

# 50<sup>th</sup> ANNIVERSARY

## Inter BEE 2014

International Broadcast Equipment Exhibition

11.19 **Wed.** >>> 21 **Fri.** at Makuhari Messe, TOKYO

Exhibition Guide

参展指南 출전 안내

# Digital innovations in media that are advancing globally Inter BEE - heralding a new era

引领全球飞跃发展的媒体事业跨入数字创新  
新时代的Inter BEE

글로벌하게 약진하는 미디어의 디지털 이노베이션  
신시대를 맞이한 Inter BEE

## ■ Outline

- ◆ Name International Broadcast Equipment Exhibition 2014 (a.k.a. Inter BEE 2014)
- ◆ Period Wednesday, November 19<sup>th</sup> - Friday, November 21<sup>st</sup> (3 days)
- ◆ Exhibition hours November 19<sup>th</sup> and 20<sup>th</sup> 10:00 a.m. to 5:30 p.m.  
November 21<sup>st</sup> 10:00 a.m. to 5:00 p.m.
- ◆ Location Makuhari Messe 2-1, Nakase, Mihama-ku, Chiba City, Chiba Prefecture 261-0023, Japan
- ◆ Organizer **JEITA** Japan Electronics and Information Technology Industries Association  
Ministry of Internal Affairs and Communications (MIC)  
Ministry of Economy, Trade and Industry (METI)  
Japan Broadcasting Corporation (NHK)  
The Japan Commercial Broadcasters Association (JBA)  
The Association of Radio Industries and Businesses (ARIB)
- ◆ Supported by

## ■ 开幕概要

- ◆ 名称 2014年国际广播电视设备展
- ◆ 日期 11月19日(星期三)~21日(星期五)〔3天〕
- ◆ 展览时间 11月19日(星期三) 11月20日(星期四) 上午10点~下午5点30分  
11月21日(星期五) 上午10点~下午5点
- ◆ 地点 日本千叶县千叶市美滨区中瀬 2-1 幕张 Messe 展览馆, 邮编 261-0023
- ◆ 主办 **JEITA** 电子信息技术产业协会
- ◆ 支持(预定) 总务省  
经济产业省  
日本广播协会  
日本民间广播联盟  
一般社団法人电波产业会

## ■ 개최개요

- ◆ 명칭 2014년 국제방송기기전
- ◆ 개최기간 11월 19일(수)~21일(금) (3일간)
- ◆ 전시시간 11월 19일(수) 11월 20일(목) 오전 10시~오후 5시 30분  
11월 21일(금) 오전 10시~오후 5시
- ◆ 개최장소 마쿠하리메세 261-0023 치바현 치바시 미하마쿠 나카세 2-1
- ◆ 주최 **JEITA** 전자정보기술산업협회
- ◆ 후원(예정) 총무성  
경제산업성  
일본방송협회  
일본민간방송연맹  
일반사단법인 전파산업회

## ◆ Global Partners 海外合作伙伴 해외 파트너





# Beyond the Digitalization

## A gathering of professionals from broadcasting, video, audio, lighting and media businesses

Now in its 50th year, Inter BEE is widely recognized by professional users in the industry as the **first-ranked and largest** audio, video and communications professional exhibition **in Japan**.

It continues to play a leading role **as an information hub** where a variety of participants ranging from broadcasting businesses, equipment manufacturers, associated service businesses and content business representatives all gather under one roof once a year to grasp the latest trends.

## 广播、视频、音频、照明、媒体事业专家汇聚一堂

本次迎来了第 50 届盛会的 Inter BEE 是**日本国内第一、且规模最大的**音频、视频和通讯相关的专业展会，在相关行业的专业用户中享有极高的知名度。

在一年一度的展会中，以播放事业为主的设备制造商、相关服务行业、以及内容事业相关人员等汇聚一堂，Inter BEE 将在会间发挥最新动向**信息中心**的作用，是一场值得期待的专业展会。

## 방송, 영상, 음향, 조명, 미디어 비즈니스의 프로페셔널이 집합

이번에 50회를 맞이하는 Inter BEE는 **일본 유일의 최대 규모** 소리, 영상, 통신의 프로페셔널 전시회로서 업계 프로 사용자를 중심으로 넓게 인지되고 있습니다.

일 년에 한 번, 방송 사업자를 비롯해 기기 제조업체, 관련 서비스 사업자, 또 콘텐츠 비즈니스 관계자까지 한자리에 모여서 최신 동향 **정보 허브**의 역할이 기대됩니다



Many VIP Guests at home and abroad took part in the ribbon-cutting ceremony



Exchange between top industry executives at the opening reception



Lecture by Mr. John Ive of IABM who introduced worldwide broadcasting business trends



Themed exhibition booth showing the way to future media business

## Worldwide attention on innovations to support future media business

Over **31,000 industry people from 35 countries and regions** took part in the last event, where a **record-high 918 companies** introduced world-class cutting-edge technology and solutions.

Innovations unveiled at Inter BEE attracted great attention, not only from directly involved industries in Japan, but also from Japan and abroad as the technology to lead **future media business**.

## 促进未来媒体事业发展的技术创新吸引全球关注

上一届展会中，来自 **35 个国家・地区** 的 **31,000 多位** 行业相关人员前来参加，**参展企业多达 918 家，创历史最高记录**，各参展企业纷纷介绍了具有全球最高水准的最尖端技术及解决方案。

在 Inter BEE 中所展示的技术创新成果将成为引领日本相关行业、以及**未来媒体事业发展的**领军产品，必将吸引日本国内外的广泛关注。

## 미래의 미디어 비즈니스를 지탱하는 이노베이션에 세계가 주목

지난 회엔 **35개국과 지역**으로부터 **31,000명 이상**의 업계 관계자가 참가하고, **과거 최다인 918 사**가 세계 최고 수준의 최첨단 기술과 솔루션을 소개했습니다.

Inter BEE에서 선보인 이노베이션은 일본의 관계 업계뿐만 아니라, 미래의 미디어 비즈니스를 견인하는 것으로 국내외에서 크게 주목받습니다.

# Advance of Globalization

## Crucial role in global business schemes

Inter BEE is seen as a major **global media exhibition** alongside NAB of North America, IBC of Europe, and BIRTV of China.

Equipment manufacturers' global business scheme is to announce new products at NAB in April, get a feel for users' needs at BIRTV and IBC, and then after making several adjustments exhibit the final product at Inter BEE in November. Inter BEE, therefore, contributes to the development of **substantive business activities** linked with securing budget estimates for the next fiscal year.

## 在全球性商务策划中担负重任

Inter BEE 与北美的 NAB、欧洲的 IBC、北京的 BIRTV 等同样被定位为**全球性媒体展会**。

在设备制造厂商的全球性商务策划方面，不但于 4 月的 NAB 上发布了新产品，还通过 BIRTV 及 IBC 掌握用户需求，在经过各种调整后于 11 月的 Inter BEE 上展示了最终产品，并在确保下年度预算的前提下切实开展的**实质性的商业活动**。

## 글로벌한 비즈니스 스킴으로 중요한 역할을 담당

북미의 NAB, 유럽의 IBC, 중국의 BIRTV 등과 대등하게 **세계적인 미디어 전시회**로 자리매김하고 있는 Inter BEE.

기기 제조업체의 글로벌한 비즈니스 스킴으로는 4월 NAB에서 신제품을 발표하고, BIRTV나 IBC를 거쳐 사용자 요구를 수렴해 여러 가지 조정을 더해 11월의 Inter BEE에서 최종형으로 제품 전시를 실행하고 있으며, 다음 연도의 예산 확보 프로세스와 링크한 **실질적인 비즈니스 활동**이 전개되고 있습니다.



Announcing new technology and developing global business activities



Overseas-based international companies exhibited to the Japanese and Asian markets



Mr. Fernando Bittencourt (General Director of Engineering Globo TV Network) who was introduced on the current state of digital TV in Brazil at Inter BEE Content Forum

## An international exhibition that supports business matching between worldwide stakeholders

Inter BEE enhances a **global network** through activities such as forming partnerships with the Brazilian Society of Television Engineering (SET). In cooperation with broadcasting and media exhibitions and international conferences across the whole of Asia, Inter BEE actively encourages local users to attend these events. Inter BEE has helped to **actively develop international business activities**. For example, exhibiting equipment manufacturers invite customers through local businesses in order to gain a foothold in breakthrough markets.

## 创造与全球资源拥有者合作商机的国际展会

创造与巴西电视台、电气通信技术者协会 (SET) 缔结新的伙伴关系等全球性**商业合作**的契机。同时，还将继续协助亚洲各地区举办播放、媒体相关展会及国际会议，积极强化招徕当地用户的吸引力。参展的设备制造商将展会视为进军飞跃发展的市场桥梁，通过各地的当地法人邀请各方客户等，在 Inter BEE 展会期间**积极开展国际化商业活动**。

## 세계 스테이크홀더와 매칭하는 국제전시회

브라질 텔레비전·전기 통신기술자 협회(SET)와 새롭게 파트너십을 체결하는 등, 글로벌한 **비즈니스 매칭** 기회를 펼치고 있습니다. 또 아시아 각 지역의 방송·미디어 관련 전시회나 국제회의와 계속 협력해, 현지 사용자의 참관 유치를 적극적으로 진행합니다. 출전 기기 제조업체도 약진하는 시장에서의 발판으로 각 현지 법인을 통해서 고객을 초빙 하는 등, Inter BEE에서 **적극적인 국제 비즈니스 활동을 전개**하고 있습니다.



Many visitors from various countries and regions came to investigate Japanese technological trends



# Visitors in a variety of fields

## Support for the diversification of multi-screen, multi-device and media

At the last Inter BEE, new activities focusing on the **potential of media business** and new services and general improvements were on display, such as the use of V-Low band and the development of Second screen and IPDC, which are expected to be commercialized. Inter BEE is held in collaboration with Internet and various media and in partnership with industry groups and consortiums. It is now joined by new equipment manufacturers as it steps up its **support for the diversification of media**.

## 满足以提供新服务及完善环境为目标的媒体多样化需求

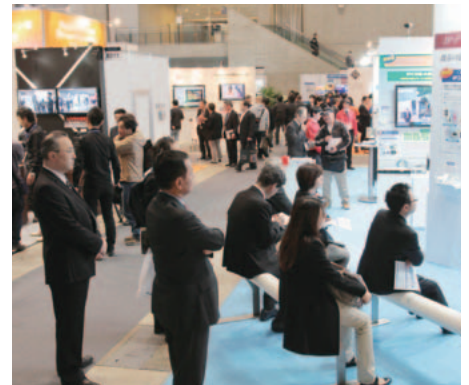
在上一届的 Inter BEE 中，展示了值得期待的新颖实用型第二代屏幕和 IPDC、采用了 V-Low 波段等的**媒体事业发展潜力**以及以提供新服务和完善环境为目标的新对策。与互联网及各种媒体相互合作、并在众多相关行业团体及财团的协助下举办的 Inter BEE 将不断吸引新的设备制造商参与，以**满足多样化发展的媒体需求**

## 새로운 서비스와 환경 정비를 주시한 미디어의 다양화에 대응

지난 회 Inter BEE 에서는 새롭게 실용화가 기대되는 세컨드 스크린과 IPDC의 전개, V-Low 대역의 이용 등 **미디어 비즈니스의 가능성**과 새로운 서비스와 환경 정비를 주시한 새로운 대처가 보였습니다. 인터넷과 다양한 미디어와의 제휴, 그에 관련한 많은 업계 단체와 컨소시엄의 협력을 얻어 개최하는 Inter BEE는 새로운 기기 제조업체가 참가해 **다양화하는 미디어에 대응**합니다.



IPDC and Multi-screen attracted attention for its broadcasting demonstration



V-Low Multimedia (next generation radio group) introduced activities using V-Low band



VFX "Now and Future"  
"Method Studios x Double Negative"

## Gathering of promising production and top creators

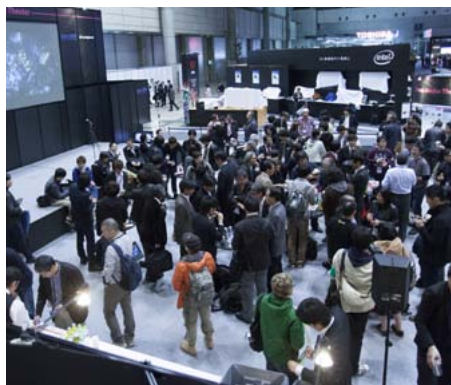
Inter BEE is used as an opportunity for **up and coming** Asian creators to conduct technical exchange on a wide variety of themes including the establishment of production promotion areas, plug-in and color grading by film production professionals. It is also used as a place for **communication** between people involved in the production of contents through activities such as the establishment of lectures by top creators currently active in Japan or abroad.

