of Commercial Broadcasters in Japan (NAB)
- ▶ 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, Embassy of Canada to Japan, Ubifrance, Embassy of France 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), 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), Japan Electronic Products Importers Association (JEPIA)

- ▶ The Japan Electrical Manufacturers' Association (JEMA), Japan Business Machine and Information System Industries Association (JBMA), 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 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)

Global Partners

- ▶ Consumer Electronics Association (CEA)/International CES (USA)
- ▶ Messe Berlin/IFA (Germany)
- ▶ Messe München International/electronica (Germany), electronica & Productronica China (China)
- ▶ Hannover 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)
(alphabetical order)

- Asia Electronics Exhibition Cooperate Conference (AEECC) Member*
- ▶ China Electronic Appliance Corporation (CEAC)
 - ▶ Hong Kong Trade Development Council (HKTDC)
 - ▶ Korea Electronics Association (KEA)
 - ▶ Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)
(alphabetical order)

* The Asia Electronics Exhibition Cooperate Conference (AEECC) was established in 1997 to encourage mutual promotional cooperation activities among major electronics and IT exhibition organizers in the Asia region.

Management

CEATEC JAPAN Management Office
(Japan Electronics Show Association (JESA))
5F Ote Center Bldg.,
1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan
Tel: +81-3-6212-5233 FAX: +81-3-6212-5226

Looking Back on CEATEC JAPAN 2014

Over the 5 days of CEATEC JAPAN 2014 all of the scheduled sessions and events were held, and the exhibition was successfully brought to a conclusion. This is a tribute to the support and cooperation of all of the participants and to the hard work of all those involved in the organization and running of CEATEC JAPAN. To one and all I would like to express my sincere gratitude.

As you know, this year's theme was *"NEXT – Technology Makes the Future"*. The show drew 547 exhibitors from Japan and 24 countries/regions of the world, with the total number of visitors reaching 150,912, up 6.8% on the 9,564 figure for 2013 – a great achievement in itself. Thanks to the efforts of all involved, CEATEC JAPAN 2014 brought together diverse IT & electronics technologies, as well as the cutting-edge components and devices that make them possible, thus pointing the way toward new and exciting possibilities in the future. The exhibition was able to effectively introduce all of this to a broad cross-section of visitors from Japan and abroad.

In recent years, the IT & electronics industry has come to be a powerful driving force for innovation in almost every aspect of industry and consumer life, impacting everything from cars and healthcare to infrastructure, energy and agriculture. 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.

Over the 5-day period, winners of the CEATEC AWARD 2014 and the US Media Panel Innovation Awards were announced, serving to publicize not only the recipients but CEATEC JAPAN itself on the global stage.

It can be said that this year's exhibition demonstrated in real terms the deepening links – both internal and external – with the various industries that derive from the IT & electronics industry.

Always "ahead of its time", showcasing the latest and the most advanced, CEATEC JAPAN tracks with precision all the new trends and developments. It is thus able to contribute to innovations in technology, products and services and to market generation, expansion and invigoration. We will redouble our efforts to ensure that CEATEC JAPAN will continue serving this vital role.

Once again, I would like to express my gratitude to all the exhibitors, whose hard work and professionalism are a true source of inspiration. We look forward to your continued participation in the years ahead. See you in 2015!

Shigeru Sonohara,
Chair, CEATEC JAPAN 2014 Organizing Committee