

Inter BEE 2015

International Broadcast Equipment Exhibition



Exhibition Guide

参展指南 출전 안내

Broadmedia & Entertainment

11.18 **Wed.** >>> 20 **Fri.** at Makuhari Messe, TOKYO

Sponsored by: **JEITA** Japan Electronics and Information Technology Industries Association

Administration/Inquiries: Japan Electronics Show Association

5F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004

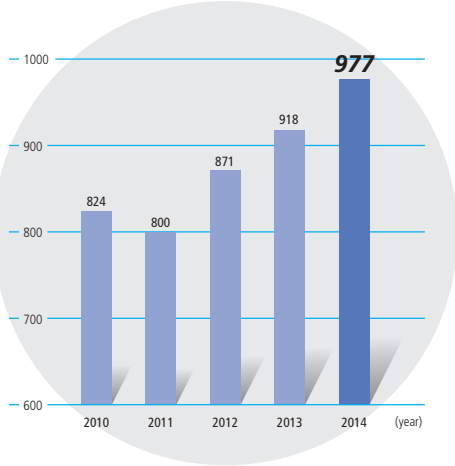
TEL:+81-3-6212-5231 FAX:+81-3-6212-5225 E-mail:contact2015@inter-bee.com

LEADING TREND

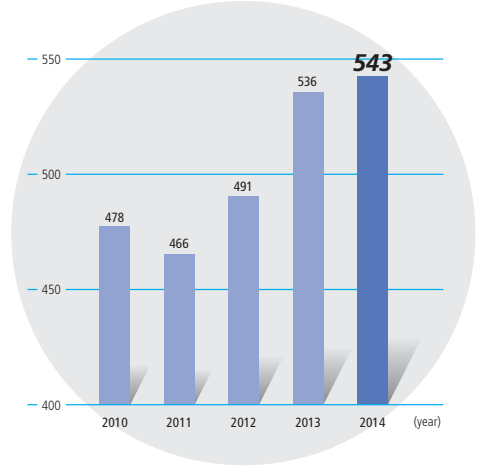
People and information are gathering at Inter BEE now and creating new business trends.



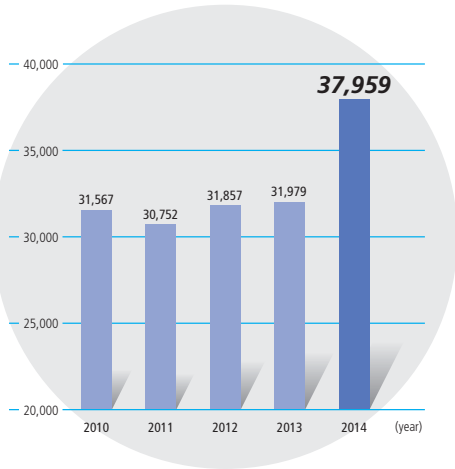
Record number of exhibitors:
977 companies



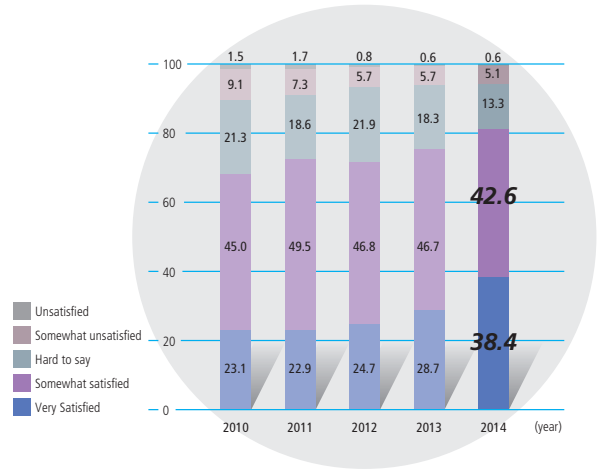
Record number of overseas exhibitors:
543 companies



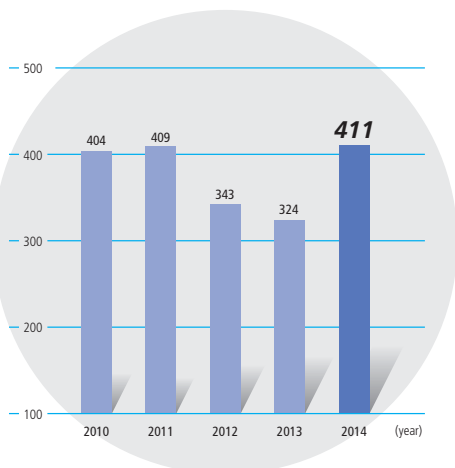
Record number of visitors:
37,959 people



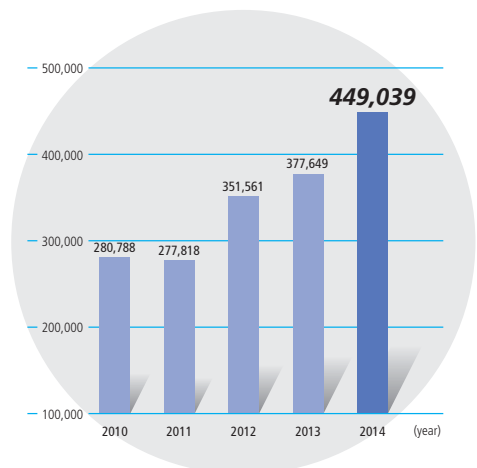
Increasing level of visitor satisfaction:
81.0%



Number of media coverage cases:
411 cases



Number of visits to the official website:
449,039 visits



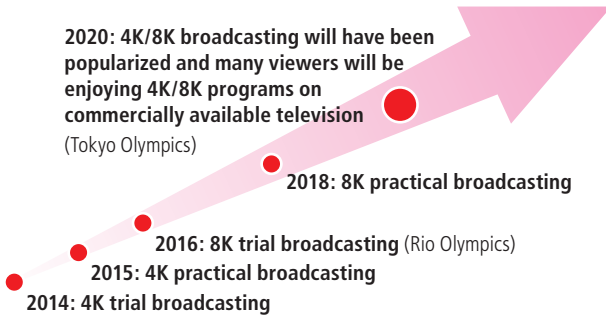
MEDIA INDUSTRY

The media industry is now rapidly changing and business areas are expanding beyond their traditional boundaries.



Efforts for the sophistication and international standardization of broadcasting services toward 2020

Efforts for the international standardization and popularization of 4K/8K ultra-high-definition video will unfold at an accelerated pace in the future based on the roadmap for next-generation broadcasting services that is being worked on in Japan.



