

REVIEW 2017

Broadmedia & Entertainment InterBEE

REVIEW 2017

■ Organizer
JEITA Japan Electronics and Information Technology Industries Association

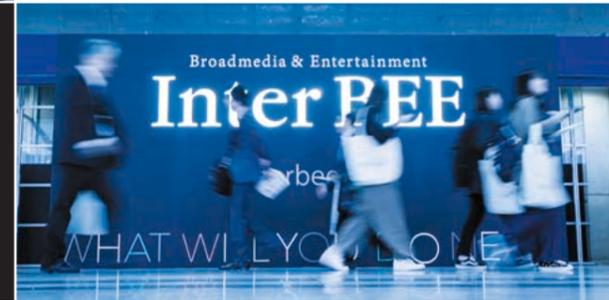
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INTER BEE ONLINE
www.inter-bee.com

REVIEW 2017



WHAT WILL YOU DO NEXT?



#interbee2017



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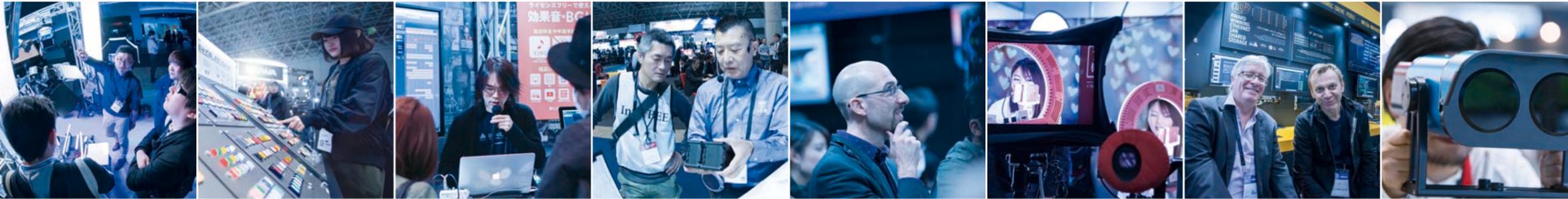


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Broadmedia & Entertainment
Inter BEE 2017

Outline

- **Name** -----
 International Broadcast Equipment Exhibition 2017
 (a.k.a. Inter BEE 2017)
- **Period** -----
 Wednesday, November 15th – Friday, November 17th (3 days)
- **Exhibition hours** -----
 November 15th (Wednesday) 10:00 a.m. to 5:30 p.m. (*10:00 a.m. to 6:30 p.m.)
 November 16th (Thursday) 10:00 a.m. to 5:30 p.m. (*10:00 a.m. to 6:30 p.m.)
 November 17th (Friday) 10:00 a.m. to 5:00 p.m. (*10:00 a.m. to 4:00 p.m.)
 *Schedule for SR Speakers Demo & Presentation (Event Hall)
- **Location** -----
 Makuhari Messe
 Exhibition Hall 1-8 / International Conference Hall / Event Hall
- **Organizer** -----
 Japan Electronics and Information Technology Industries Association
- **Supported by** -----
 Ministry of Internal Affairs and Communications (MIC)
 Ministry of Economy, Trade and Industry (METI)
*Listed by date established
 Japan Broadcasting Corporation (NHK)
 The Japan Commercial Broadcasters Association (JBA)
 The Association of Radio Industries and Businesses (ARIB)
 Digital Content Association of Japan (DCAJ)
 The Association for Promotion of Advanced Broadcasting Services (A-PAB)
*No particular order
- **Partners** -----
 Advanced Imaging Society Japan Committee
 Association of Media in Digital
 Camera & Imaging Products Association
 Digital Signage Consortium
 IPDC Forum
 IPTV FORUM JAPAN
 JAPAN AD CONTENTS ASSOCIATION
 Japan Association of Audiovisual Producers, Inc.
 Japan Association of Lighting Engineers & Designers
 Japan Association of Professional Recording Studios
 Japan Association of Video Communication
 Japan Audio Society
 Japan Cable and Telecommunications Association
 Japan Cable Television Engineering Association
 JAPAN POST PRODUCTION ASSOCIATION
 Japan PublicViewing Association
 Japan Satellite Broadcasting Association
 JAPAN STAGE SOUND BUSINESS COOPERATIVE
 Japanese Society of Cinematographers
 JSL
 Mobile Broadband Association
 MOTION PICTURE and TELEVISION ENGINEERING SOCIETY of japan, Inc.
 MULTISCREEN BROADCASTING STUDY GROUP
 National Theatrical & Television Lighting Industrial Cooperative
 Next Generation contents Distribution Forum
 Projection Mapping Association of Japan
 Radio Engineering & Electronics Association
 Specified Radio microphone User's Federation
 Stage Sound Association of Japan
 State of the Art Technologies Expression Association
 The Association of Japanese Animations
 The Institute of Image Information and Television Engineers
 Theatre and Entertainment Technology Association, Japan
 3D Consortium
 Ultra-Realistic Communications Forum
 Visual Industry Promotion Organization