## 倍受瞩目产品、顶尖创作人汇聚一堂

Inter BEE 作为一个技术信息交流场所得到有效利用。其中包括以产品推广区域的设置 · 视频制作专家负责的预映 · Finishing · 放样等多样化主题的技术交流、以及亚洲**新锐**创作人及活跃在日本国内外的顶尖创作人的固定演讲等，是一个内容制作相关人员之间的**交流**场所。

## 주목받는 프로덕션, 톱 크리에이터가 집결

프로덕션 프로모트 에어리어 설치, 영상 제작의 프로페셔널에 의한 프리비즈, Finishing, 그레이딩 같은 다채로운 테마로의 기술 교류, 아시아의 **신예** 크리에이터나 이미 국내외에서 활약 중인 톱 크리에이터 강연의 정착 등, 콘텐츠 제작에 종사하는 관계자 간의 **커뮤니케이션** 장으로 활용되고 있습니다.



Exchange between CG VFX Production of Japan and creators from Japan and abroad

## Booth Standards and Exhibition Fee

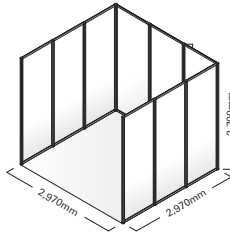
\* Consumption tax rate at the time of the exhibition, which is November 2014, will be applied.

### Standard Booth

approx. 9m<sup>2</sup> (2,970mm(W)×2,970mm(D))

The exhibition fee per booth space is as follows:

General Exhibitors (standard rate)	
<b>@¥270,000</b>	(¥291,600 incl. tax)
Japan Electronics Show Association Members IABM Members (member rate)	
<b>@¥240,000</b>	(¥259,200 incl. tax)



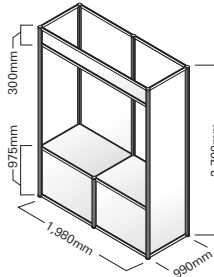
### Small Package Booth (Including basic decorations)

approx. 2m<sup>2</sup> (1,980mm(W)×990mm(D))

The following facilities are included in:

Display counter, Company name display, Fluorescent light, Electricity socket (single-phase 100V, up 1KW output)

One booth	
<b>@¥145,000</b>	(¥156,600 incl. tax)
Two booths	
<b>@¥290,000</b>	(¥313,200 incl. tax)



## 展位标准及展览费用

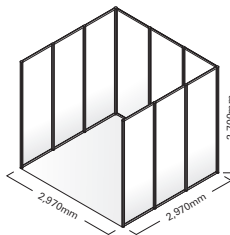
\* 消费税以本展会举办日期 2014 年 11 月时的税率为准。

### 标准展位

约 9m<sup>2</sup> (2,970mm(宽) × 2,970mm(进深))

每个展位空间的展览费用如下:

一般展商 (标准价)	
<b>@270,000 日元</b>	(@291,600 日元 含税)
日本电子展览协会会员 IABM 会员 (会员价)	
<b>@240,000 日元</b>	(@259,200 日元 含税)



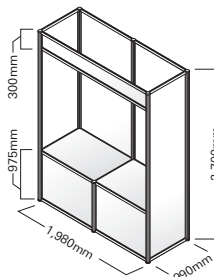
### 小型展位 (包括基本装饰)

约 2m<sup>2</sup> (1,980mm(宽) × 990mm(进深))

包含下列设施:

展示柜台、公司名楣板、日光灯、电源插座 (单相 100V, 最大 1KW 输出)

单个展位	
<b>@145,000 日元</b>	(@156,600 日元 含税)
两个展位	
<b>@290,000 日元</b>	(@313,200 日元 含税)



## 부스 규격과 출품 경비

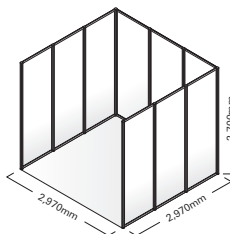
\* 소비세는 본 전시회 개최일인 2014년 11월 시점의 세율을 적용하고 있습니다.

### 표준부스

약 9m<sup>2</sup>(2,970mm(W) × 2,970mm(D))

부스 크기별 각 출품료는 다음과 같습니다.

일반 출품업체 (표준요금)	
<b>@270,000 일본 엔</b>	(@291,600엔 세금포함)
일본일렉트로닉스협회 회원 IABM 회원 (회원요금)	
<b>@240,000 일본 엔</b>	(@259,200엔 세금포함)



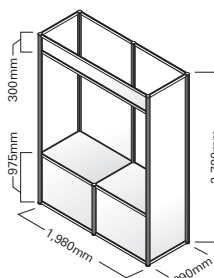
### 소형부스(기본장식 포함)

약 2m<sup>2</sup>(1,980mm(W) × 990mm(D))

포함되는 설비:

디스플레이 카운터, 기업명 디스플레이, 형광등, 전원소켓(단상 100V, 최대출력 1KW)

1부스	
<b>@145,000 일본 엔</b>	(@156,600엔 세금포함)
2부스	
<b>@290,000 일본 엔</b>	(@313,200엔 세금포함)



## Make use of our convenient "Package Booths"

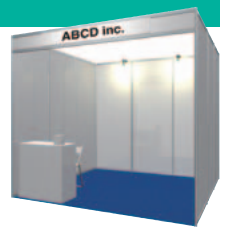
Please select our easy-option "Package Booth" when exhibiting at Inter BEE. This will make exhibition preparations much smoother.

### Recommended booth for first-time exhibitors

#### Basic Package Booth

Included facilities: Parapet, company name display, carpet, information counter, chairs, spotlights, fluorescent lights, electricity socket

One booth	<b>@¥70,000</b> (@¥75,600 incl. tax)
Two booths	<b>@¥110,000</b> (@¥118,800 incl. tax)

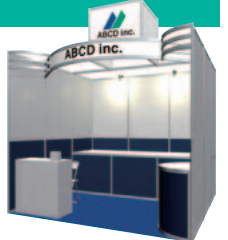


### High-profile and high-grade booth

#### Premium Package Booth

Included facilities: Parapet, company name display, logo display, carpet, display counter (with storage), information counter, chairs, spotlights, fluorescent lights, electricity socket

One booth	<b>@¥220,000</b> (@¥237,600 incl. tax)
Two booths	<b>@¥400,000</b> (@¥432,000 incl. tax)



## 请有效利用便利的展位

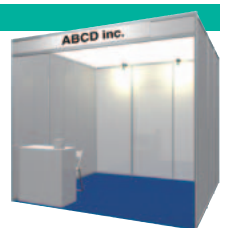
在 Inter BEE 中参展时, 请选择便利选项中的“展位”。由此可轻松进行参展准备。

### 首次参展展商的推荐展位

#### Basic Package Booth (基本展位)

附带设备: 广告板·公司名楣板·地毯·接待柜台·椅子·聚光灯·日光灯·电源插座。

单个展位	<b>@70,000 日元</b> (@75,600日元 含税)
两个展位	<b>@110,000 日元</b> (@118,800日元 含税)

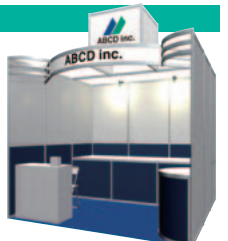


### 令人注目的高档展位

#### Premium Package Booth (特级展位)

附带设备: 广告板·公司名楣板·商标招牌·地毯·展台(附带收藏室)·接待柜台·椅子·聚光灯·日光灯·电源插座。

单个展位	<b>@220,000 日元</b> (@237,600日元 含税)
两个展位	<b>@400,000 日元</b> (@432,000日元 含税)



## 편리한 Package Booth 를 활용하십시오.

Inter BEE에 출전 시는 Easy-option의 "Package Booth"를 선택하십시오. 출전준비가 간편해집니다.

### 처음 출전하는 분께 추천하는 부스

#### Basic Package Booth

부대 비품: 패러핏, 회사명판, 카페트, 접수카운터, 의자, 스포트라이트, 형광등, 콘센트

1부스	<b>@70,000 일본 엔</b> (@75,600엔 세금포함)
2부스	<b>@110,000 일본 엔</b> (@118,800엔 세금포함)

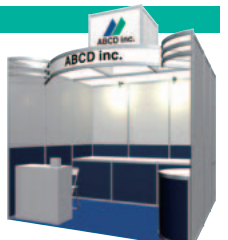


### 주목도를 높여주는 하이그레이드 부스

#### Premium Package Booth

부대 비품: 패러핏, 회사명판, 로고간판, 카페트, 전시대(수납 포함), 접수카운터, 의자, 스포트라이트, 형광등, 콘센트

1부스	<b>@220,000 일본 엔</b> (@237,600엔 세금포함)
2부스	<b>@400,000 일본 엔</b> (@432,000엔 세금포함)





We will help you reduce the exhibition cost and achieve smooth exhibition.

我们将帮助您降低展览费用并实现展览的顺利进行。

출품 비용의 삭감 및 원활한 전시를 지향합니다.

## Bonded exhibition

Exhibition products and decorations can be imported to the site under bonded status.

### 保税展览

展览产品及装饰物能够以保税状态进口到现场。

### 보세전시장

출품제품과 장식을 보세 상태로 전시장까지 이동할 수 있습니다.

## Support for booth decorations and exhibition preparations

Bilingual staff of the show Management Secretariat and each company helps foreign exhibitors decorate booths.

### 展位装饰及展会筹备的支持

来自于展会管理秘书处及各家公司的双语职员会帮助国外展商装饰展位。

### 부스 장식과 전시 준비 지원

운영사무국과 각 기업의 통역 스태프가 해외 출품업체의 전시 준비를 지원합니다.

## Travelling support and provision of around the site information

We help exhibitors reserve hotels and make domestic travelling arrangements according to exhibitor's need.

### 旅行支持及现场信息相关准备

我们将根据展商的要求帮助预订酒店、并协助安排国内旅行。

### 여행 지원 및 전시회장 주변정보 제공

출전자를 위해 호텔예약과 국내여행 준비를 도와드립니다.



Inter BEE Local sightseeing Website

<http://shows.export-japan.com/interbee/>

Japan National Tourist Organization (JNTO)

<http://www.jnto.go.jp/>

## A wide range of free services

We are going to make available various free support services for exhibitors to maximize exhibition effects.

### 各式各样的免费服务

我们将提供各种免费支持服务，让展商获得最佳的展览效果。

### 다양한 무료 서비스

전시 효과를 최대한으로 높이기 위하여 다양한 서비스를 무료로 제공합니다.



### Bar-code system

条形码系统 바코드 시스템

You can easily obtain information on visitor profiles with the bar-code system.

通过条形码系统即可轻松获得到场者的个人信息及属性分类

바코드 시스템으로 참가객의 개인정보와 속성분류를 간단하게 입수할 수 있습니다.



### Business meeting room

洽谈室 상담(商談) 룸

A common space that can be reserved. Drinks are available in this space.

预约后即可在指定时间使用的共享空间。还提供饮料服务。

예약하고 사용할 수 있는 공용 스페이스입니다. 드링크 서비스도 제공합니다.



free of charge 免费 무료



### Website

官网 공식 홈페이지

Exhibitors can post information about themselves and their exhibits by themselves. Many users will view the website throughout the year, and exhibitors can also post press releases.

参展商自己可输入参展商信息进行登载。还可登载新闻发布会信息。

출전자 정보를 출전자 자신이 입력하여 게재할 수 있습니다. 프레스릴리스 게재도 가능합니다.

free of charge 免费 무료



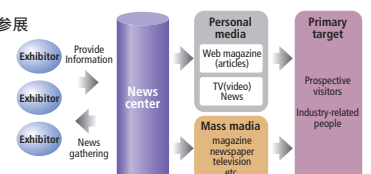
### News Center

新闻中心 뉴스 센터

A common space that can be reserved. Drinks are available in this space.