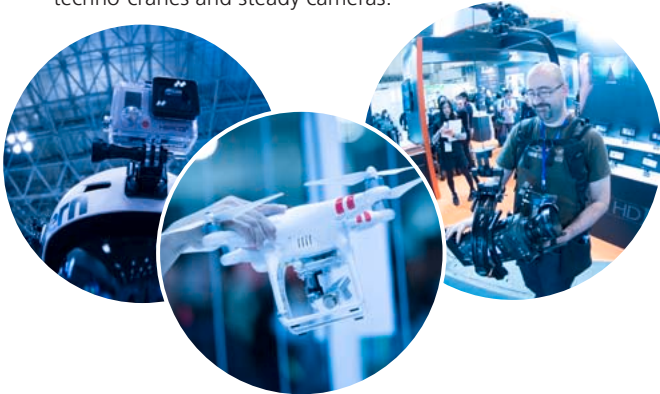
Rapid development of broadcasting/communications cooperation and ICT utilization

“INTER BEE CONNECTED” will start up under the themes of multi-screen, multi-device, program online distribution, VOD, advertising models, apps, cloud services, big data and more.



Diversification of video shooting equipment/techniques and participation of new classes of users

There will be an increase in various specialized equipment displays of product groups for high-end amateurs such as action cameras and digital still cameras, drones, techno-cranes and steady cameras.



Expansion in the application range of ultra-high-definition video and large video

There will also be an expansion in deployment to the digital cinema, digital signage, public viewing, projection mapping, security, medical care fields and more.



Spreading market for next-generation live entertainment

The market for live entertainment that makes use of audio / lighting equipment will expand and the hands-on “INTER BEE EXPERIENCE” event will showcase the frontline of this.



High quality viewing experiences and viewing style changes

Display fields will show an expansion to smart displays, smart television, 4K-compatible televisions, hi-res/high quality audio and car audio.



SHOW OUTLINE

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

EXHIBITION CATEGORIES

Professional Audio

Sound that resonates in the heart is reproduced with technology

专业音频

通过技术再现动人心魄的声音

프로페셔널 오디오

감동의 소리는테크놀러지로 재현

Distribution & Delivery

Information communicated in a variety of ways

发行及交付

多元化的信息传递方式

정보 제공과 배급

정보는 다양한 방법으로 전파

ICT / Cross Media

Next generation technology in media assembled

信息和通信技术/媒体跨界

媒体的次世代技术汇聚一堂

정보 통신 기술 / 크로스 미디어

미디어 차세대 기술이 한자리에

Production & Post-Production

Creativity evolves seeking further value

制作及后期制作

不断进化的创造 寻求更高价值

프로덕션과 포스트 프로덕션

창조는 더 높은 가치를찾아 진화

Professional Lighting

Expressions and communication in light

专业灯光

光的展现和交流

프로페셔널 조명

조명으로 표현, 커뮤니케이션

Outline

◆Name	International Broadcast Equipment Exhibition 2015 (a.k.a. Inter BEE 2015)
◆Period	Wednesday, November 18 th - Friday, November 20 th (3 days)
◆Exhibition hours	November 18 th and 19 th 10:00 a.m. to 5:30 p.m. November 20 th 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
◆Supported by	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)

◆名称	2015年国际广播电视设备展
◆日期	11月18日(星期三)~20日(星期五)〔3天〕
◆展览时间	11月18日(星期三) 11月19日(星期四) 上午10点~下午5点30分 11月20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

◆명칭	2015년 국제방송기기전
◆개최기간	11월 18일(수)~20일(금)〔3일간〕
◆전시시간	11월 18일(수) 11월 19일(목) 오전 10시~오후 5시 30분 11월 20일(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



BEYOND THE DIGITALIZATION

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

Now in its 51st 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 51 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厂商、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 전문가들이 집합

이번에 51회를 맞이하는 Inter BEE는 **일본 유일의 최대 규모** 소리, 영상, 통신의 전문가 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. Peter White of IABM who introduced worldwide broadcasting business trends

Worldwide attention on innovations to support future media business

About **38,000 industry people from 43 countries and regions** took part in the last event, where a **record-high 977 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 **43 个国家、地区**的约 **38,000 位**行业相关人员前来参加，**参展企业多达 977 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 **43개국과 지역**으로부터 **약 38,000명**의 업계 관계자가 참가하고, **과거 최다인 977사**가 세계 최고 수준의 최첨단 기술과 솔루션을 소개했습니다. Inter BEE에서 선보인 이노베이션은 일본의 관계 업계뿐만 아니라, 미래의 미디어 비즈니스를 견인하는 것으로 국내외에서 크게 주목받습니다.



Themed exhibition booth showing the way to future media business

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, BIRTV 나 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



Lecture by Mr. Sam Matheny, CTO of the NAB who introduced the U.S. spectrum auction process.



An international exhibition that supports business matching between worldwide stakeholders

Inter BEE enhances a **global network**. 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

Inter BEE는 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 BEE 에서 **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 development of Second screen, 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、采用了**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 스크린의 이용 등 **미디어 비즈니스의 가능성**과 새로운 서비스와 환경 정비를 주시한 새로운 대치가 보였습니다. 인터넷과 다양한 미디어와의 제휴, 그에 관련한 많은 업계 단체와 컨소시엄의 협력을 얻어 개최하는 Inter BEE는 새로운 기기 제조업체가 참가해 **다양화하는 미디어에 대응**합니다.



A Place to discuss integration of next-generation broadcasting and communications



The latest trend in Video and ICT was introduced at INTER BEE CONNECTED



VES session was held with the theme "Future of VFX"



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

SUPPORT & SERVICE

Inter BEE pours its efforts into support and services in order to increase the exhibition cost effectiveness.

Inter BEE致力于提高展商成本效益的支持与服务。

Inter BEE에서는 출전비용 대비 효과를 높이기 위하여지원과 서비스에 노력하고 있습니다.



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 국내 여행 준비를 도와드립니다.



Japan-guide.com

<http://www.japan-guide.com/>

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.



Obtain data on visitors from barcodes and QR codes

通过条码及 QR 码获取入场者数据

바코드 및 QR코드를 통한 방문자 데이터의 입수

We provide the rental of one barcode reader or one license for a QR code reader app at no cost.

