

Press Release

June 20, 2016

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

SECOM, MUFG, JTB, TOMY, and Others to Exhibit at CEATEC for the First Time Special Sponsors' Exhibit, "IoT Town," to Showcase the Future City

The three sponsoring organizations of CEATEC Japan 2016 (venue: Makuhari Messe, Chiba, Japan; duration: October 4th through 7th), 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), announces a special sponsors' exhibit, "IoT Town." As of the time of this press release, ten groups, including six, which are first time exhibitors at CEATEC, will be showcasing innovative visions at "IoT Town."

【Aiming for safety and peace of mind, comfort and convenience the future of services】

【Financial Services】

【e-commerce】



SECOM Co., Ltd.



Mitsubishi UFJ Financial
Group, Inc.



Rakuten Institute of
Technology/Rakuten, Inc.

【Tourism】

【Sports】

【Life with robots】

【Expanding your experience】



Perfect moments, always

JTB PLANNING
NETWORK CO.,LTD



Superhuman Sports
Society



TOMY Company, Ltd



Loftwork Inc.

【Future of wearable computers】

【Social CPS】

【Services】



TEAM TSUKAMOTO Wearable Device User Group

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



National Institute of Informatics/
Hokkaido Univ./
Osaka Univ. /Kyushu Univ.



Mamezou Holdings Co., Ltd.

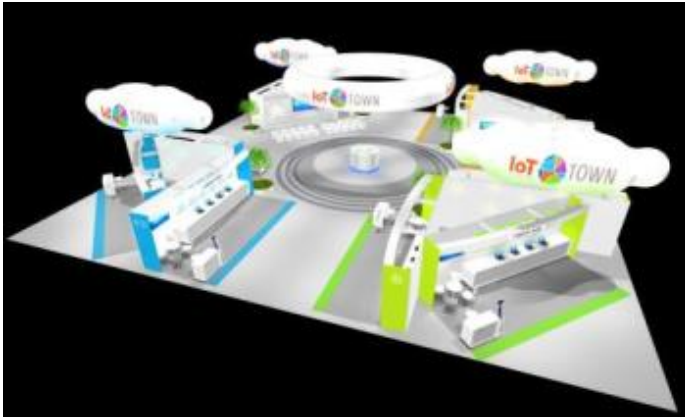
● Diverse Players Showcasing New Business Models Emerging from a Connected IoT Society

At IoT Town, the much enhanced successor to last year's "NEXT Street," companies which utilize IT/electronics will showcase their leading-edge CPS/IoT products or services that "connect" in the following scenes - society, town and home."

As of the timing of this press release, first-time exhibitors to CEATEC Japan - SECOM Co. Ltd., Mitsubishi UFJ Financial Group Inc., JTB PLANNING NETWORK CO.,LTD, Superhuman Sports Society, TOMY Company, Ltd., Loftwork Inc., as well as Rakuten Institute of Technology, Rakuten Inc., NPO Research and Development of the Wearable Computer, Wearable Device User Group Japan, National Institute of Informatics, Hokkaido University, Osaka University, Kyushu University, and Mamezou Holdings Co., Ltd. have been registered to exhibit at this year's event. By bringing together diverse ideas

and user companies aiming to create new markets, IoT Town may lead to new business models and become a venue for discovering potential partners.

“IoT Town” Booth Image



“IoT Town” Concept:

Japan is home to the world’s largest megacity. However, it is also dealing with a myriad of social issues ranging from an aging population and low birth rate, environmental and energy issues, disaster prevention and safety to healthcare. The question is how to enhance and manage society and the lives of its people in the face of such looming challenges. Cutting edge technologies will play a role in tackling these issues, but at the same time, the creation of a “forum” made up of multiple dedicated players to collaboratively contemplate the future is indispensable. Bringing together a range of intelligence from multiple companies, the special sponsors’ exhibit, “IoT Town,” will offer new proposals for the new “vision of towns.”

● Three Sponsoring Organizations Create Exhibit Showcasing the CPS/IoT

Until now, CEATEC was held as a comprehensive show of cutting-edge IT and electronics technologies, but it will be reborn as a venue to visualize and contribute to the creation of a future in which a connected society will benefit from the profound potential of CPS/IoT.

IoT Town is a special sponsors’ exhibit that will symbolize the united efforts of the three organizations representing electronics, ICT and software industries to communicate the message about this new CEATEC JAPAN concept.

With the increased participation of exhibitors representing diverse business endeavors, CEATEC JAPAN is taking strides to become a venue for discovering the seeds of business innovations.

◆ 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)



Contacts:

JEITA (Japan Electronics & Information Technology Industries Association), Communication office
Tel: +81-3-5218-1053 E-mail: comm1053@jeita.or.jp