采访团队可以通过各种机会将直接从各参展商处获得的信息进行报道。

취재팀이 출전자 여러분에게서 직접 얻은 정보를 다양한 기회를 통해 정보 발신합니다.



free of charge 免费 무료

# Exhibition Categories

## Professional Audio

### Sound that resonates in the heart is reproduced with technology

Many visitors were able to experience firsthand digital audio workstations and IP technology. On display was equipment that can be easily used in a variety of workplaces, and new products that meet needs for product downsizing and lightening as well as cost reduction.

### 专业音频

#### 通过技术再现动人心魄的声音

众多到场者亲身体验了数码、音响、工作站及IP技术的实用效果。会上展出了适用于各种现场且使用方便的优良器材及可满足小型轻量化、降低成本等需求的新产品。

### 프로페셔널 오디오

#### 감동의 소리는 테크놀러지로 재현

디지털·오디오·워크스테이션과 IP 테크놀러지를 많은 참가객이 체험. 다양한 현장에 맞춰 사용하기 편리한 기재와 소형 경량화, 코스트 다운 등의 요구에 따른 신제품이 전시되었습니다.

## Production & Post-Production

### Creativity evolves seeking further value

4K video production technology attracted the most interest as well as cameras that stood out for their original technology. Workflows ranging from highly-versatile filming to editing and exporting attracted a lot of attention.

### 制作及后期制作

#### 不断进化的创造 寻求更高价值

最引人注目是4K影像制作技术、独创技术尤为突出的相机。从用途广泛的摄影、到编辑、发送的一条龙式工作流程备受关注。

### 프로덕션과 포스트 프로덕션

#### 창조는 더 높은 가치를 찾아 진화

가장 시선을 모은 4K 영상 제작 기술, 개성적인 기술이 눈에 띄는 카메라. 범용성 높은 촬영에서 편집, 송출까지 일괄 제작하는 워크플로에 이목이 집중되었습니다.

## Distribution & Delivery

### Information communicated in a variety of ways

4K content distribution technology attracted a lot of attention. There were also future business presentations including a host of data transmission services and introduction case studies.

### 发行及交付

#### 多元化的信息传递方式

引人注目的4K内容发布技术。还提出了其他各种数据传输服务或引进事例等与未来事业发展相关的提案。

### 정보 제공과 배급

#### 정보는 다양한 방법으로 전파

주목을 모은 4K 콘텐츠 배신 기술. 그 외에도 다양한 데이터 전송 서비스와 도입 사례 등 다음 비즈니스로 이어지는 제안이 이루어졌습니다.

## Professional Lighting

### Expressions and communication in light

There was a collection of the latest lighting systems facilitated by expanded LED lighting systems. Also demonstrated were solutions enabling collaboration between video and audio for the performing arts and entertainment.

### 专业灯光

#### 光的展现和交流

通过LED照明系统的扩展,使最新的照明系统得以集体亮相。在此介绍了追求舞台艺术或娱乐效果、可使影像与音响效果相互融合的解决方案。

### 프로페셔널 조명

#### 조명으로 표현, 커뮤니케이션

LED 조명 시스템 확장에 따라 최신 조명 시스템이 집결. 무대 예술과 엔터테인먼트를 추구한 영상과 음향과의 콜라보레이션을 가능하게 한 솔루션이 소개되었습니다.

## ICT / Cross Media

### Next generation technology in media assembled

Second Screen demonstrated the potential of new broadcasting business by linking TVs and smartphones/tablet PCs. CG and VFX productions were exhibited and more creators took part in 2013.

### 信息和通信技术 / 媒体跨界

#### 媒体的次世代技术汇聚一堂

与电视及智能手机/平板终端合作,展现新一代播放事业发展潜力的第二代屏幕。自2013年起,CG·VFX产品及其生产厂家的参展数量均有增加。

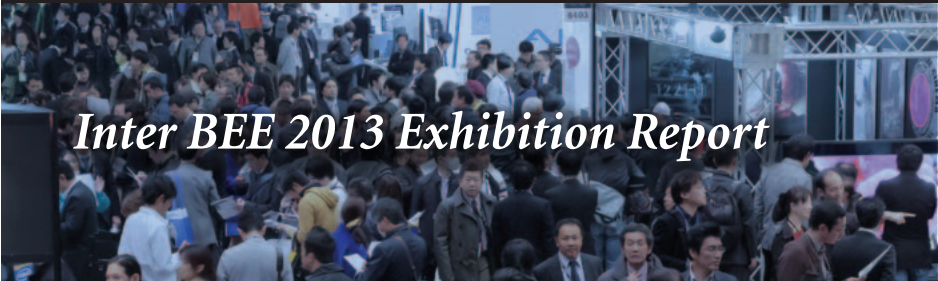
### 정보 통신 기술 / 크로스 미디어

#### 미디어 차세대 기술이 한자리에

텔레비전과 스마트폰/태블릿 단말을 제휴시켜 새로운 방송 비즈니스의 가능성을 제시한 세컨드 스크린. 2013년부터 CG·VFX 프로덕션이 출전, 크리에이터의 참가도 증가했습니다.







## Inter BEE 2013 Exhibition Report

### 2013 Review

#### Exhibitors

Record high number of exhibitors took part

Companies leading the way in broadcasting technology across the globe were all assembled under one roof. A wealth of technology aimed at future business to follow the digital revolution was on display, presenting the new possibilities of broadcasting business.

■No. of exhibitors:

**918** companies

■No. of overseas exhibitors:

**536** companies

#### Trading Visitors

Visited by business users from diverse fields

In line with the expansion of exhibition categories, visitors from new fields took part in the exhibition along with existing visitor groups, and discussed new technology with exhibitors. Press coverage was also extensive, widely introducing the exhibition both in Japan and abroad.

■Registered visitors:

**31,979** people

■No. of news media representatives:

**324** people

### 回顾 2013 年

#### 展商

参展企业创历史最高记录

引领全球播放技术发展的企业汇聚一堂。展会期间发表了众多挑战数字化未来新事业的技术提案，为播放事业的未来发展提供了新的可能性。

■展商数量：

**918** 家

■海外展商数量：

**536** 家

#### 交易访问者

各大领域的商业用户纷纷到场

新老到场者利用扩展的展示空间与参展企业愉快交流，共同寻求新的技术发展目标。媒体采访阵容强大，向日本国内外广泛报道展会信息。

■参观者：

**31,979** 名

■新闻媒体相关人员：

**324** 名

### 2013년 전시회 소개

#### 출품업체

과거 최대 출전자 참가

세계 방송 기술을 견인하는 기업이 한자리에 집결. 디지털화의 미래에 있는 다음 비즈니스를 위한 많은 테크놀러지가 공개되어 방송 비즈니스의 새로운 가능성을 제안했다.

■출품업체 수:

**918** 사

■해외 출품업체:

**536** 사

#### 관련업계의 참관객

폭넓은 분야의 비즈니스 사용자가 참관

전시 영역 확대에 맞추어 종래의 참관객층에 가세해 새로운 참관객층도 참가, 새로운 테크놀러지를 찾아 출전자와 교류를 나눴다. 프레스 취재도 많아 국내외에 널리 소개되었다.

■참관객:

**31,979** 명

■보도 관계자:

**324** 명



*Japanese and international business users and technical experts from a wide variety of fields visited the exhibition.*

## 2013 Visitors

### ◆Breakdown of registered visitor number

	11.13 (Wed.)	11.14 (Thu.)	11.15 (Fri.)	TOTAL
Registrants / Japan	10,303	10,297	10,483	31,083
Registrants / Overseas	603	222	71	896
<b>TOTAL</b>	<b>10,906</b>	<b>10,519</b>	<b>10,554</b>	<b>31,979</b>

No. of visitors: **31,979**

No. of overseas visitors: **896**



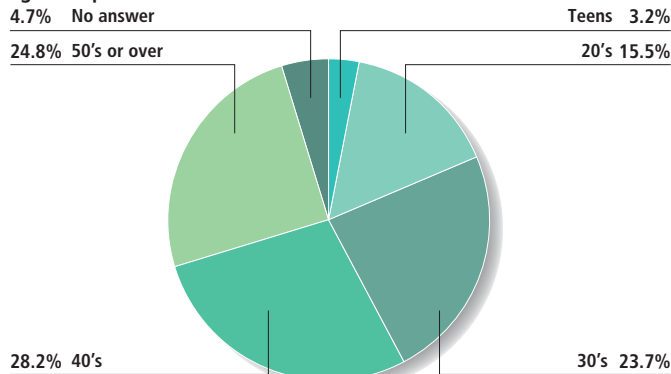
### ◆Breakdown of registered visitors

Area	Number of countries & region / Number of visitors	Breakdown of visitors by country & region
Domestic	1 country / 31,083	Japan 31,083
Asia	12 countries & region / 729	Korea 418 / Taiwan 75 / Thailand 71 / China 58 / Indonesia 36 / Singapore 27 / Hong Kong 20 / Philippines 10 / India 5 / Malaysia 5 / Sri Lanka 3 / Pakistan 1
North, Central and South America	5 countries / 86	U.S.A. 73 / Canada 1 / Brazil 10 / Peru 1 / Paraguay 1
Europe	10 countries / 42	United Kingdom 14 / France 7 / Germany 5 / Norway 5 / Sweden 2 / The Netherlands 2 / Italy 2 / Portugal 2 / Estonia 2 / Austria 1
Middle East / Africa	6 countries / 10	Israel 2 / UAE 2 / Libya 2 / Nigeria 2 / Congo 1 / Egypt 1
Oceania	1 countries / 8	Australia 8
Unknown		21
<b>TOTAL</b>	<b>35 countries/ regions</b>	<b>31,979</b>

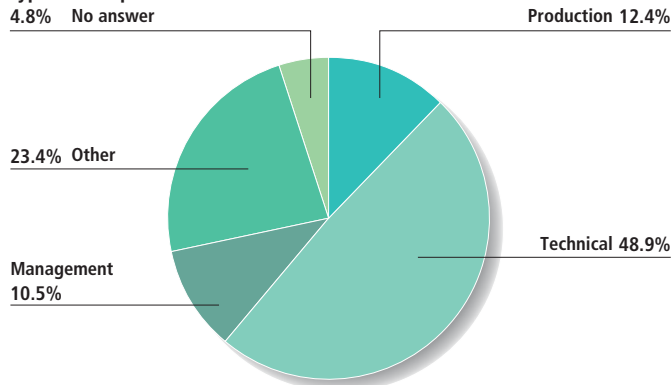
Visitors from **35** countries/regions

### ◆Visitor demography

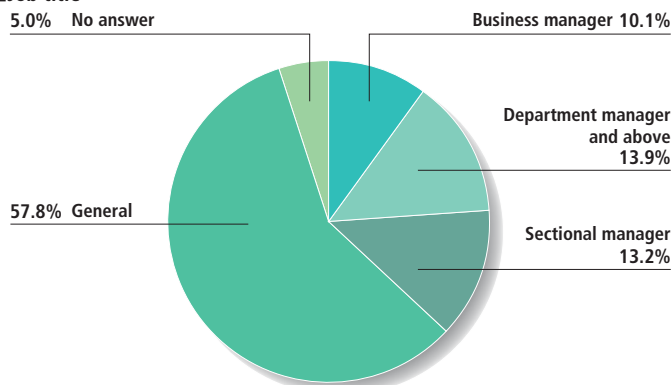
#### ■Age Group



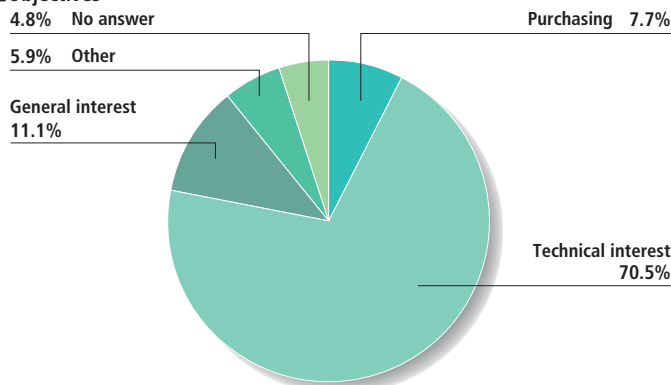
#### ■Type of occupation



#### ■Job title



#### ■Objectives





*Visitors that came to gather the latest product and technology information and grasp market trends were highly satisfied.*