可免费提供一台条码阅读器或是一个 QR码应用程序权限。

바코드 리더 1대 대여 또는 QR코드 리더 어플리케이션의 라이선스 1개를 무료 제공합니다.



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.



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News Center

新闻中心 뉴스 센터

Interview teams will spread the news they gather directly from exhibitors far and wide at every occasion.

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.



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Low exhibition fees and small package booths to further reduce the cost burden

低廉的参展费用及进一步减轻费用负担的小型展位

저렴한 가격의 출전 요금과 비용 부담이 적은 스몰 패키지 부스

Booth Standards and Exhibition Fee

展位标准及展览费用

부스 규격과 출품 경비

Standard Booth

approx.9m² (2,970mm(W)×2,970mm(D))

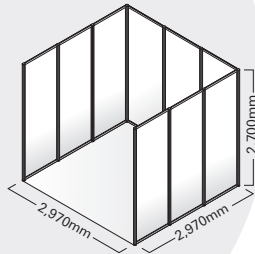
The exhibition fee per booth space is as follows:

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)

标准展位

约 9m² (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)	@270,000 日元 (@291,600 日元含税)
日本电子展览协会会员 IABM 会员 (会员价)	@240,000 日元 (@259,200 日元含税)



표준부스

약 9m² (2,970mm(W) × 2,970mm(D))
부스 크기별 각 출품료는 다음과 같습니다.

일반 출품업체 (표준요금)	@270,000 일본 엔 (@291,600엔 세금포함)
일본일렉트로닉스쇼협회 회원 IABM 회원 (회원요금)	@240,000 일본 엔 (@259,200엔 세금포함)

Small Package Booth (Including basic decorations)

approx.2m² (1,980mm(W)×990mm(D))

The following facilities are included in:

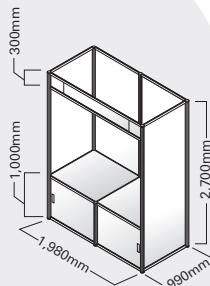
Display counter, Company name display, Fluorescent light,
Electricity socket (single-phase 100V, up 1KW output)

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

小型展位 (包括基本装饰)

约 2m² (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	@145,000 日元 (@156,600 日元含税)
两个展位	@290,000 日元 (@313,200 日元含税)



소형부스(기본장식 포함)

약 2m² (1,980mm(W) × 990mm(D))
포함되는 설비:
디스플레이 카운터, 기업명 디스플레이, 형광등,
전원소켓 (단상 100V, 최대출력 1KW)

1부스	@145,000 일본 엔 (@156,600엔 세금포함)
2부스	@290,000 일본 엔 (@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.

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。

편리한 Package Booth 를 활용하십시오.

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

Basic Package Booth

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

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

基本展位

附带备件: 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。

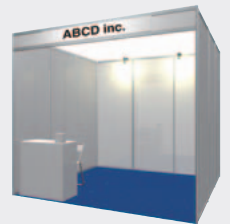
单个展位	@70,000 日元 (@75,600 日元含税)
两个展位	@110,000 日元 (@118,800 日元含税)

기본 패키지

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

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

Recommended booth for first-time exhibitors
首次参展展商的推荐展位
처음 출전하는 분께 추천하는 부스



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	@¥220,000 (@¥237,600 incl. tax)
Two booths	@¥400,000 (@¥432,000 incl. tax)

特级展位

附带备件: 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。

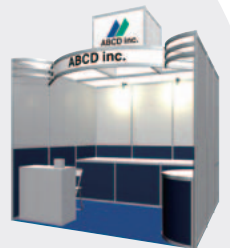
单个展位	@220,000 日元 (@237,600 日元含税)
两个展位	@400,000 日元 (@432,000 日元含税)

프리미엄 패키지

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

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

High-profile and high-grade booth
令人注目的高档展位
 주목도를 높여주는 하이그라이드 부스



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

- (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, Professional Electronic Musical Instruments, Players, Headphones, Headset, Intercoms, Speakers, Audiometer, Other Related Techniques/Products/Services
- ◆ MA and Studio Systems
Mastering Equipment and Systems, Audio-compression/Transmission, technology, Converters, Effectors, Amplifiers, Processor, Equalizer, Interface, Loudness-related Equipment, Acoustic Design and Control, Audio Equipment for Theaters and Facilities, Intercoms, Transmission Cables, Accessories, Power Supply, Racks/Cases/Bags, MA Software, Music Library, Other Related Techniques/Products/Services
- ◆ PA and Live Systems
PA system, Live Sound Systems, Computer Sound Systems, Speakers for Live, Music, Transmitter, Other Related Techniques/Products/Services
- ◆ Radiobroadcast Systems
Radiobroadcast Systems, Audio Editing Software, Other Related Techniques/Products/Services
- ◆ High-End and Consumer Equipment
Related Hi-res, High-End Audio Speakers, High-End Speaker System, Headphones, Audio Accessories, High Quality Car Audio Systems, Other Related Techniques/Products/Services

Professional Lighting Equipment

- ◆ Studio Lighting Equipment
Studio Lighting Equipment and TV Studio Lighting Equipment, Film and Video Lighting Equipment, Lighting System for Photography Studios, Lighting Control Systems, Lighting Control Board, Console, Dimmer, Effect Lighting Equipment, LED, Strobe Lights, Elevating Unit for TV Studio, Lighting Batters, Wiring Device, Cables, Other Related Techniques/Products/Services

- ◆ Lighting Equipment for Stage and Outdoor Shooting
Stage Lighting Equipment, Wireless Remote Control Devices, Searchlight, Large-scale effect lighting, Projectors, Projection Mapping, Video Mapping Techniques, Other Related Techniques/Products/Services

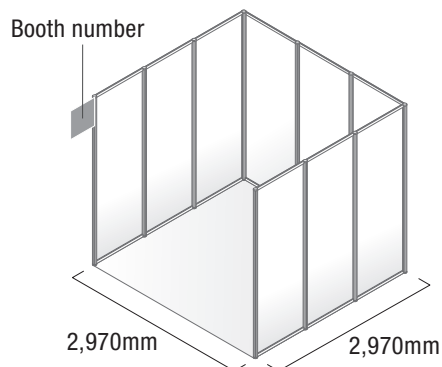
ICT / Cross Media

- ◆ Cloud Service and Software
Cloud Services, Archive Systems, Application Development Tool, Web Content Development API, Cloud Service for IaaS/PaaS/SaaS etc, OS Middleware, Data Manager, Other Related Techniques/Products/Services
- ◆ Video Delivery System and Service
Video Delivery Systems, Server, HDD, Large Scale Storage, Video Delivery Services, OTT, Internet Broadcasting Systems, IPTV, IPDC, Video-on-demand Systems, H.264 Decoder/Encoders, HEVC Decoder/Encoder, Transcoders, Billing and Settlement Service, CDN, Related Video Ads Services, MCN, Other Related Techniques/Products/Services
- ◆ Mobile network
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 and 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, Ultra high-definition and next-generation imaging technique
Projection Mapping, Large Outdoor Display, Public Viewing, Ultra High-Definition 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