Makuhari Messe 1-8 Hall, **54,000m²** Held on the largest scale ever!

Gathered cutting-edge technology in 4K and 8K super high definition video

At **1,139**, the largest number of companies ever exhibited!

Broadmedia & Entertainment

AI utilization, VR, AR, and new content experiences

High quality sound production technology and sound experiences

Number of visitors **38,083** (record turnout)

Keep an eye out for IP transmission, cloud, net distribution, and 5G

- **Global Partners** -----
-

- **Managed by** -----
 Japan Electronics Show Association (JESA)
 5F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo
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INTER BEE FORUM

Opening new doors in broadcasting and communication: From 4K / 8K practical broadcasting to AI and 5G



This year's edition of the INTER BEE FORUM drew larger crowds than in previous years, as evidenced by the fact that it featured the highest number of sessions ever (27), that venue space was expanded to include Convention Hall A (capacity: 500 people) and that many sessions were so packed.

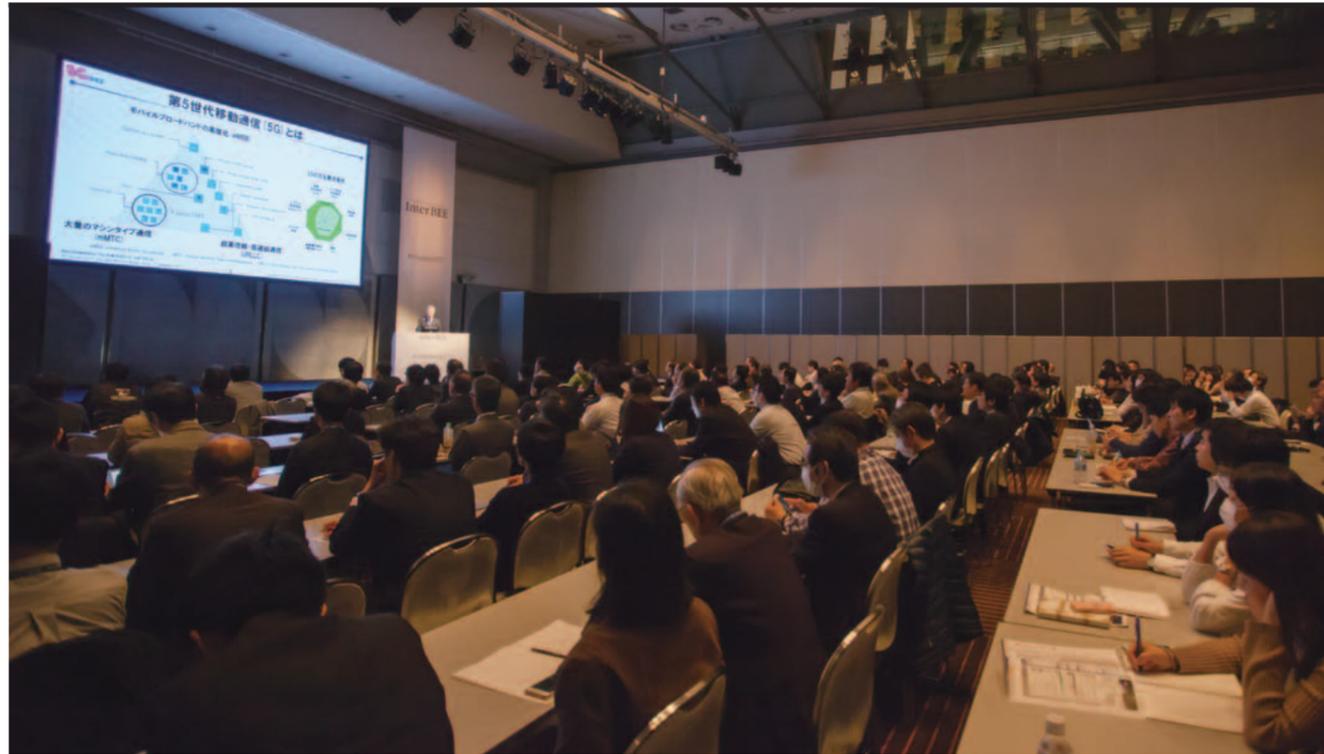
What generated particular interest were the initiatives of each broadcasting station on the eve of the introduction of 4K / 8K practical broadcasting and in anticipation of the future business developments involving Internet distribution. On the first day, Wednesday 15, during both the opening session, "Toward Practical 4K/8K Broadcasting," and the INTER BEE CONNECTED keynote address, "New Age of Distribution: Key Stations and Platforms," the venue had standing room only and the audience listened attentively to the initiatives of each station.