#### ■Type of Business

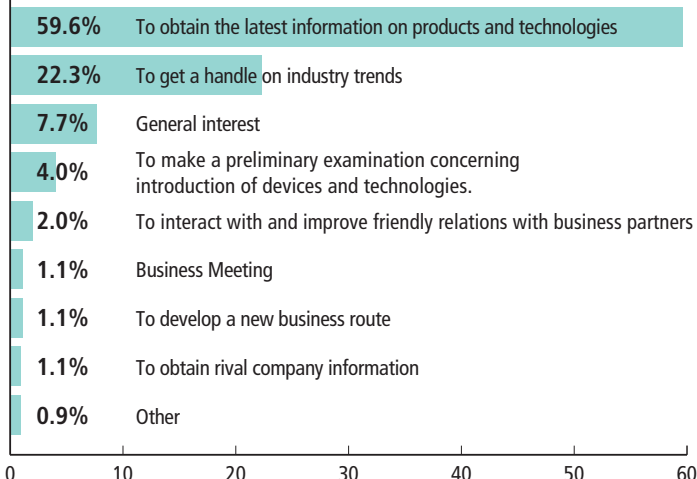
Equipment Manufacture	13.6%	Related Staging, Art and Lighting	2.6%
Commercial TV Broadcaster	8.9%	Related Contents Publishers	2.6%
Trading Company	8.9%	Related CATV	2.4%
Post production	7.9%	Related Internet Business	2.2%
Student	7.2%	Facilities and Stores	1.6%
Other guest	5.9%	Government office, Organization	1.6%
Video Software Production Company	5.5%	Film and Video Production Company	1.2%
Other User	5.4%	Ad Agency	1.0%
Production House	4.6%	Content Delivery Network	0.9%
Related PA Equipment	3.8%	Radio Station	0.8%
NHK (Japan Broadcasting Corporation)	3.1%	Recording Company	0.7%
Telecommunications Carrier	2.9%	No Answer	4.6%

#### ■Interest (Multiple answers accepted)

Video Equipment	52.9%	Output System	8.2%
Audio Equipment	32.4%	Digital Cinema	8.0%
Camera	26.1%	Multimedia System	7.9%
Editing and Production Equipment	20.5%	Transmission Systems	7.9%
Electronic Display	15.4%	Stand-by and Peripheral Products	7.4%
Mixer	12.0%	IPTV	7.2%
Speaker	10.9%	3D	6.5%
Software	10.8%	Mobile TV	5.9%
VTRs, Memory Cards, Optical Disks	10.7%	Measuring Equipment	5.8%
Microphone	10.6%	Production Management Systems	4.1%
Servers, Storage	10.2%	Electronic Power Unit	3.5%
Relay System	10.0%	Art and staging	3.4%
Digital Signage	9.0%	Other	2.1%
Digital Contents	8.8%	No Answer	4.8%
Lighting Equipment	8.4%		

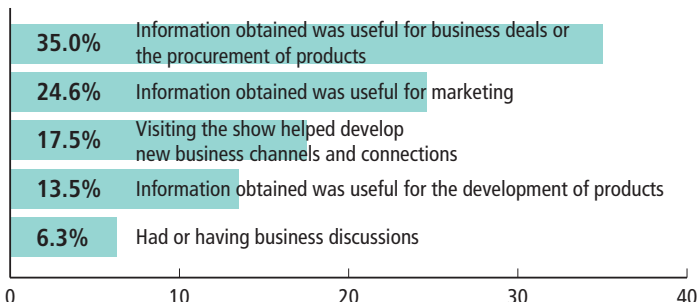
## Visitor Questionnaire result

### ◆What was your goal in coming to "Inter BEE 2013"?

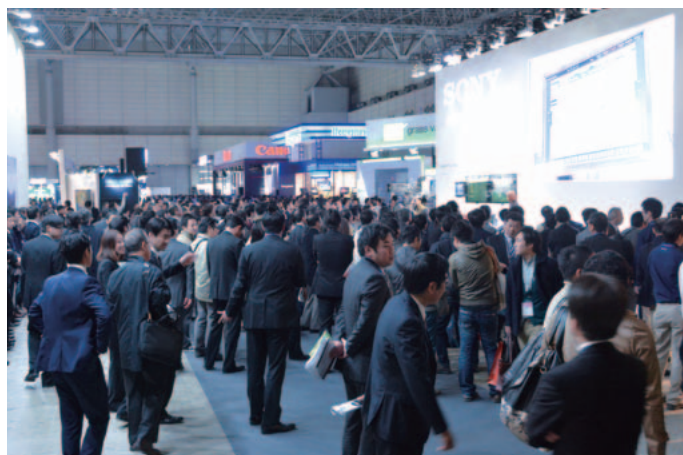
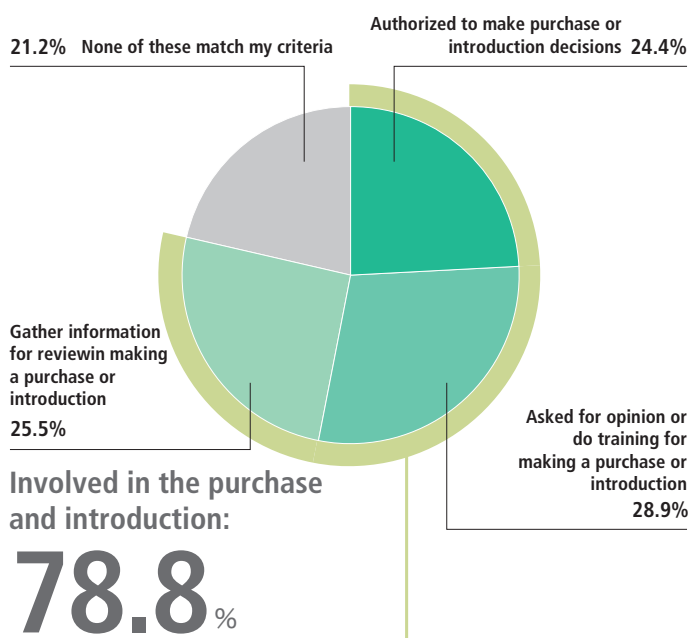


### ◆Was your visit to Inter BEE 2013 valuable?

(Multiple answers accepted)



### ◆To what degree are you involved in the process of purchasing products/services in your company?



*A record-high 918 companies took part in the exhibition, using it as an opportunity to develop new customers, and promote sales and new products.*

## 2013 Exhibition

### ◆Number of exhibitors

Exhibition category	No. of exhibitors	No. of booth
Professional Audio Equipment	<b>337</b>	<b>278</b>
Professional Lighting Equipment	<b>16</b>	<b>19</b>
Video and Broadcast Equipment	<b>503</b>	<b>1,112</b>
Cross Media	<b>62</b>	<b>82</b>
Total	<b>918</b>	<b>1,491</b>

No. of exhibitors **918** (Record-high) companies

### ◆Breakdown of exhibitors

Area	Number of countries / region Number of exhibitors	Breakdown of exhibitors by country & region
Domestic	1 country / 382	Japan 382
Asia	6 countries and regions / 77	Korea 28 / China 22 / Taiwan 16 / Hong Kong 4 / India 4 / Singapore 3
The North, Central & South America	3 countries / 205	America 186 / Canada 16 / Brazil 3
Oceania	2 countries / 19	Australia 18 / New Zealand 1
The Middle East	2 countries / 10	Israel 9 / Turkey 1
Europe	17 countries / 225	United Kingdom 75 / Germany 58 / France 15 / The Netherlands 14 / Italy 12 / Switzerland 9 / Sweden 8 / Spain 8 / Denmark 7 / Norway 5 / Belgium 5 / Austria 3 / Finland 2 / Hungary 1 / Bulgaria 1 / Portugal 1 / Lichtenstein 1
TOTAL	31 countries and regions	914

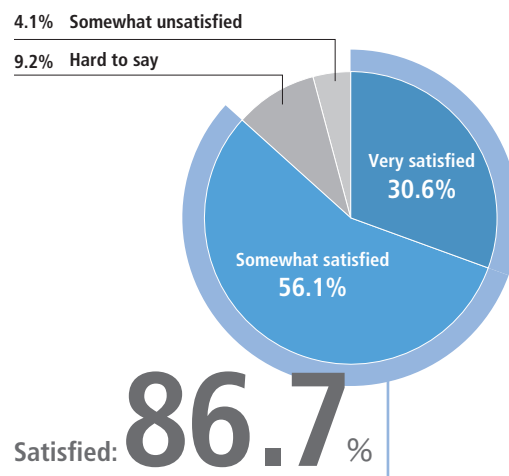
No. of overseas exhibitors **536** (Record-high) companies

Exhibitors from: **31** countries / regions

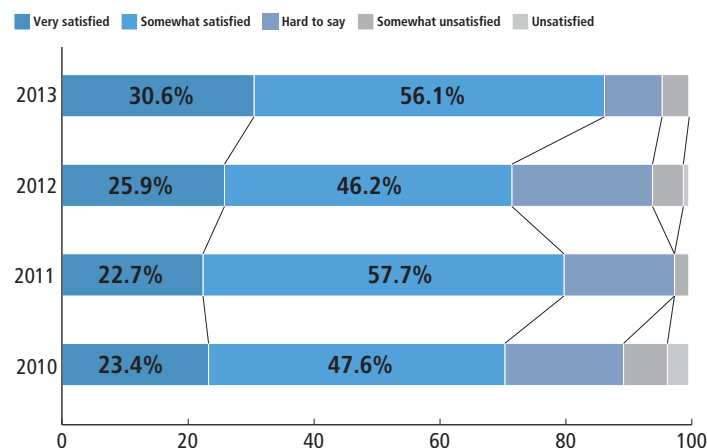
### ◆What were your main objectives for exhibiting at Inter BEE 2013? (Multiple answers accepted)



### ◆How satisfied to accomplish your goal?



### ■Changes in satisfaction degree





# Latest industry information is delivered to a wide variety of users by various means

## ◆Distribution of press releases

Inter BEE 2013	
Notification of start of exhibitor recruiting	2/28
Notification of start of pre-admission registration	8/12
Attracting interviewers	11/5
Information announcing the event	11/12
Set up press room	11/13-15
Reported completion	11/15



## ◆News Media Representatives

**324** people

## ◆Number of articles in the printed media

	No. of articles
Before the show	92
During the show	27
After the show	24
Total	143

※as of 2014.1.20

## ◆On-air media

Japan	Chiba Television Broadcasting	NEWS Chiba
	Fuji Television Network	New Weekly Fuji Remarks
Europe	LCI (La Chaîne Info)	Plein Ecran
Asia	Phoenix Television	Trendy Guide

## ◆List of publication (Japan)

Broadcast Engineering	Motion Picture and Television Engineering
CG World & Digital Video	NEW MEDIA
Dempa Shimbun	Nikkei Sangyo Shimbun
Dempa Times	PRO SOUND
Eizo Shimbun	Sound and Recording Magazine
Full Digital Innovation (FDI)	Stage Sound Journal
Hoso Journal	Telecommunication
House Organ of Japan Post Production Association	Video Journal
MJ	Video Salon

## ◆List of publication (overseas)

ABU Technical Review	Broadcast & Production
Asia Pacific Broadcasting	Broadcasting Equipment & Technology
AV Specialist	IBC Daily
bc.tech-ex	PA (Pro Audio)
BIRTV Daily News	Panorama Audiovisual Brazil
Broadcast Engineering	Set Magazine
Broadcast India	Video Plus

## ◆Inter BEE Official Mail Magazine

Inter BEE sends News Center information, such as Inter BEE highlights and articles posted on Inter BEE Online, in e-mail magazine form to target visitors from the Inter BEE Visitor Database.

Approx. **73,000** ※The number of data instances that can be distributed

## ◆Inter BEE Official Website

■Page views: **146,442** views (an increase of **106%** from the previous year)  
(From November 1st to November 30th)

The Inter BEE Online Magazine helps people catch up instantly on the latest information from Inter BEE exhibitors, such as related events and the latest industry news all year round.