Video and Broadcast Equipment

- ◆ Broadcasting Equipment
 - Total System
Video Server Systems, Bank Systems, Cloud, Workflow on File Base, Digital Archives, Storage, Ultra High-Definition Program Production Systems, Large-Scale Routing Switcher, Production Switcher, Loudness Meter, Multi Viewers, MAM Solution, Content distribution platform, Automatic Program Output Systems (TV Radio), Automatic CM Output Systems(TV Radio), IT Solutions (Broadband Systems), File Systems (Audio), File Systems (Video), Graphic Libraries System, Film and Telecine, Other Related Techniques/Products/Services
 - Enterprise System/Program Production Systems
Enterprise Systems, Business broadcast systems, Commercial Message Archive, Data Management Systems, Cloud Systems, Master Output Systems, Editing System For News Report, Graphic Systems, External Information Response Systems (Weather, Stock, Traffic information etc.)
 - Relay Systems
Base Station Facilities, FPU's, IP Transmission, Optical Line, Satellite Transmission, OB Van, Automotive Related Systems and Peripherals, Communications Radios, Emergency News Systems, Modulators, Demodulators, Amplifiers, Antennas, Other Related Techniques/Products/Services
 - 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, Data Broadcasting Systems, Teletext Broadcasting Systems, Video Delivery Networks, CDN, Transmission Cables, Wireless Systems, Fiber Optics, Other Related Techniques/Products/Services
 - Electric Power Units
No-break Power Units, Constant-Voltage, Constant-Current Regulated Power Units, Automotive Power Sources, Battery Packs, Battery Charger-Discharger Equipment
 - Measuring Equipment and Converters
Test Signal Generators, Measuring Equipment, Signal Converters
 - Design, Development and Manufacturing for Broadcast Equipment
Development Languages, Semiconductors, Components, Development, Manufacturing, Studio System Design, Construction, Maintenance, Dispatched Engineers, Other Related Techniques/Products/Services
- ◆ Production
 - Cameras and Related Equipment
HDTV Systems, Studio Cameras, Video Camera Recorder with VTR, Ultra HD Cameras, Digital Cinema Cameras, 3D Cameras, Crane Cameras, Action Cameras, Wearable Cameras, Lenses, Other Related Techniques/Products/Services

- Recording Equipment
Video Servers, File Server Systems, DVD Systems, BD Systems, VTRs, SSD, LTO, Memory Cards, Memory Devices, Optical Disks, Video Tape, Data Compression Technology, Other Related Techniques/Products/Services
- Electronic Displays
Video Monitors, Multiple Monitor Displays, Projectors, LCD/PDP/LED/OLED, Displays, Prompters, Other Related Techniques/Products/Services
- Stand-by and Peripheral Products
Drones, Gimbal, Stabilizer, Pedestals, Camera Tripods, Camera Platforms, Cranes, Jib, Dolly, Steadycams, Cabinets, Racks, Furniture, Camera Carrying Cases, Other Related Techniques/Products/Services
- ◆ 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 Techniques/Products/Services
 - Multimedia Systems
CG Production Systems, Animation Production Systems, Virtual Studio Systems, Motion Capture Systems, Software and Systems, Other Related Techniques/Products/Services
 - Production Management Systems
Content Management Systems, System Integration Technologies, Database Technologies, Storage Equipment, Archive Systems, Other Related Techniques/Products/Services
- ◆ Professional-use / High-End and Consumer Equipment
 - Filming and Recording Equipment
Digital Video Cameras, Digital Cameras, Film Cameras, Smartphone, Tablets, Smart Devices, Image Sharing Sites, LCD, Photo Printing, Interchangeable Lens, Multitasking Cameras, Video recording Accessories, Modules for Cameras and Lens, wireless communications equipment and Services, Online Data Storage, Photography Event Services, Other Related Techniques/Products/Services
 - Playback and Display Equipment
Network Compatible HDTV, Network Compatible Blu-ray/DVD/HDD Video Recorder, high definition, Projectors, high definition Screens, Other Related Techniques/Products/Services
 - Publications/Publicities
Related Books, Music Libraries, Related Software/Service, Consulting Services, Other Related Techniques/Products/Services

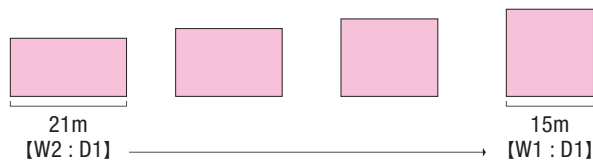


(2) Block booths (20 or more booth spaces)

The standard for block booths is: 1 booth space = 9 m². 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 m² 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 225m² (9m² x 25 booth spaces), ranging from a rectangular shape with a wider entry dimensions than a square.

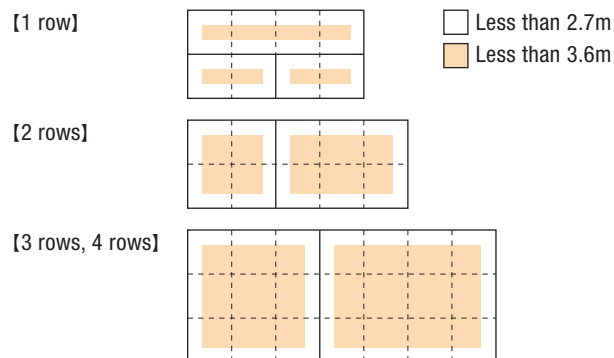


(3) Booth height limitations

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

a. 1 to 18 booths(row-type booth)

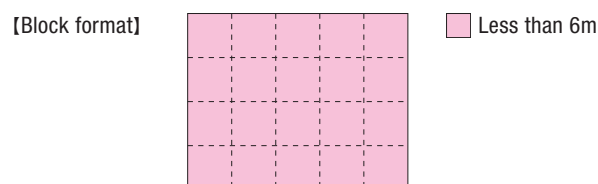
The allowable height of booth walls set back 1.0m from the corridors and / or foundation panels will be 3.6m.



