

## Press Release

Communications and Information Network Association of Japan (CIAJ)  
Japan Electronics & Information Technology Industries Association (JEITA)  
The Computer Software Association of Japan (CSAJ)



# Introducing IoT Town – Sponsors' Special Exhibit at CEATEC JAPAN 2016

*Demonstrating how IoT will transform our homes, our towns, and our communities*

CEATEC JAPAN 2016, to be held from October 4 (Tue) to October 7 (Fri) at Makuhari Messe (Mihama, Chiba-city), will also feature a sponsors' special exhibit called IoT Town. This exhibit, located at Booth 4P54 in the Sponsors' Special Exhibit Area in Hall 4, is organized by the three organizations behind CEATEC: the Communications and Information Network Association of Japan (CIAJ), the Japan Electronics and Information Technology Industries Association (JEITA), and the Computer Software Association of Japan (CSAJ). Today details of IoT Town have been released.

IoT Town will include exhibits by enterprises involved with IT and electronics. It will bring together ideas of how the future will change with IoT as well as concepts that point to new business models. Visitors will experience the town of the future, filled with potential IoT applications in a wide variety of fields.

IoT Town will be divided into three areas: Home, Town, and Community, with 10 booths. Here will be displayed robots, virtual stores and sports wearables among others. There will also be an open stage for the exhibitors to make presentations on such topics as advanced initiatives and future services involving IoT.

Additionally, IoT Town will present possible future services in storyboard form. These derive from an ideathon on the topics of Body Extension and IoT Technologies held on 9 Sept. and involving the exhibitors and various specialists with diverse backgrounds – engineers, designers, creators, etc. IoT Town visitors will be able to view the fruit of this brainstorming event that explored new possibilities for IoT technologies unconfined by traditional organizational thinking.



### ■ IoT Town Exhibitors ■

#### Home Area



##### SECOM Co., Ltd.

IoT as conceived by SECOM, a company that aims to develop future services that will offer security, safety, comfort and convenience. A giant screen presentation will introduce SECOM's approach to realizing better communities.



##### Tomy Company., Ltd.

Living with robots: Display & demonstration of the Omnibot series of robots marketed by TOMY. Visitors can also experience firsthand a new VR product that offers intuitive control of movement in space.



##### Mamezou Holdings Co., Ltd.

New! Harmonious IoT: On display will be case histories that demonstrate how Mamezou's technologies related to IoT and data analysis are already making a difference – in particular, supervising nursing-care facilities.

#### Town Area



##### JTB PLANNING NETWORK CO., LTD.

Virtual reality smart store: Experience a smart travel agency of the near future made possible by VR displays.



##### Nonprofit Organization for Research and Development of the Wearable Computer/Wearable Device User Group Japan

The future of wearable computers: Hands-on experience of wearable devices, plus displays and demonstrations.



##### Rakuten Institute of Technology/Rakuten, Inc.

Store enhancement in the age of IoT: Enhancing one's experience of reality while "feeling" the Internet.

Community  
Area



**Mitsubishi UJF Financial Group, Inc.**

MUFG's digital innovation: Meet NAO, the humanoid robot, MAI&MAIQ, a virtual assistant, Steady-Return Fund by utilizing AI, Simple Asset Management Simulation Tool, J-Mups, a cloud multi-payment system, Real-time Stock Price Forecast Tool by utilizing Big Data Analysis, Foreign Currency Saving Support Tool by utilizing AI



**Superhuman Sports Society**

2nd Superhuman Sports EXPO: Expanding the realm of sports with augmented human technology.



**Loftwork Inc.**

Expanded experience: How will IoT change our lives and daily experiences? This open-collaboration exhibit will enable participants and participating companies to pool their ideas and technologies to co-create an experience of the future transformed by IoT.



**National Institute of Informatics/Hokkaido Univ./Okasa Univ./Kyushu Univ.**

Social CPS – Developing a future social system foundation: Experiments focused on fundamental IT technologies that can harmonize with and realize the social CPS that will support society in the future.

IoT Town is a sponsors' special exhibit that symbolizes the concept of the new CEATEC JAPAN. It brings together the services and products that employ IoT, and displays the technologies that realize IoT and futuristic applications. It is thus a showcase for visitors to experience the potential and possibilities of IoT. At this year's CEATEC JAPAN business creation is a priority and business-matching events are scheduled, but IoT Town will also provide important opportunities to discover ideas that lead to new business models and to encounter future business partners.

**Announcement:**

On October 3 (Mon), the day before CEATEC JAPAN 2016 opens, a Media Convention will be held from 2pm to 5pm at the venue. Representatives of the companies and organizations participating in IoT Town will also be present at this event, so it will be a good opportunity to interview them. Details of the Media Convention can be found on the official CEATEC JAPAN website.

CEATEC Official Website (Press/media related): <http://www.ceatec.com/ja/press/>

**■CEATEC JAPAN 2016**

- ◇Duration: October 4 (Tue) – 7 (Fri), 2016; 10:00 a.m. – 5:00 p.m.
  - ◇Venue: Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba, Japan
  - ◇Theme: Connecting Society, Creating the Future
  - ◇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
- 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)



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