Number of articles posted before the show **48**

Number of articles posted during the show **121**

Video clips posted from the show (Inter BEE TV) **59**



## ◆Official Facebook

■Number of Likes received post conference:

**2,420** Likes (an increase of **191%** from the previous year)

■Number of page transfers from the Facebook page to the Official Website:

**15,757** (an increase of **386%** from the previous year)



## ◆Official Twitter

■Number of Twitter Followers (at max):

**340** followers (an increase of **252%** from the previous year)

■Number of tweets related to Inter BEE:

**4,610** tweets

\*Tweets including the keyword "Inter BEE" in either English or Japanese (katakana)



## ◆Media partners

Related industry journals and magazines helped support Inter BEE as media partners, graciously publishing many articles on the exhibitors.



# Exhibition Regulation

Please read exhibition regulation before apply.

## 1. Exhibitor eligibility / booth details

### 1-1. Exhibitor eligibility

Corporations and organizations involved with products included in the following list or related businesses are eligible to participate in Inter BEE:

- Equipment manufactures
  - Electronic components, devices, and materials manufacturers
  - Broadcasting and communications companies
  - Software and content production companies
  - Trading and distribution companies
  - Service companies
  - Newspapers, magazines and other publishing companies
  - Educational and research institutes
  - Government organization, administrative corporations, public-interest corporations,
  - nonprofit public and industry organizations
  - Members of the sponsoring organization (JEITA) are also eligible to participate.
- (1) Advertising companies and other related agencies are not allowed to represent any company that exhibits products even if said products are included in the aforementioned list of eligible businesses or products.
- (2) The Organizing Committee reserves the right to refuse applications from companies that have violated regulations at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of in prior to or after holding an exhibitor contract. In such case, paid booth fees will be refunded. (see section 2-4: Exhibit application and contract agreement)

### 1-2. Exhibits

All types of equipment, accessories, measuring units, components and software used for broadcasting and program production.

#### Professional Audio Equipment

##### ■ Audio Equipment

Microphones, Recorders, Digital Audio Workstation, Consoles, Mixers, Mastering Equipment, Audio-compression/Transmission technology, Converters, Effectors, Amplifiers, Processor, Equalizer, Interface, Speakers, Players, Audiometer, Loudness-related Equipment, Acoustic design/control, Audio Equipment for Movie Theater and, Commerce Facility, PA system, Live Sound System, Professional, Electronic Musical Instruments, Computer Sound System, Headphones, Headset, Intercoms, Transmission Cables, Accessories, Power Supply, Racks/Cases/Bags, Other Related Peripheral Equipment

#### Professional Lighting Equipment

##### ■ Lighting Equipment

Studio Lighting Equipment, Stage Lighting Equipment, TV Studio Lighting Equipment, Film and Video Lighting Equipment, Lighting System for Photography Studios, Lighting Control Systems, Lighting Control Board, Console, Dimmer, Wireless Remote Control Devices, Effect Lighting Equipment, Searchlight, Large-scale effect lighting, Projectors, Projection Mapping, Video Mapping Techniques, LED, Strobe Lights, Elevating Unit for TV Studio Lighting Batters, Wiring Device, Cables, Other Related Peripheral Equipment

#### Video and Broadcast Equipment

##### ■ Production

- Cameras and Related Equipment
  - HDTV Systems, Studio Cameras, VTR-Pack Cameras, Camcorder, Ultra HD Cameras, Digital Cinema Cameras, 3D Cameras, Crane Cameras, Lenses, Other Related Peripheral Equipment
- Recording Equipment
  - Video Servers, File Server System, DVD Systems, BD Systems, VTRs, Memory Cards, Memory Devices, Optical Disks, Video Tape, Data Compression Technology, Other Related Peripheral Equipment

- Electronic Displays
  - Video Monitors, Multiple Monitor Displays, Projectors, LCD/PDP/LED/OLED Displays, Prompters, Other Related Peripheral Equipment

##### ■ Post-production

- Editing and Production Equipment
  - Editing Devices, Switchers, Routing Switchers, Non-linear Editing Systems, Visual Effects, Color Correction, Painting Systems, Subtitler, Title Production Systems, Character Generators, Composite Systems and Software, Media Converter, Encoders, Other Related Software and Peripheral Equipment
- Multimedia Systems
  - CG Production Systems, Animation Production Systems, Virtual Studio Systems, Motion Capture Systems, Software and Systems, Other Related Software and Peripheral Equipment
- Production Management Systems
  - Content Management Systems, Systems Integration Technologies, Database Technologies, Storage Equipment, Archive Systems, Other Related Software and Peripheral Equipment

##### ■ Output and Transmission Systems

- Output Systems
  - Automatic Program Output Systems (TV&Radio), Automatic CM Output Systems(TV&Radio), Server Systems, IT Solutions (Broadband Systems), File Systems (Audio), File Systems (Video), Graphic Libraries Systems, Film and Telecine, Graphic Systems, External Information Response Systems (Weather, Stock, Traffic information etc.), Other Related Peripheral Equipment
- Video encoding
  - H.264 decoder / encoders, HEVC decoder / encoder, Various transcoders
- Relay Systems
  - Base Station Facilities, FPU's, SNG, OB Van, Automotive Related Systems and Peripherals, Communications Radios, Emergency News Systems, Other Related Peripheral Equipment
- Transmission Systems
  - Terrestrial Television Broadcasting, One-segment Broadcasting, White Space, One-segment local service, V-High and V-Low Band, Multimedia Broadcast, Radio Broadcasting Equipment, FM Broadcasting Equipment, Satellite Broadcasting, Cable Television, Video Delivery Networks, CDN, Transmission Cables, Wireless Systems, Fiber Optics, Other Related Peripheral Equipment

##### ■ Broadcasting Equipment

- Electric Power Units
  - No-break Power Units, Constant-Voltage, Constant-Current Regulated Power Units, Automotive Power Sources, Battery Packs, Battery Charger-Discharger Equipment, Other Related Peripheral Equipment
- Measuring Equipment and Converters
  - Test Signal Generators, Measuring Equipment, Signal Converters, Other Related Peripheral Equipment,
- Stand-by and Peripheral Products
  - Cabinets, Racks, Pedestals, Camera Tripods, Camera Platforms, Cranes, Steadycams, Furniture, Camera Carrying Cases, Other Related Peripheral Equipment
- Design, Development and Manufacturing for Broadcast Equipment
  - Development Languages, Semiconductors, Components, Development, Manufacturing, Studio System Design, Construction, Maintenance, Dispatched Engineers

##### ■ Publications / Publicities

Related Books, Music Libraries, Related Software/Services, Consulting Services

#### ICT / Cross-Media

- Internet / Cloud service
  - Cloud service, Archive system, Video Delivery Services, Video Delivery Systems, Video-on-demand Systems, IPTV, IPDC, Internet Broadcasting Systems, Smart TV, Video compression technique, Other Related Techniques/Products/Services
- Mobile network
  - The second screen, Smartphone, Tablet PC, 4G/5G, Wireless Systems, Video editing, delivery system for mobile, Application, Other Related Techniques/Products/Services
- Digital Cinema
  - Digital Cinema Filming Systems, Digital Cinema Editing Systems, Digital Cinema Delivery Systems, Digital Cinema Servers, Projection Systems, On-demand Services/Contents, Other Related Techniques/Products/Services
- Digital Signage
  - Digital Signage Editing/Control Systems, Image Receiving Systems, Video Content Delivery Systems, Communication Network Services, Advertising Media Services, Other Related Techniques/Products/Services
- Large Video Equipment system/Super high-definition next-generation imaging technique
  - Projection mapping, Large outdoor display, Public viewing, 4K, 8K Displays / Monitors, 3D Image, Motion Sensor Systems, Interactive Systems, Virtual Realities, Augmented Reality, Panoramic Image, High-Definition Surveillance Video Systems, High-Definition Medical Image Systems, Other related techniques/products/services
- Digital Contents
  - Live-Action Contents, Animations, Computer Graphics, Audio system archive, Video Rental, Other Related Techniques/Products/Services



1-3. Exhibition categories

Professional Audio Equipment	full overhead lighting only
Professional Lighting Equipment	all overhead lighting off only
Video and Broadcast Equipment	either full overhead lighting or all overhead lighting off can be selected
ICT / Cross-media	full overhead lighting only

When an item to be exhibited falls into both categories, two options are possible: the exhibit may either be placed in the category of greatest importance, or the exhibitor may exhibit in both categories.

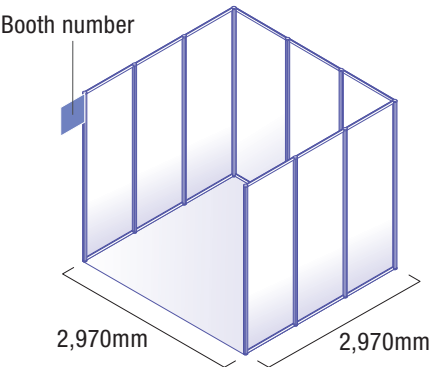
If the Video and Broadcast Equipment Category is selected, the exhibitor may choose to have all overhead lighting on or off. In addition, exhibitors in the Professional Lighting category may illuminate towards the ceiling; however, considering the influence on surrounding exhibitors, please note that this kind of exhibitors' booth will be located at the far end of the show space.

1-4. Booth standards, specifications and description

1. Standard Booth

(1) 1 to 4 row booths & Facilities (1 to 18 booth spaces)

- a. Booth space : 2,970mm(W) x 2,970mm(D)
- b. Specification :  
For exhibitors with 1- to 4-row booths, system panels will be installed as back panels on the sides neighboring booths of other exhibitors. However, system panels will not be placed on the corner-facing sides of corner booths.

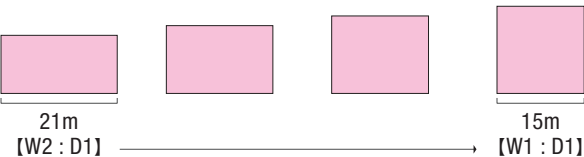


(2) Block booths (20 or more booth spaces)

The standard for block booths is: 1 booth space = 9 m<sup>2</sup>. The floor will be marked in an area equal to (W:D) 2:1 or 1:1 based on the total floor space reserved (9 m<sup>2</sup> x no. of booth spaces). The actual dimensions will be provided to exhibitors at the lot drawing for booth space allocation.

[Sample booth dimensions]

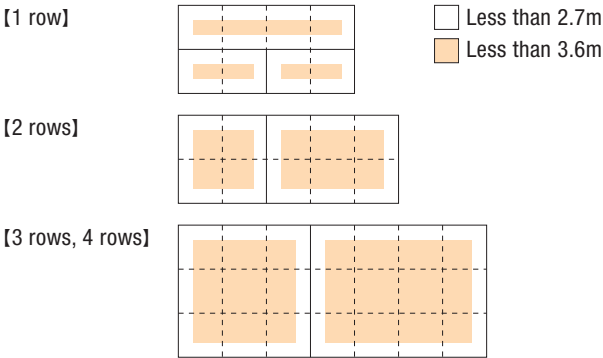
Example of an application for 25 booth spaces: Dimensions are marked out for an area of 225m<sup>2</sup> (9m<sup>2</sup> x 25 booth spaces), ranging from a rectangular shape with a wider entry dimensions than a square.



(3) Booth height limitations

The standard height is 2.7m. Details of booth wall heights are shown below.

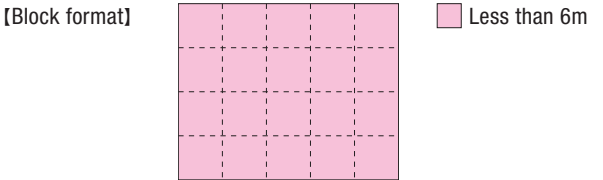
- a. 1 to 18 booths(row-type booth)  
The allowable height of booth walls set back 1.0m from the corridors and / or foundation panels will be 3.6m.



\*The allowable height for booths (18 or less) located in the final row (the topmost row on the booth allocation drawing) in the Exhibition Hall will be 4.5m at set back 1.0m from the corridors and/or foundation panels with consideration for visibility by visitors.