*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.



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)

- Booth space : 2,970mm(W) x 2,970mm(D)
- 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.

(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.

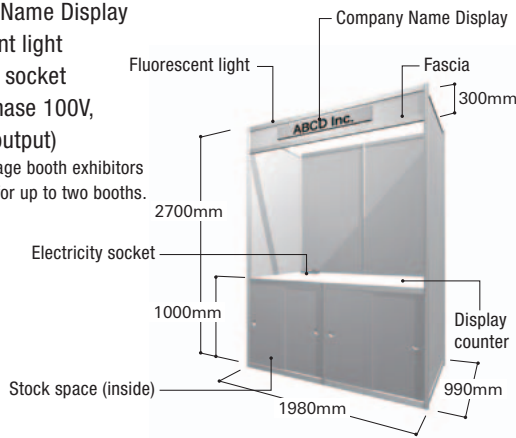
2. Small Package Booth

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 (1,000mm 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.

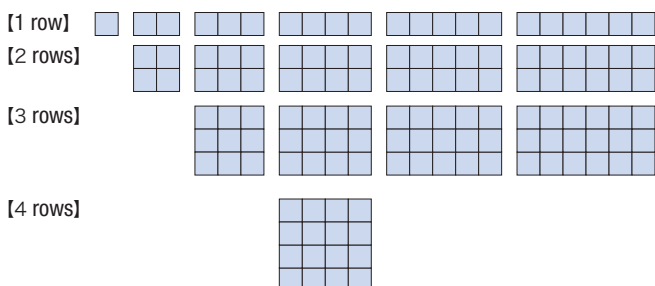


3. Booth description

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 (± 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 23rd.)

1. Primary lot drawing

Exhibitors who have submitted applications by Friday, May 29th, 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 30th, through Tuesday, June 30th, 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 Wednesday, July 1st 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

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

General exhibitors (standard rate)	@¥270,000 (@¥291,600 incl. tax)
<ul style="list-style-type: none"> 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)

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

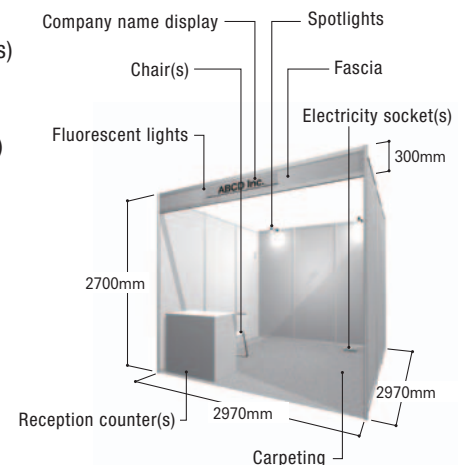
Invitation leaflets and registration cards for visitors (in excess of the number of free leaflets and cards indicated above.)	¥40 per set	
Badges (in excess of 10 badges per booth)	Exhibitors	¥1,000 per badge
	Constructors (in excess of 5 badges per booth)	¥500 per badge
Electric power supply costs and 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 Basic	@¥70,000 (@¥75,600 incl. tax)
Two Basic	@¥110,000 (@¥118,800 incl. tax)
Three Basic	@¥150,000 (@¥162,000 incl. tax)

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

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 29th, 2015.**
Applicants may participate in the primary booth allocation lot drawing.
- (2) **Second application deadline: Tuesday, June 30th, 2015.**
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 1st, 2015 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

- a. The total number of booths requested by each company conforms to the standard booth specification and configuration.
- b. Each company should pay its booth fees separately.
- c. The position of booths will be decided by the lot drawing among the total number of booths applied for.

d. 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

- a. Total number of booths requested by each company does not conform to the standard booth specification and configuration.
- b. Exhibitors wish to have booths facing each other on each side of the entryway.
- c. The number of booths requested by each company conforms to the standard booth specification and configuration.
- d. Each exhibitor should pay booth fees separately.
- e. The position of booths will be decided by the Show Management Secretariat beforehand. It is not possible to choose the position of booths.
- f. We do not allow linking of standard booths and small package booths.
- g. 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	Friday, July 31 st , 2015
Secondary applicant	Monday, August 31 st , 2015

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 st to July 31 st , 2015	60% of exhibition booth fee
August 1 st to August 31 st , 2015	80% of exhibition booth fee
On or after September 1 st , 2015	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.

3. Important exhibit details and prohibitions

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.

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 1st 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.

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 except in designated area 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.

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.

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.

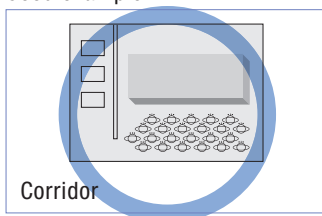
1. Prohibition of usage of space beyond booth boundaries

- (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.

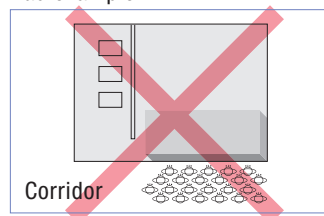
2. In-booth stages

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



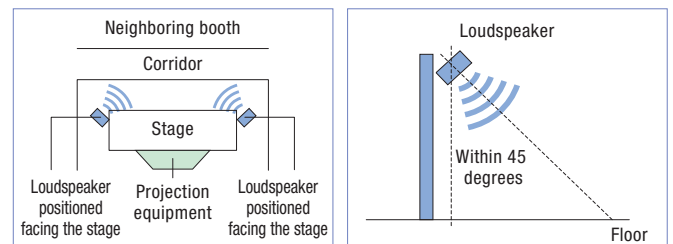
Bad example



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.

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.

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.

