



CEATEC JAPAN 2014 Special Exhibition

NEXT Innovation Plaza

Exhibit Information

Cutting-Edge IT & Electronics Comprehensive Exhibition

CEATEC[®] JAPAN

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

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NEXT Innovation Plaza

A Future of Safety and Security, Realized by Technology

Creating a “smart” platform from electronics and information & communication technologies – the NEXT Innovation Plaza presents a vision of a future society, a new social model made possible by such a smart platform. Throughout history, the true value of important innovations has been safety and security. And the Internet of Things (IoT) – linking everything around us – promises to deliver such new value through the exchange of data. The ultimate aim is the creation of a smart platform for society which will offer enhanced safety and security.

Crucial to organizing the NEXT Innovation Plaza has been the close cooperation of relevant government ministries/agencies and representatives of the IT/electronics industry. Support has also been provided by key players in the medical/healthcare, automotive/transportation and energy fields. As a result, visitors will be able to see the tangible benefits of numerous innovations that together provide a picture of society in the near future.



With a focus on safety & security,
CEATEC JAPAN 2014 presents the future of IT/electronics

Presentation space – core of the Plaza

A first look at a future society – offering enhanced safety and security – as envisaged by government ministries/agencies, complete with a variety of innovations anticipated by experts in various fields. Seminars held on the open stage will highlight the burgeoning potential for the IT/electronics industry to contribute to society, which is at the heart of the NEXT Innovation Plaza.

Experience innovations based on safety and security

On display will be a collection of innovations that form the basis of this vision of a future society – including technologies with practical potential and the fruit of fundamental research. In glimpsing a safe, secure society created by the cutting-edge technologies of tomorrow, you can experience this future created by innovations.

Observe the most advanced technologies

Visitors will be inspired by next-generation technologies in such key categories as Mobility, Robotics, Wearables, and Software & Content. The NEXT Innovation Plaza provides a unique opportunity to discover a new business vision.



Categories



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.



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.



Wearables

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



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.



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.



Software & Content

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

Smartphone/Tablet Accessories Area

A special area will be set aside for the display of smartphone/tablet accessories. Within this area, it is possible to sell products to visitors.



■ Outline

- **Name:** CEATEC JAPAN 2014 Special Exhibition – NEXT Innovation Plaza
- **Dates:** October 7 (Tue.) – 11 (Sat.), from 10:00am to 5:00pm
Media Convention for members of the press: October 6, from 4pm to 6pm
- **Venue:** Makuhari Messe, 2-1 Nakase, Mihama-ku, Chiba-city

- **Admission:** All visitors are required to register
 - Visitor registering at the gate:
General admission ¥1,000, Students ¥500
 - Online pre-registration / Invitational registration at the gate:
Free admission
 - Free Admission Day: October 11

■ Booth fee

(Note: Japan's consumption tax will be added to these fees at the rate applicable in October 2014.)

The exhibition fees per booth space are as follows:

General corporate exhibitor (standard booth rate)	¥360,000 (excluding consumption tax)
CIAJ, JEITA, and CSAJ members (member booth rate)	¥330,000 (excluding consumption tax)

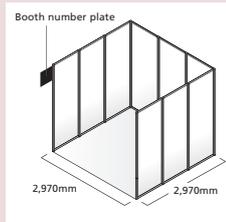
■ Booth specifications

1) Size: 1 to 18 booth spaces

① Specifications:

2,970 mm x 2,970 mm (WxD)

- ##### ② Facilities:
- For row booth exhibitors, system panels will be installed at the back and sides, separating them from neighboring booths. However, aisle-side system panels for corner booths and system panels for independent booths will not be issued.



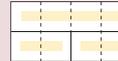
2) Size: 20 to 100 booth spaces (block booths)

Block booths consist of between 20 and 100 booth spaces (1 booth space = 9m²) in either a 2:1 or 1:1 (W:D) format, which will be marked out on the floor. The actual dimensions will be provided to exhibitors following the allocation lottery. When constructing booths please be sure to make it clearly visible to visitors – through the use of carpeting, etc. – where the aisles and boundaries are.

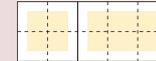
■ Booth configurations and permissible booth height

Booth configuration	Number of 9m ² booth spaces that can be accommodated
1-row booths	1, 2, 3, 4, 5, 6
2-row booths	4, 6, 8, 10, 12
3-row booths	9, 12, 15, 18
4-row booths	16
Block booths	20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100

1-row booths



2-row booths



□ 2.7 m

■ 3.6 m

■ 6.0 m

3-row/4-row booths



20 or more booths



■ Booth space allocation

The location of an exhibitor's booth(s) will depend on the date of the actual application.

■ Other details

For other requirements and stipulations, refer to the CEATEC JAPAN 2014 Exhibition Regulations.

■ Schedule

May	30 (Fri.)	Participant application deadline
June	27 (Fri.)	Booth fee payment deadline
July	Beginning	Decision of booth location and distribution of Exhibitor Manual
	Mid	Visitor pre-registration begins
September	Mid	Distribution of show invitations, vehicle entrance passes and badges
October	3 (Fri.)	Block booth (20 or more booths) setting commences
	4 (Sat.)	Remaining booth setting commences
	6 (Mon.)	Media Convention, 4pm – 6pm

October 7 (Tue.) – 11 (Sat.) CEATEC JAPAN 2014

■ Contact

CEATEC JAPAN Management Office

Ote Center Bldg. 5F, 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan

TEL: +81-(0)3-6212-5233 FAX: +81-(0)3-6212-5226

E-mail: contact2014@ceatec.com