- b. More than 20 booth spaces (block booths)

The height limit is 6m.



(4) If product sizes exceed height limitations

The height limitation on product exhibits and decorations is stipulated above. If exhibited products exceed these height limitations, the exhibitor should submit Application for Over-Regulated Heights and booth plan drawing to the Show Management Secretariat and the exhibitor must receive prior permission from the Inter BEE Organizing Committee. Product exhibits are to be displayed within the specified space limitations of the exhibition booth and not displayed in a way that would encroach upon corridor spaces. Exhibited products that have received prior permission to exceed height limitations must be exhibited in their original state.

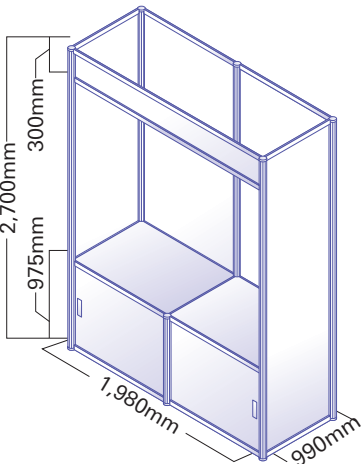
No additional decorations are permitted.

2. Small Package Booth

- a. Booth space : 1,980mm(W) x 990mm(D) x 2,700mm(H)
- b. Specification : The following facilities are included in

- Wall panels
- Display counter (975mm high with storage space)
- Fascia (300mm width)
- Company Name Display
- Fluorescent light
- Electricity socket (single-phase 100V, up 1 kW output)

\*Small package booth exhibitors may apply for up to two booths.

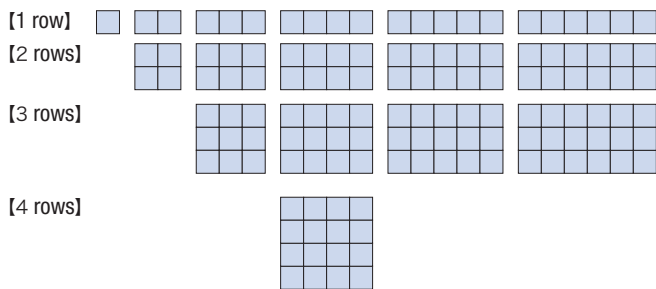


3. Booth description

At Inter BEE, booths are available in two types, a standard booth and small package booth. Regardless of type, however, all fees for booths will be referred to as the exhibit booth fee on the invoice statement.

1-5. Number of booths and booth type

	Booth Type	Number applied for
Standard booth	1 row	1. 2. 3. 4. 5. 6
	2 rows	4. 6. 8. 10. 12
	3 rows	9. 12. 15. 18
	4 rows	16
	Block format	20. 25. 30. 35. 40. 45. 50. 55. 60. 65. 70. 75. 80. 85. 90. 95. 100
Small package booth		1. 2



1. Exhibitors in rows (less than 18 booths) may have booths of other exhibitors on one or three sides.
2. Industry organizations and joint exhibitors may apply for more than 100 booths.
3. After the deadline for applications, the Organizing Committee will determine the layout of the show site. If the total space applied for exceeds the capacity of the site, the Organizing Committee reserves the right to determine an impartial method to reduce the number of booths applied for by exhibitors.

1-6. Allocation of booths

Booth locations will be determined by lot drawing. Lots will be drawn among exhibitors who have the same number of booths or share the same configuration in the same categories. However, depending on actual conditions at the booth allocation, lots may be drawn among exhibitors who have approximately the same number of booth spaces ( $\pm 10$  spaces) in the same stage (i.e. exhibitors with 25 to 35 booth spaces). In addition, exhibitors in the Professional Lighting category may illuminate towards the ceiling; however, considering the influence on surrounding exhibitors, please note that such exhibitors' booth will be located at the far end of show space. (The drawing of lots is scheduled for July 24<sup>th</sup>.)

1. Primary lot drawing

Exhibitors who have submitted applications by Friday, May 30<sup>th</sup>, may participate in the primary lot drawing. Please be aware that the number of booths can be changed until the end of June and that the Organizing Committee may adjust the order of the drawing in the event that exhibitors change the number of booths for which they applied to fit their needs after the end of June.

2. Secondary selection

Exhibitors applying from Saturday, May 31<sup>st</sup>, through Monday, June 30<sup>th</sup>, may select their booth locations from the locations that remain vacant, in the order of which applications are received.

3. Spare booth spaces

If booth spaces remain available at the end of the lot drawing dates, the remaining spaces will be placed on the floor as spare booths. Exhibitors submitting applications after Tuesday, July 1<sup>st</sup> can select their booth locations from the available spare booths on a first-come, first-served basis.

4. Fixed booth spaces

The Organizing Committee has determined the following booth spaces to be fixed:

- (1) Because lots are drawn among exhibitors with the same number and type of booths in the same exhibit zones, an exhibitor not meeting this criterion will be afforded a fixed booth space(s).
- (2) Cooperative exhibitors
- (3) Overseas cooperative exhibitors and related domestic exhibitors.

5. Utility booths will be setup in spare open spaces after the booth lot drawing is completed. However, exhibitors should be aware that further changes in booth allocation may occur due to exhibitor cancellations, reduction in booth spaces, etc.

6. The position of entry ways and the use of block booths by exhibitors may be adjusted by the Organizing Committee in consideration of overall visitor flow.

7. Overhead lighting

Full overhead lighting delivers approximately 500 lux, but exhibitors in the Video and Broadcast Equipment category may choose to locate their booths in areas where all overhead lighting is decreased (approximately 50 lux). Please note that this option may not be available, depending on the ratio of visitors requesting overhead lighting. For exhibitors in the Professional Audio Equipment category, only the option of full overhead lighting (approximately 500 lux) is available and all overhead light is not available for those in the Professional Lighting category (approximately 50 lux).

Exhibition Categories	Overhead lighting
Professional Audio Equipment	Full overhead lighting (approx. 500 lux)
Professional Lighting Equipment	All overhead lighting off (approx. 50 lux)
Video and Broadcast Equipment	Full overhead lighting (approx. 500 lux) or All overhead lighting off (approx. 50 lux)
ICT / Cross-media	Full overhead lighting (approx. 500 lux)



## 2. Booth fees / exhibit applications and contract details

### 2-1. Booth fees

#### 1. Standard Booth

\*Consumption tax rate at the time of the exhibition, which is November 2014, will be applied.

(1) The exhibition fee per booth space is as follows:

General exhibitors (standard rate)	@¥270,000 (@¥291,600 incl. tax)
• Japan Electronics Show Association members • IABM Members (member rate)	@¥240,000 (@¥259,200 incl. tax)

(2) Small package booth (includes basic decorations)

One booth	@¥145,000 (@¥156,600 incl. tax)
Two booths	@¥290,000 (@¥313,200 incl. tax)

### Inter BEE 2014 / 50<sup>th</sup> Anniversary Special Price

In commemoration of the 50th Inter BEE, Inter BEE is making special efforts to attract more exhibitors and more booths than ever. By increasing opportunities to make active use of Inter BEE, we aim to energize the market as never before. To this end, Inter BEE is introducing the following reductions on booth exhibition fees.

#### 1. For 2013 exhibitors (general companies and members)

**For exhibitors who exhibited in 2013 and who order an increase in booth spaces for 2014, we offer a 50% discount on exhibition fees for the amount of the increase in booth spaces over 2013.**

Example: A 2013 Inter BEE exhibitor (general companies) who increases floor space from 8 booth spaces at Inter BEE 2013 to 10 booth spaces at Inter BEE 2014, for an increase of 2 booth spaces:

2013: 8 booth spaces	¥270,000 × 8 (Regular price)	¥2,160,000 (¥2,332,800 incl. tax)
Increase: 2 booth spaces	¥135,000 × 2 (Special price)	¥270,000 (¥291,600 incl. tax)
Total: 10 booth spaces		¥2,430,000 (¥2,624,400 incl. tax)

This price discount applies even to exhibitors at small package booths who increase their booth size from 1 booth space to 2 booth spaces. However, please note that the discount does not apply in the following cases:

- (1) An exhibitor who exhibited in a standard booth in 2013 and increases booth space with the addition of one small package booth in 2014
- (2) An exhibitor who exhibited in a small package booth of 1 booth space in 2013 and switches to a standard booth of 1 booth space in 2014

#### 2. For 2013 non-exhibitors (new or returning exhibitors)

**For companies that did not exhibit in 2013, but order a standard booth of 2 or more booth spaces, a discount of 50% applies to half of the booth spaces ordered.**

This discount does not apply to new and returning exhibitors in small package booths.

The discount for new and returning exhibitors does not apply to a 2013 exhibitor who ordered a booth through a co-exhibiting company or affiliated company, such that the contact office placing the order has changed (meaning that it is effectively a continuing exhibition).

Example: A general company that did not exhibit in 2013 and exhibits through a booth of 9 booth spaces

5 booth spaces	¥270,000×5 (Regular price)	¥1,350,000 (¥1,458,000 incl. tax)
4 booth spaces	¥135,000×4 (Special price)	¥540,000 (¥583,200 incl. tax)
Total: 9 booth spaces		¥1,890,000 (¥2,041,100 incl. tax)

### 2-2. Items included in the booth fee

Invitation leaflets and registration cards for visitors		150 per booth
Badges	For exhibitors	10 per booth
	For constructors	5 per booth
Electric power supply costs and expenses Single-phase 100V or 200V		1kW per booth
Electric power usage		Free of charge
Home page listing		1 page per company

### 2-3. Other fees

#### 1. The following items are not included in the both fees.

\*includes consumption tax

\*Consumption tax rate at the time of the exhibition, which is November 2014, will be applied.

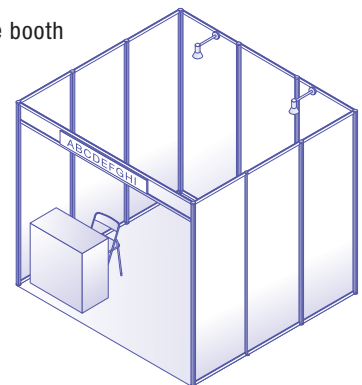
Invitation leaflets and registration cards for visitors (in excess of the number of free leaflets and cards indicated above.)		¥30 per set
Badges	Exhibitors (in excess of 10 badges per booth)	¥1,000 per badge
	Constructors (in excess of 5 badges per booth)	¥500 per badge
Electric power supply costs and expenses	Single-phase 100V or 200V	¥7,020 per kW
	Three-phase 200V	¥7,020 per kW
Overtime work		¥10,800 per hour

#### 2. Booth decorations other than basic panels

Booth decorations other than system panels are to be handled by exhibitors. The Show Management Secretariat offers package booth programs.

Basic specification of package booth

- Fascia
- Spotlights
- Company name display
- Fluorescent lights
- Reception counter(s)
- Carpeting
- Chair(s)
- Electricity socket(s)



One Package booth	@¥70,000 (@¥75,600 incl. tax)
Two Package booths	@¥110,000 (@¥118,800 incl. tax)
Three Package booths	@¥150,000 (@¥162,000 incl. tax)

\*Numerous variations are available. Details will be available in the Exhibitor Manual.

\*Consumption tax rate at the time of the exhibition, which is November 2014, will be applied.

#### 3. Other

Additional expenses may be charged as required by law and regulations. Details regarding these charges will be provided in the Exhibitor Manual.

## 2-4. Exhibition application and contract agreement

To apply for and contract exhibition space, fill in the information required on the exhibition contract application form, and submit the form to the Show Management Secretariat of the Japan Electronics Show Association (JESA), which will confirm your full understanding of the exhibition regulations. Upon receiving the application form, the Show Management Secretariat will send a receipt confirmation notice via e-mail. The receipt date stated in this confirmation e-mail is regarded as the contract date, whereupon exhibitors are liable for participation fees. If applying in multiple categories, a separate application is required for each category. However, the Organizing Committee reserves the right to advise exhibitors on the most appropriate location for their booths. In addition, exhibitors are required to submit one application per Category if applying for booth spaces in multiple Categories.