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 may 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

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	
June	29 th Primary Application Deadline Secondary Applications Accepted
July	30 th Secondary Application Deadline
August	23 rd Exhibitor Orientation/Drawings for Booth lots (fix booth locations and distribution of exhibitor manuals) 31 st Primary Exhibitor application Payment Deadline
September	31 st Secondary Exhibitor application Payment Deadline
October	Middle Pre-registration Start End Distribution of invitations Distribution of Vehicle Tickets and badges
November	15 th 8:00 a.m. More than 15 booths Setting Commences 15 th 1:00 p.m. Less than 12 booths Setting Commences Inter BEE 2015 International Broadcast Equipment Exhibition November 18 th to 20 th

VISITOR PROFILE

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

Breakdown of registered visitor number

	11.19 (Wed.)	11.20 (Thu.)	11.21 (Fri.)	TOTAL
Domestic	11,142	13,576	12,101	36,819
Overseas	467	422	251	1,140
TOTAL	11,609	13,998	12,352	37,959

No. of visitor:

37,959 people (Record-high)

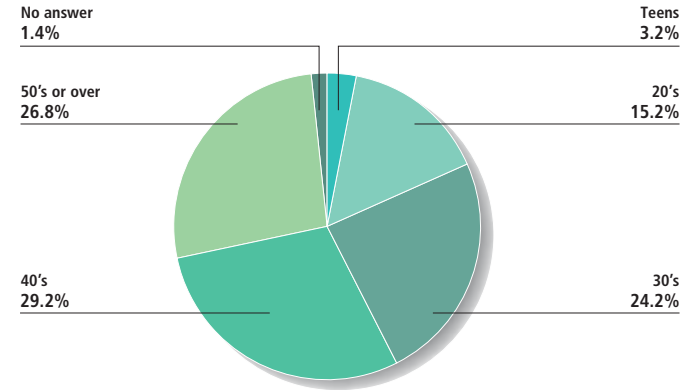
Breakdown of registered visitors

Area	Number of countries & region / Number of visitors	Breakdown of visitors by country & region
Domestic	1 country / 36,819	Japan 36,819
Asia	12 countries & region / 673	Korea 320 / Thailand 97 / Taiwan 72 / China 48 / Hong Kong 46 / Indonesia 29 / Singapore 27 / Philippines 16 / Malaysia 9 / Sri Lanka 6 / Vietnam 2 / Bangladesh 1
North, Central and South America	8 countries / 105	U.S.A. 73 / Canada 9 / Brazil 9 / Argentina 5 / Mexico 5 / Chile 2 / Uruguay 1 / Paraguay 1
Oceania	2 countries / 5	Australia 4 / New Zealand 1
Middle East / Africa	5 countries / 9	UAE 3 / Saudi Arabia 2 / South Africa 2 / Israel 1 / Botswana 1
Europe	15 countries / 97	Germany 28 / United Kingdom 23 / Sweden 8 / Spain 7 / Italy 5 / France 5 / Belgium 4 / Portugal 4 / Russia 4 / Czech 2 / Norway 2 / Romania 2 / Austria 1 / The Netherland 1 / Hungary 1
Unknown		251
	43 countries/ regions	37,959

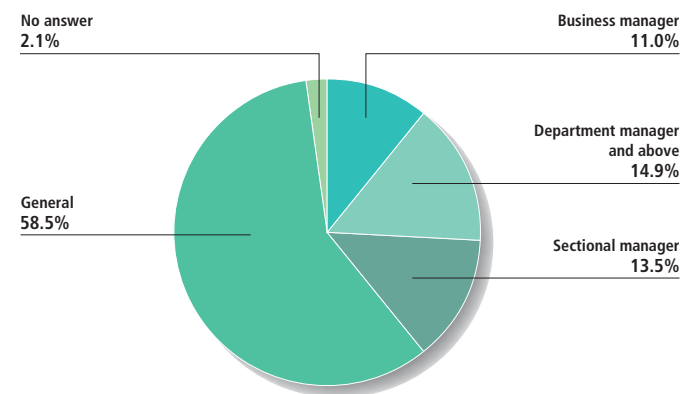
Visitors from **43** countries and region

Visitor demography

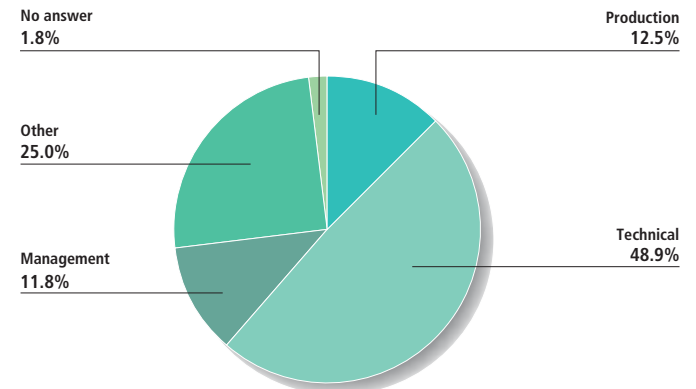
Age Group



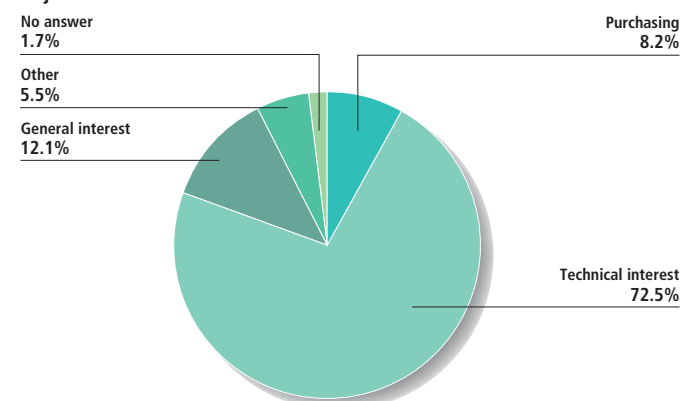
Job title



Type of occupation



Objectives





■Type of Business

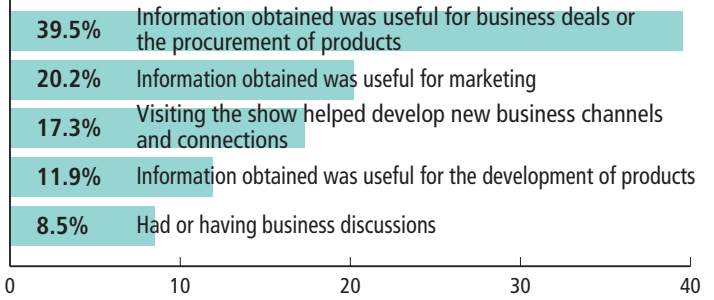
Equipment Manufacture	13.8%	Related Contents Publishers	2.7%
Other User	9.4%	Related Staging, Art and Lighting	2.6%
Commercial TV Broadcaster	8.9%	Related CATV	2.4%
Other	8.5%	Related Internet Business	2.4%
Post production	7.7%	Government office, Organization	2.0%
Film and Video Production Company	5.8%	Facilities and Stores	1.6%
Student	5.7%	Ad Agency	1.1%
Trading Company	5.5%	Video Software Production Company	1.0%
Production House	4.4%	Content Delivery Network	0.9%
Related PA Equipment	4.1%	Radio Station	0.7%
State-run Broadcasting Station	3.8%	Recording Company	0.6%
Telecommunications Carrier	3.2%	No Answer	1.2%

