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JEITA

ATTN: Members of the Press

**JEITA to Stage First NEXT STREET Exhibit at CEATEC JAPAN 2015
Experience CPS/IoT society through leading-edge products and services from
Rakuten Institute of Technology, Kinki Nippon Tourist, etc.**

The Japan Electronics and Information Technology Industries Association (Chairman: Shigeaki Mizushima) will stage the "NEXT STREET" special exhibit at CEATEC Japan 2015, a comprehensive exhibition of cutting-edge IT and electronics taking place at Makuhari Messe (Mihama Ward, Chiba City) 7-10 October this year. NEXT STREET can be found in the Next Innovation Area*1, Hall 4, Booth No. 4N63.

How will our lives and society change through CPS/IoT in 2020? NEXT STREET showcases leading-edge services and products enabling visitors to experience the first step in that direction in different areas such as tourism, Commerce, technology, infrastructure operation and maintenance, regional revitalization and an IoT startup SHOWCASE. Rakuten Institute of Technology and Kinki Nippon Tourist will make their CEATEC Japan debut along with the following companies and associations.

[NEXT STREET Exhibitors]

- Tourism: Kinki Nippon Tourist Co., Ltd —Smart tourism: A time travel tour based on use of smart glasses
- Commerce: Rakuten Institute of Technology —Fusing the Internet and the real world to create new ways to shop
- Technology: The National Institute of Advanced Industrial Science and Technology—The near future through those component technologies realizing IoT and CPS
- Infrastructure maintenance and management: Cabinet Office / SIP (Strategic Innovation Program) — ICT-based infrastructure operation and maintenance
- Regional revitalization: Westunitis Co., Ltd., connectFree k.k., SIRC Co. Ltd., Thinktube Inc., Nippon Software Knowledge Corp., Magellan Systems Japan, Inc.— CPS/IoT technologies and services from the brightest stars among local medium-ranking companies and SMEs
- IoT Startup SHOWCASE: Get up-close and personal with IoT and hardware startups at this booth organized by the startup community Creww Corporation and Nippon Television Network's SENSORS project and featuring 20 firms

JEITA plans to use CEATEC Japan 2015 and NEXT STREET to demonstrate clearly and concretely the initiatives we are taking as an industry leader to promote an advanced information society using CPS/IoT, accelerating progress toward the social implementation of CPS/IoT.

JEITA CPS/IoT Website: <http://www.jeita.or.jp/cps-e/> (English)
<http://www.jeita.or.jp/cps> (Japanese)

*1 In Hall 4 of the NEXT Innovation Area, the Ministry of Economy, Trade and Industry (METI), the New Energy and Industrial Technology Development Organization (NEDO), the National Institute of Advanced Industrial Science and Technology (AIST), the Information-technology Promotion Agency, Japan (IPA) and JEITA will be staging a comprehensive exhibition of CPS/IoT-themed products, services and technologies across the various booths.

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