### 1. Applications should be sent to:

**Japan Electronics Show Association (JESA)**  
5F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004  
TEL: +81-3-6212-5231 FAX: +81-3-6212-5225

### 2. Application deadlines

#### (1) First application deadline: Friday, May 30<sup>th</sup>, 2014.

Applicants may participate in the primary booth allocation lot drawing.

#### (2) Second application deadline: Monday, June 30<sup>th</sup>, 2014.

Applicants may participate in the secondary selection.

\*Even prior to these deadlines, no more applications will be accepted if all booth spaces have been filled.

#### (3) After the second deadline

Applications will be accepted after July 1<sup>st</sup>, 2014 or until all available booth spaces are taken.

### 3. Submitting a company profile

First-time exhibitors to the show are required to provide a company profile and catalog(s) of product(s) planned to be exhibited upon submission of the exhibit application / contract. And, if there are major changes made to the corporate profile or catalog(s) of product(s) planned to be exhibited after the company has submitted these documents, an updated profile and / or catalog(s) must again be submitted.

Applications without these documents will be put on hold until the Show Management Secretariat confirms the receipt of these items.

### 4. Cooperative exhibitions or neighboring exhibitions which involve more than two companies

Exhibitors who wish to maximize the effects of exhibitions by holding cooperative exhibitions with group / affiliated companies in one booth or neighboring exhibitions with other companies, must submit applications according to the following criteria.

#### (1) Collaboration exhibitions

One of the exhibiting companies should submit an application and pay booth fees. Please fill in and submit "Collaboration exhibitor registration form" which is sent to you by the Show Management Secretariat upon completion of application of cooperative exhibitions. By submitting this form, you can print the names of affiliated companies on the lists and the layout.

#### (2) Neighboring exhibitions

- The total number of booths requested by each company conforms to the standard booth specification and configuration.
- Each company should pay its booth fees separately.
- The position of booths will be decided by the lot drawing among the total number of booths applied for.
- We will confirm if the panels on the sides neighboring booths of other exhibitors and booth numbers are available on the questionnaire.

#### (3) Cooperative exhibitions

- Total number of booths requested by each company does not conform to the standard booth specification and configuration.
- Exhibitors wish to have booths facing each other on each side of the entryway.
- The number of booths requested by each company conforms to the standard booth specification and configuration.
- Each exhibitor should pay booth fees separately.
- The position of booths will be decided by the Show Management Secretariat beforehand. It is not possible to choose the position of booths.
- We do not allow linking of standard booths and small package booths.
- Please be aware we reserve the right to refuse applications if we cannot verify validity of the cooperative exhibitions. Also, please be aware that we cannot accommodate your requests concerning the configuration of booths.

### 5. Refusal of application

Applications from any persons involved in bankruptcy, composition, receivership, civil rehabilitation, or corporate reorganization proceedings, or persons who are suspended from current account transactions from financial institutions will not be accepted. Similarly, applications from any persons deemed by the Association to be involved in similar circumstances will not be accepted. If an exhibitor company is found to fall into one of the categories described above after the contract has been concluded, the contract will be voided and that company will not be permitted to exhibit. In such a case, participation fees paid by exhibitors will be refunded. If deemed necessary by the Association, an investigation or inquiry into the surrounding circumstances will be conducted.

## 2-5. Payment of booth fees

Booth space payments are to be paid via electronic bank transfer according to the schedule below. JESA will issue an invoice and designate the bank account for remittance at this time. Checks and promissory notes are not acceptable as payment. Transfer fees are to be borne by the exhibitor.

#### Payment deadline

Primary applicant	Thursday, July 31 <sup>st</sup> , 2014
Secondary applicant	Friday, August 29 <sup>th</sup> , 2014

## 2-6. Cancellation or reducing the number of booths

If an exhibitor cancels or reduces the number of booth spaces applied or, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax will be added to all fees.

July 1 <sup>st</sup> to July 31 <sup>st</sup> , 2014	60% of exhibition booth fee
August 1 <sup>st</sup> to August 31 <sup>st</sup> , 2014	80% of exhibition booth fee
On or after September 1 <sup>st</sup> , 2014	100% of exhibition booth fee

Please notify us promptly of cancellations of exhibitions, and additions / reductions of booth spaces. Please fill in and submit "Application for booth cancellation or changes for number of booth(s)" that is sent to you by the Show Management Secretariat. The Show Management Secretariat will inform you that it has received the application as a confirmation.



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## **3. Important exhibit details and prohibitions**

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### **3-1. Exhibiting of products from outside of Japan (including fixtures)**

Inter BEE plans to make all exhibition halls open to the display of bonded goods. Therefore, it will be possible for exhibitors to display overseas products (those manufactured outside Japan or items that have not yet cleared Customs proceedings) even if they have not cleared Customs by the time the exhibition begins.

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### **3-2. Applications regarding industrial property rights**

Part of the Patent Law has been revised and the application items of regulation concerning exception to lack of novelty of invention have been reviewed. Due to this revised law, the designated system of exhibitions was abolished from 1<sup>st</sup> April, 2012, and disclosure type restrictions were removed from the old system where application items were restricted except for certain exhibitions. Exhibitors who plan to file an application for patent, utility model or trademark, should directly contact the General Affairs Division of the Patent Office.

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### **3-3. Prohibited activities**

The following activities are considered as prohibited:

#### **1. Exhibit space transfer**

Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors.

#### **2. Directing visitors to other venues**

Directing Inter BEE visitors to simultaneous product or technology exhibits off-site is prohibited.

#### **3. Engaging in sales activities**

Selling products other than publications and software on-site during the show is prohibited. Exhibitors who wish to sell publications and software are required to submit details and seek approval in advance.

#### **4. Inappropriate behavior**

Aggressively attempting to attract visitors to view demonstrations while standing outside of booths or in aisles is prohibited. Persistent sales approaches and/or techniques considered to be excessive are also prohibited.

#### **5. Exhibiting for the purpose of obtaining personal information**

It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan's personal information protection legislation. Details on the collection and handling of personal information will be available in the Exhibition Manual.

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### **3-4. Responsibilities of exhibitors**

#### **1. Prompt fee payment**

Exhibitors will pay all exhibitor fees and expenses invoiced by Show Management Secretariat and bear responsibility until all payments are complete.

#### **2. Obeying the law**

The laws and regulations of Japan shall be followed in all cases related to the transfer and management of display and related items, and in management and other matters related to constructs and structures for use in exhibits.

#### **3. Liability for damage, management of exhibited items, and insurance.**

- (1) The sponsors, organizing committee and Show Management Secretariat will make every effort to ensure the security of exhibits during the show period by, for example, implementing security guard patrols. However, the management cannot assume responsibility for damages arising from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.
- (2) Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third persons as well as damage to items at the exhibition site. Inter BEE sponsors and / or the organizing committee shall bear no responsibility whatsoever in such circumstances.
- (3) A booth manager, whose responsibility is to supervise all activities that take place in the exhibitor's booth, must be confirmed with the organizer prior to the start of the exhibition.
- (4) Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.
- (5) The organizer will make every effort to provide effective management, enhanced safety, and maintenance of order at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor's demonstration. Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and Inter BEE sponsors and / or the organizing committee shall bear no responsibility whatsoever in such circumstances. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately to the organizer.

#### **4. Complying with the exhibition schedule**

Prior, during and after the show, all exhibitors are requested to comply with the exhibition schedule specified by the organizer. Construction activities to the booth, delivery and/or wrap-up activities during the exhibition are prohibited.

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### **3-5. Termination or shortening of exhibition duration due to unavoidable or potential calamity**

- (1) If the exhibition is canceled because of an event of force majeure, such as an earthquake, typhoon, fire, disease, terrorist act or order from the public authorities, the organizers reserve the right to shorten the duration of the exhibition or the hours that the exhibition is open to the public, either before or during the exhibition. If the exhibition sponsors deem such action necessary, this information will be promptly published on the official Website and exhibitors will be notified. Neither the exhibition organizers nor the Association shall assume any liability for losses incurred by exhibitors in such a case.
- (2) If an unavoidable calamity that occurs prior to the opening of Inter BEE forces cancellation of the exhibition, participation fees paid by exhibitors will be refunded in full, minus charges for expenses already incurred.
- (3) Neither the exhibition organizers nor the sponsors shall be held liable to refund exhibition expenses, either in full or in part, if the exhibition duration is unavoidably shortened because of a calamity or potential calamity.
- (4) The exhibition sponsors and the Show Management Secretariat assume no responsibility for expenses incurred by exhibitors if the exhibition is canceled or shortened because of a calamity.

## 3-6. News gathering and filming

Staff members appointed by the sponsors and / or the organizer will be authorized to gather news and / or conduct interviews as well engage in filming and / or photography. Exhibitors are requested to cooperate with such new gathering and filming activities and also agree that any image, photograph, information, etc. obtained during the exhibition can be used solely for the purpose of promoting Inter BEE.

## 3-7. Dealing with disputes between exhibitors

Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. The exhibition sponsors shall bear no responsibility whatsoever in such instances.

## 4. Matters related to the booth set-up

### 4-1. Booth design

Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth. If for some reason this rule is not followed properly, the organizing committee and / or the Show Management Secretariat will request that the exhibitor comply with the rule; any further noncompliance may result in termination of the exhibitor's booth.

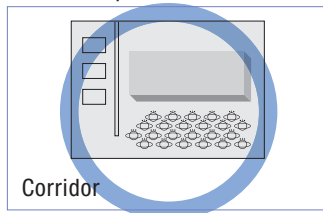
#### 1. Prohibition of usage of space beyond booth boundaries

- (1) Exhibitors are responsible for controlling crowds around their booths, which might block walkways in public spaces. If a stage is set up in a booth, the Exhibitor must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth.
- (2) Inviting visitors into booths and/or conducting surveys in walkways in public spaces is strictly prohibited.
- (3) Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths, but must be stored within booths.
- (4) Product exhibitions and presentation acts using the space outside the booth such as the aisle is prohibited.
- (5) Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

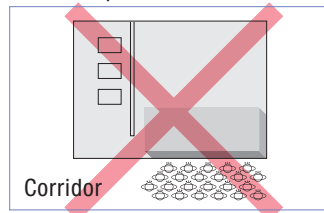
#### 2. In-booth stages

Exhibitors planning to set up a stage in their booths must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth. Further more, depending on the height of the stage and the video equipment installing, take sufficient care of the visitors viewing angle and of an appropriate distance. If any problems occur in line with in-booth stages, the Show Management Secretariat will request immediate countermeasures.

Good example



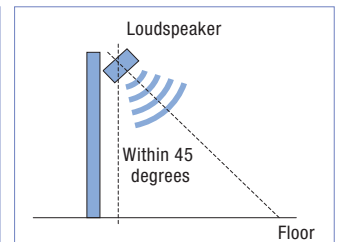
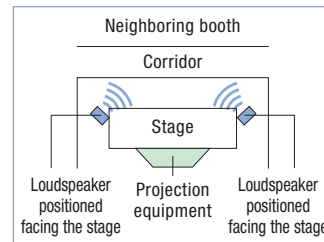
Bad example



3. Thoughtful independent booth design that allows for an evacuation route  
When designing an independent booth, be sure to fully consider the location of adjacent companies' booths, and carry out thoughtful design that allows for an evacuation route and does not obstruct the view of adjacent companies' booths.

#### 4. Speakers

Exhibitors are prohibited from setting up public address systems, such as loudspeakers or mixers, directly facing neighboring booths. So as not to inconvenience visitors or neighboring booths, these systems must be positioned facing the stage. If installing loudspeakers on booth walls or displays fixture pillars, the central axis of each speaker must be 45 degrees or less.



#### 5. Safety Measures

- (1) To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
- (2) When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
- (3) Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.
- (4) When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures.

### 4-2. Ceiling structure and two-floor construction

#### 1. Ceiling structure

Installing a ceiling on the booth is only permitted when products and/or demonstrations need to be shielded from light or insulated from sound. The ceiling must be made of a fireproof blacked-out curtain, which is the only material permitted under local fire department restrictions. Direct sunshine will be blocked out within the exhibit halls but there still may be some reflections cast from the indirect and ceiling lighting. Exhibitors who wish to set up ceiling structures, without regard to the size or area, are required to submit an application form sent with the Exhibition Manual together with top and elevated view booth drawings. Observe the following guidelines for the design and construction of a ceiling structure.