■Interest (Multiple answers accepted)

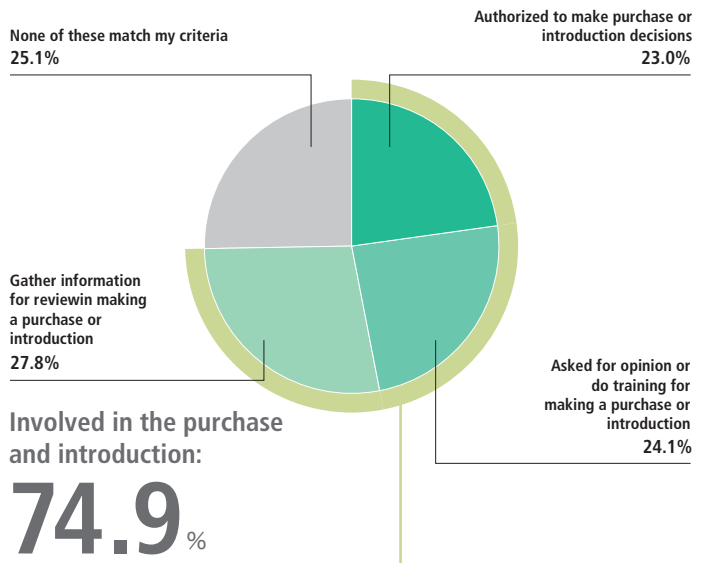
Video Equipment	54.2%	Transmission Systems	8.8%
Audio Equipment	32.5%	Digital Cinema	8.3%
Camera	27.8%	Multimedia System	8.3%
Editing and Production Equipment	20.5%	Lighting Equipment	8.1%
Electronic Display	16.2%	Stand-by and Peripheral Products	7.8%
Software	11.6%	IPTV	7.5%
Mixer	11.2%	3D	7.5%
Speaker	11.2%	Mobile TV	6.2%
VTRs, Memory Cards, Optical Disks	11.2%	Measuring Equipment	5.7%
Servers, Storage	11.0%	Production Management Systems	4.6%
Microphone	10.1%	Art and staging	3.9%
Digital Contents	10.0%	Electronic Power Unit	3.4%
Relay System	9.8%	Other	2.1%
Digital Signage	9.8%	No Answer	1.3%
Output System	8.7%		

Visitor Questionnaire result

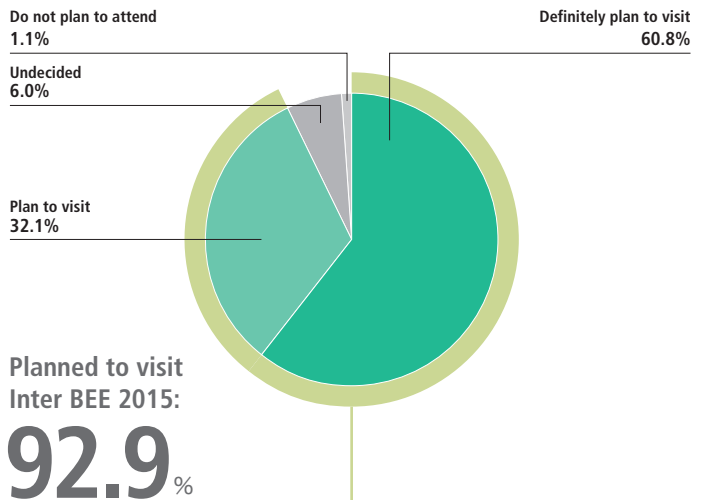
◆Was your visit to Inter BEE 2014 valuable? (Multiple answers accepted)



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



◆Do you plan to visit Inter BEE 2015?



EXHIBITOR PROFILE

A record-high 977 companies took part in the exhibition, using it as an opportunity to develop new customers, and promote sales and new products.

2014 Exhibition

Number of exhibitors

Exhibition category	No. of exhibitors	No. of booth
Professional Audio Equipment	319	311
Professional Lighting Equipment	20	29
Video and Broadcast Equipment	563	1,317
ICT / Cross Media	75	116
Total	977	1,773

Exhibitors:

977 companies (Record-high)

Breakdown of exhibitors

Area	Number of countries / region Number of exhibitors	Breakdown of exhibitors by country & region
Domestic	1 country / 434	Japan 434
Asia	7 countries and region / 77	Korea 24 / Taiwan 22 / China 20 / India 4 / Singapore 4 / Hong Kong 2 / Malaysia 1
North, Central and South America	3 countries / 212	U.S.A. 190 / Canada 21 / Brazil 1
Oceania	2 countries / 13	Australia 10 / New Zealand 3
Middle East	2 countries / 10	Israel 9 / Turkey 1
Europe	19 countries / 231	Germany 71 / United Kingdom 68 / France 18 / Italy 12 / The Netherland 12 / Switzerland 9 / Sweden 7 / Spain 6 / Belgium 6 / Denmark 5 / Norway 4 / Austria 4 / Finland 2 / Bulgaria 2 / Ireland 1 / Slovakia 1 / Czech 1 / Portugal 1 / Lichtenstein 1
	34 countries and regions	977

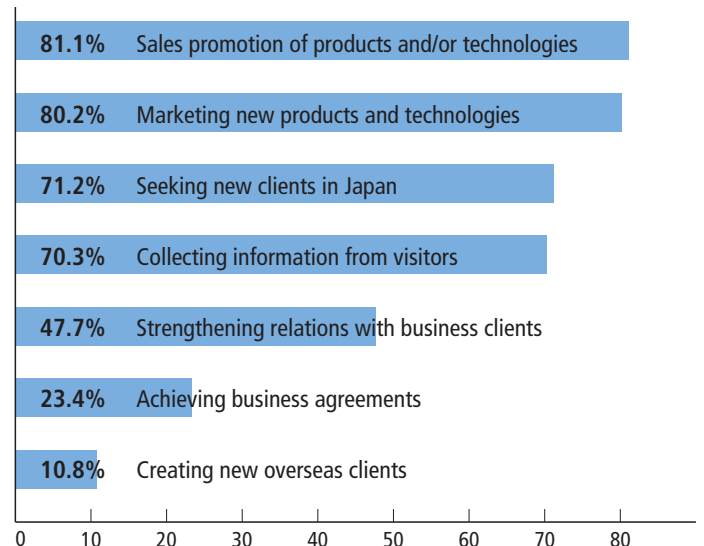
34 countries and region

No. of overseas exhibitors:

