CEATEC JAPAN 2016 Exhibition Outline

Visitor Pre-registration on the Official Website Starts Today

Highlights
1) <u>Exhibition areas for visitors to experience how society and technologies will change with CPS/IoT</u>
2) <u>Display of advanced technologies in cooperation with the All Japan Business Committee</u>
3) <u>New Opening Reception Party for top international executives on the eve of the exhibition</u>
4) <u>Conferences and events organized in coordination with government agencies, foreign embassies in Japan, and various industries</u>

CEATEC JAPAN Executive Board

The CEATEC JAPAN Executive Board (Masami Yamamoto, Chairman), comprised of three organizations – the Communications and Information Network Association of Japan (CIAJ), whose Chairman is Masami Yamamoto, Chairman and Representative Director at Fujitsu Limited; the Japan Electronics and Information Technology Industries Association (JEITA), whose Chairman is Toshiaki Higashihara, Director, Representative Executive Officer, President & CEO at Hitachi, Ltd.; and the Computer Software Association of Japan (CSAJ), whose Chairman is Norio Ogiwara, President and Representative Director at Mamezou Holdings Co., Ltd. – is pleased to announce that CEATEC JAPAN 2016 will be held for four days from October 4 (Tue) to October 7 (Fri) at Makuhari Messe (Mihama, Chiba-city). The executive board has also outlined CEATEC JAPAN 2016, describing the major features this year, its first as a CPS/IoT exhibition. Online visitor pre-registration starts today and also seat reservations for conferences are being accepted on the official website.

▼Outline

Dates   October 4 (Tue.) to 7 (Fri.), 2016, 10:00 a.m. - 5:00 p.m.
Venue   Makuhari Messe (2-1 Nakase, Mihama-ku, Chiba)
Admission   All visitors are required to register.
            ▸ Visitors 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
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)

1)   <u>Exhibition areas for visitors to experience how society and technologies will change with CPS/IoT</u>

Starting this year, the exhibition will feature completely new zoning: 4 areas to reflect the different realms of CPS/IoT usage and development. The **Community Area** focuses on ensuring safe and sound communities through managing public infrastructure, transportation systems, disaster measures and energy, as well as environmental monitoring. The **Town Area** highlights environmental improvements to increase efficiency and facilitate the development of cities offering comfortable spaces in which it is easy to live and work, as well as pointing the way toward new physical distribution and financial services. The **Home Area** is all about realizing comfortable and fulfilling lifestyles through entertainment, energy systems, and healthcare management based on the "things" around us. And finally the **IPS/IoT Technology & Software Area** brings together the diverse electronic components, materials and software that are indispensable for realizing CPS/IoT technologies. In addition to these four main areas, there will also be **IoT Town**, Japan's first such "town" as envisaged by the organizers; an **AI Area** focusing on artificial intelligence, which is a special exhibit co-sponsored with AIST; and a **Venture & University Area** where start-ups and entrepreneurs can gather.

2) **Display of advanced technologies in cooperation with the All Japan Business Committee**

With a view to the implementation of advanced technologies in 2020, and in cooperation with the All Japan Business Committee – whose principal members are the Japan Economic Federation, the Japan Chamber of Commerce and Industry, the Tokyo Chamber of Commerce and Industry, and the Japan Committee for Economic Development – we will promote the identification and clarification of technological issues and encourage the creation of a framework for cooperation among industry, academia, and government. Also, as "recovery" is one of the themes for the Tokyo Olympics/Paralympics 2020, there will be an exhibition area set aside for outstanding companies from those regions of Japan affected by recent disasters, namely Tohoku and Kumamoto.

3) **New Opening Reception Party for top international executives on the eve of the exhibition**

The opening reception, which until last year was held on the first day of the event, has been substantially remodeled. The 2016 Opening Reception Party will be held at a venue in Tokyo on the eve of the exhibition, October 3 (Monday). Conceived as a venue for interaction between people involved with IoT, especially the IoT Acceleration Consortium, the reception will also provide opportunities for announcements of government-backed open innovation through IoT. It will be attended by representatives of government agencies and foreign embassies in Tokyo, as well as industry executives from around the world. The total number of participants, including government-affiliated guests from overseas, is expected to exceed 700.

4) **Conferences and events organized in coordination with government agencies, foreign embassies in Japan, and various industries**

A variety of conferences and events are planned in coordination with IoT Acceleration Consortium members and organizations connected with the Tokyo Olympics/Paralympics 2020, as well as with business groups in the textile, robotics, machine tools, aerospace, and business equipment industries. Furthermore, this year will see strengthened international cooperation – specifically, exhibits and sessions at "Industry 4.0" co-organized with the German Embassy in Tokyo, and a "Cyber Security Session" held in cooperation with the US Embassy in Tokyo. Also planned are conferences on trending topics such as fintech (supported by NRI), regional revitalization (supported by Nihon Keizai Shimbun), security (supported by IPA), and venture businesses (supported by Tohmatsu Venture Support).

The official website opens on July 28 (Thursday), marking the start of visitor pre-registration and conference bookings. Admission to the event will be free of charge for those who register online in advance. Details of conferences and sessions will be announced online as soon as they are available.

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

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The latest details are available on the official website:

http://www.ceatec.com

Announcement: Online Press Pre-Registration
Members of the press who register online between July 28 and September 16 will receive advance information and services, as well as a Press Pass, which will expedite entry to the venue.

Announcement: Press Briefing and Special "Media Convention" only for members of the press
The Executive Board will hold a Press Briefing on October 3 (Monday) from 1:00 p.m. at the CEATEC JAPAN 2016 venue in Makuhari Messe. Announcements such as the number of exhibitors and the exhibition scale will be made at this briefing, which will be immediately followed by a Media Convention (public opening for members of the press) from 2:00 to 5:00 p.m. This Media Convention will facilitate immediate coverage by the media of new products and exhibitor highlights. The Press Center will also open on the same day.