##### (1) Structure

- ① Any double layer structure is prohibited.
- ② All the decorating materials must be fire-resistant processed and attached the fire-resistant indications.
- ③ Exhibitors are required to submit both top (designated ceiling area and its size) and elevated view (designated ceiling area and surrounding wall, etc.) booth drawings. They must show that the ceiling are fire-resistant processed.

##### (2) Fire Safety Equipment

- ① Fire extinguishes must be size 10 or larger.
- ② Fire alarms (smoke alarms) may be required. In such case, exhibitors must submit the placement notice and its operation experiment result to the Management Office. Domestic fire alarms are not be accepted.
- ③ Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.



## 2. Two-floor construction / Suspended Structure

Two-story structures and suspending decorations from the ceiling are not allowed.

### 4-3. Floor work

Exhibitors who require floor construction work are required to submit an application form sent with the Exhibit Manual together with a floor plan. Observe the following guidelines for the Floor Construction Work.

1. Exhibitors are required to contact the Management Office in each hall before commencing the work and inform the number of anchor bolts to be affixed.  
\*In case there is no need of anchor bolts, exhibitors are required to submit the cancellation
2. Concrete nails and jackhammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
3. To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
4. Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Management Office will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.
5. When bolting down an anchor bolt, a cooperative fee for the restoration of floor surfaces of ¥1,080 per bolt will be charged to the exhibitor regardless of the size of the bolt.
6. Carpeting a booth, exhibitions are required to use double-faced tape. Use of glue is prohibited.

### 4-4. Fire prevention regulations

Inspections by the local fire department will be carried out during the display construction work of after its completion. Any work not in accordance with the below regulations may be suspended, or the structure(s) in question removed. Exhibitors are required to follow the instructions below.

1. Any type of material, whether cloth or paper, affixed to plywood for display purposes should be fireproof.
2. Materials such as display mountings, artificial flowers, draperies, drop curtains, display plywood, fiber blinds, blackout curtains, carpeting or other flammable materials must be fireproof. Please attach a Fireproof tag to each of these materials in an easily visible location.
3. Avoid using paper flowers, urethane, acetate, polyester, nylon or other materials that are difficult to fireproof.
4. The use of plastic foam is prohibited. Please substitute Styrofoam or similar materials.

## 5. Exhibited items and management

### 5-1. Counterfeit or imitation products are strictly prohibited

1. The display, distribution, or demonstration of counterfeit or imitation products that infringe on a third party's intellectual property rights (e.g. patents, trademarks, design rights, copyrights, overseas rights, etc.) or any other related activity is strictly prohibited.
2. If the Organizing Committee discovers counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately with all costs incurred becoming the responsibility of the offending exhibitor.
3. In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with the Organizing Committee whenever any type of inspection is conducted.
4. Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

### 5-2. Comparison displays

As a general rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and / or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such comparisons must not infringe upon the property rights of that company.

1. Comparisons using exhibits and demonstrations.
2. Comparisons using information panels and pamphlets.
3. Verbal comparisons in audio announcements.
4. Other comparisons related to products and technologies.

When the organizers and / or Organizing Committee determine that the aforementioned guidelines on comparison displays have not been observed, they reserve the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor. If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in Inter BEE.

### 5-3. Suitable displays

The following regulations must be strictly observed for all displays in the exhibition booths.

1. **Safety and precaution signage**  
All booths must have adequate safety and precaution signage positioned in clearly visible locations around the displays.
2. **Displays should reflect real-life situations**  
Product presentations and / or displays should be demonstrated in real-life situations as much as possible and not in an exaggerated or unrealistic manner. If this is not practical, the product(s) must have accompanying captions stating how they are used in actual applications.

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## 5-4. Vehicle display

When displaying broadcast relay vans or other vehicles, please be certain that the vehicle can be stored within the space stipulated by the booth specifications. If this height is exceeded, submit "application for Over-Regulation Heights" in the Exhibition Manual.

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## 5-5. Restrictions on Audio Volume

When explaining products or making demonstrations, audio volume in the booth must be maintained at the levels less than 75dB. Please remember that it is important to maintain audio volume at reasonable levels to ensure that visitors can hear the presentations of other exhibitors.

1. The value is the standard, when measured from 2 m away from the border line of booth. These levels must be observed throughout every booth.
2. During the exhibition period, the Show Management Secretariat will regularly measure sound levels. Exhibitors are also asked to voluntarily measure sound levels within their booths before and during the exhibition. Contact the on-site Management Office to borrow measuring equipment.
3. Breach of noise-level restrictions: Any exhibit exceeding the specified noise levels must be modified to conform to regulations. Failure to conform may result in the loss of exhibiting privileges.
4. Regardless of these regulations, if complaints are received from neighboring exhibitors or noise is noticeable in other areas of the site, the Show Management Secretariat will require the exhibitor in question.
5. Please make sure that a person responsible for audio equipment is stationed in your booth at all times, and that the audio equipment is operated in accordance with the regulations.

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## 5-6. Demonstration regulations

### 1. Copyrights

Exhibitors playing music or replaying recorded audio or video material must pay royalties on said material (unless the exhibitor owns the rights or has made separate arrangements for payment of royalties). Royalties are payable to the Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC), which handles royalties in Japan. Please contact JASRAC for details on arrangements and royalty calculation methods. In addition, when exercising rights regarding video and animation, please contact the company or organization/group that owns the copyright.

### 2. Illumination / Lighting

No illumination that projects directly into another company's lighting or onto walls or corridors is permitted. Exhibitors in the Professional Lighting category who need to illuminate in distance to describe or feature its exhibit product many illuminate only towards the ceiling within the exhibitor's booth.

When strong lighting equipment such as LEDs are used in displays and / or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths.

### 3. Smoke machines

The use of smoke machines (including alcohol, oil or petroleum smoke machines, and dry ice machines) is not permitted.

### 4. Other

Please take preventive measures to avoid the generation of the following during demonstrations. Please be considerate of other exhibitors and visitors.

1. Hot air
2. Gases
3. Odors
4. Vibration

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## 5-7. Handling of hazardous items

### 1. The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

- (1) Smoking
- (2) Live flames (spark-producing items, exposed elements, etc.)
- (3) Liquefied petroleum gas (LPG) or other flammable / pressurized gases
- (4) Hazardous objects (gasoline, kerosene, other oils, etc.)
- (5) Hazardous materials  
(explosives, matches or disposable lighters in large quantities, etc.)

### 2. Exemptions for prohibited activities

Excluding smoking, exemptions for prohibited activities and / or the use of some of the aforementioned substances may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items on the "Hazardous Materials Usage Application" in the exhibitor's manual and submit the form together with two declaration copies explaining the nature of the performance or exhibit. The association will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

### 3. Smoking

Smoking is prohibited in booths. Smoking is permitted only in specially designated smoking areas.

### 4. Live Flames

The following should be strictly observed when using live flames:

- (1) Minimize the size and quantity of on-site equipment to the extent possible and use devices of the same type.
- (2) Protect the surrounding area with fireproof materials.
- (3) Monitor conditions closely and provide adequate fire safety equipment.
- (4) At least one fire extinguisher must be available (with a 2-unit minimum fire extinguishing capability and a minimum size of 10).
- (5) A designated person responsible for fire prevention and extinguishing any possible fire must be stationed in the booth.
- (6) Live flames must be at least 5 m from fire exits, hazardous materials and other flammable materials

### 5. Liquefied Petroleum Gas (LPG) or Pressurized Gas

The following rules should be strictly observed when using LPG and other pressurized gases (oxygen, hydrogen, nitrogen, carbon dioxide, argon gas, etc.):

- (1) After installation, test all containers for leaks, and if necessary display a "Caution: Do Not Use Near Flammables" sign on them.
- (2) Use pressurized gases under the lowest possible pressure, and handle containers carefully. Bringing flammable gas cylinders (except cartridge types) onto the exhibition site is prohibited.
- (3) To prevent gas leakage, use a complete connector for all connecting parts and monitor continuously with a gas leak detector.

### 6. Hazardous Materials

When using hazardous substances in the exhibition venue, the following regulations must be strictly observed.

- (1) Bring only one day's supply or less onto the exhibition site.
- (2) Do not replenish supplies during exhibition operating hours.



- (3) Provide adequate fire safety measures and handle materials carefully at all times.
- (4) Place hazardous materials 6 m and other materials 3 m or more from fire escapes.
- (5) A Type 10 fire extinguisher must be readily available.
- (6) Place hazardous materials 5 m away from areas in which open flames are being used.
- (7) Appoint personnel to monitor safety.

3. These regulations are subject to change as deemed necessary by the show sponsors, the Organizing Committee or the association. If changes occur to the regulations, they will be posted on the Inter BEE Official Website, or brought to the attention of exhibitors by other means.
4. Observing these regulations is the sole responsibility of the exhibitor. The show sponsors, Organizing Committee and the association will not accept any responsibility resulting from violations of existing laws and / or local ordinances by exhibitors.

## 6. Violation of the regulations and discrepancies in interpretation / Others / Organizing Committee

### 6-1. Violation of the regulations and discrepancies in interpretation

Concerning official regulations, if an exhibitor violates regulations or if there is a discrepancy in interpretation or the application of these regulations, the following measures will be taken. Please note that the interpretation of the regulations as defined in the original Japanese language documentation will take precedence.

1. If the Organizing Committee determines that an exhibitor has violated regulations governing exhibitor booths and implementation of exhibits, the association will request that the exhibitor take the necessary corrective measures.
2. If the same violation described in section 1 above occurs again, or a discrepancy in interpretation of these regulations occurs, the Organizing Committee will take the appropriate action and as a final ruling order, order the exhibitor in question to take the necessary corrective measures. Please note that once the committee reaches a final ruling, the committee will not enter into any further discussion with the exhibitor in question, nor be responsible for any incurred liabilities whatsoever.
3. If an exhibitor has been ordered to take corrective measures described in section 2 above, the exhibitor will be required to submit in writing on the same day, a description of the necessary corrective measures taken and the schedule at which they will be completed.
4. If an exhibitor has been ordered to take corrective measures described in section 2 above, and fails to do so accordingly, or if the corrective measures taken are determined to be insufficient by the Organizing Committee, the following penalties may apply.
  - (1) The exhibitor will be prohibited from continuing with exhibition activities from the next day.
  - (2) If the penalty in section 1 above is not abided to, the exhibitor will be barred from exhibiting at the subsequent Inter BEE exhibition.

### 6-2. Others

1. Other prohibited activities and regulations that are not included in these regulations will be detailed in the Exhibitor Manual that will be distributed at a later date.
2. Promissory notes cannot be accepted for payment for booth fee and all the expenses. Transfer fees are to be borne by the exhibitor.

### 6-3. Organizing Committee

The Organizing Committee functions as a body to deliberate and decide matters related to the management of the exhibition, including regulations and plans. The Organizing Committee will be represented at the exhibition site during the preparation and execution phases of the exhibition. These representatives will be responsible for maintaining the exhibition environment, dealing with problems and ensuring that the exhibition regulations are adhered to at all times. They have the authority to address problems as they arise.

Operation schedule	
March	Begin recruiting exhibitors Exhibition Applications are accepted
April	Primary Applications Accepted
May	30 <sup>th</sup> Primary Application Deadline
June	30 <sup>th</sup> Secondary Application Deadline Secondary Applications Accepted
July	24 <sup>th</sup> Exhibitor Orientation/Drawings for Booth lots (fix booth locations and distribution of exhibitor manuals) 31 <sup>st</sup> Primary Exhibitor application Payment Deadline
August	29 <sup>th</sup> Secondary Exhibitor application Payment Deadline
September	Middle Pre-registration Start End Distribution of invitations
October	End Distribution of Vehicle Tickets and badges
November	16 <sup>th</sup> 8:00 a.m. More than 15 booths Setting Commences 16 <sup>th</sup> 1:00 p.m. Less than 12 booths Setting Commences <b>Inter BEE 2014</b> International Broadcast Equipment Exhibition November 19 <sup>th</sup> to 21 <sup>st</sup>

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◆Administration/Inquiries: Japan Electronics Show Association

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

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\*REVIEW for 2011 and 2012 are also available on website.

**INTER BEE ONLINE**  
**[www.inter-bee.com](http://www.inter-bee.com)**