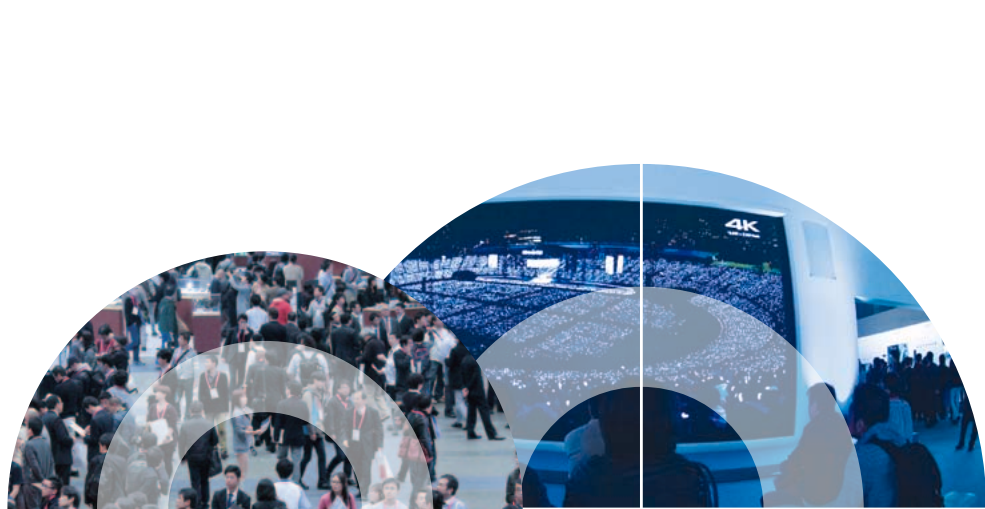
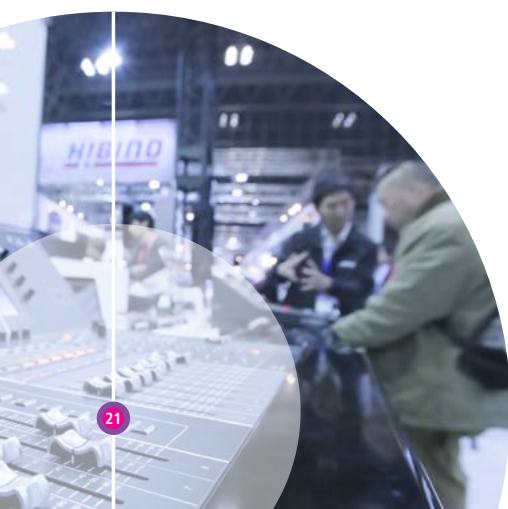
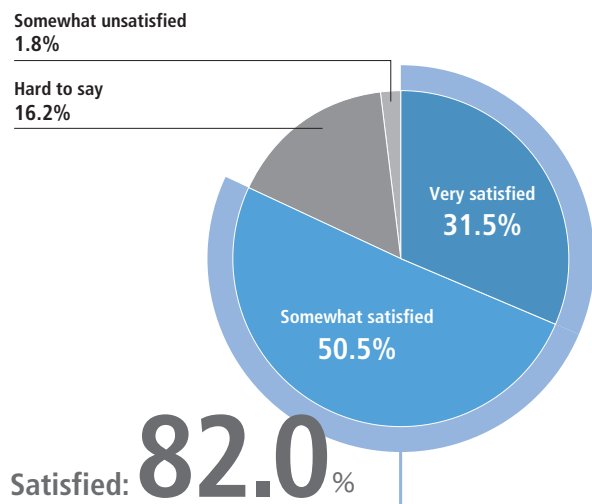
543 companies (Record-high)

Exhibitor Questionnaire result

What were your main objectives for exhibiting at Inter BEE 2014? (Multiple answers accepted)



How satisfied to accomplish your goal?



PUBLICATION AND PROMOTION

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

Publicity activities (actual distribution of press releases)

- Notification of start of exhibitor recruiting (3/3)
- Notification of the holding of Inter BEE CONNECTED (7/15)
- Notification of start of pre-admission registration (9/19)
- Announcement of INTER BEE EXPERIENCE Outline (10/15)
- Attracting interviewers (11/10, 11/17)
- Announcement of Inter BEE CONNECTED Outline (11/14)
- Information announcing the event (11/18)
- Set up press room (11/19-21)
- Reported completion (11/21)

News Media Representative

411

people (30 from overseas)

Number of articles in the printed media

	No. of articles
Before the show	139
During the show	29
After the show	101
Total	269

※as of 2015.1.20

On-air media

Japan	Fuji Television Network	New Weekly Fuji Remarks
	TV Tokyo	World Business Satellite
Europe	LCI	Plein Ecran- Inter BEE 2014 Report
	NTV24	CTS Salud Ciencia et Technologia
North and South America	AWE (All Wealth Entertainment)	Boys Toys
	IFC-TV	Interstitial news piece
	NTN24	CTS Salud Ciencia et Technologia
	RCN-TV	Main newscast

List of publication (Domestic)

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

List of publication (Overseas)

ABU Technical Review	PA (Pro Audio)
Asia Pacific Broadcasting	Video Plus
AV Specialist	Broadcasting Cable
Broadcast India	Television Asia
Broadcast & Production	

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. **82,000** ※The number of data instances that can be distributed

Inter BEE Official Website

◆Page views: **190,867** views (an increase of **130%** 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 **51**
 Number of articles posted during the show **49**
 Number of video clips posted during the show (Inter BEE TV) **53**



Official Facebook

◆Number of Likes received post conference:

3,200 Likes (an increase of **132%** from the previous year)

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

17,718 (an increase of **112%** from the previous year)



Official Twitter

◆Number of Twitter Followers (at max):

561 followers (an increase of **165%** from the previous year)

◆Number of tweets related to Inter BEE:

7,206 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.





*Back issues of REVIEW are also available on website.

INTER BEE ONLINE
www.inter-bee.com