On a different note, the most frequently heard keyword in the course of this year's sessions was "AI" (Artificial Intelligence). While AI is generating interest in a variety of different fields, it is becoming a major factor affecting future developments in the fields of broadcasting, communication media and creative contents. What impact will AI have on the media industry, in particular on broadcasting? And how will the new technology be applied to contents creation? These questions were hotly debated in all sessions that dealt with AI.

Furthermore, in the course of the closing keynote address on Friday 17, a "5G Session 2017" was held and future prospects were discussed, with particular focus on the current status of the 5G-related initiatives of two telecommunications carriers. What new doors in the media and communication fields will the practical application of 5G open? All in all, it was an exciting 3 days, full of expectations for the various changes coming our way as 2020 draws nearer.

Date:	Nov. 15-17
Place:	International Conference Hall
Area:	1,685 sqm
The Number of Sessions:	27
The Number of Speakers:	115
The Number of Audiences:	7,464





In the course of the keynote addresses and the special lectures, to which speakers and panelists from abroad were also invited, large captive audiences, including the technicians who will play a leading role in applying broadcasting technologies on the ground, listened attentively to lectures and case reports on foreign video technology trends and next-generation broadcasting technologies, commencing with IP live transmission production.

Furthermore, in addition to the video / audio symposia, many of the latest technology trends in the production of video / audio contents were reported in the new video/audio technical sessions from this year instead of the traditional tutorial sessions.



All recent developments like the cloud, CDN, AI (artificial intelligence) and 5G technology, which are expected to greatly contribute to the evolution of media and content distribution in the future, were also widely featured at this year's INTER BEE FORUM sessions.

As interactive contents like sports and live entertainment gain in popularity, interest is growing in the evolution of contents creation and in the latest technology trends in anticipation of 2020.



INTER BEE EXPERIENCE

**The SR Speaker Experience Demo, the largest of its kind:
The impressive spectacle of 15 speaker units from major domestic and international brands under one roof**



This year's 4th edition of the INTER BEE EXPERIENCE: X-Speaker (SR Speaker Experience Demo), first introduced in 2014 to commemorate INTER BEE's 50th anniversary, was the largest ever, as the point source speakers of 2 new brands were added to the 13-brand line array speakers, bringing the total to 15 products.

What was particularly worthy of note this time around, was that all the line array speakers were suspended in mid-air at the same time throughout the entire hall. It was probably the first time in Japan that a trial listening featured such a large number of line array speakers hung at the same time, and the spectacle of famous domestic and foreign speakers hanging together was a world first.

Also worthy of note in this edition was the line array speakers by RAMSA, an all-Japanese brand that showcased new products for the first time in years. How will line array speakers from Japan sound amidst a great number of foreign products with a distinguished record in the global live entertainment market? The question generated great expectations and interest at an event which saw the participation of many audio professionals.

No audio professional has the opportunity to experience before the power of so many different kinds of speakers, as there are no other live entertainment venues where the latest SR speakers of so many brands are installed at the same time. For this reason too, this incredible global event turned into a major attraction for the whole of the 3 days.

Date:	Nov. 15-17
Place:	Event Hall
Area:	3,098sqm
The Number of Products Brands:	15
The Number of Presentations:	30
The Number of Audiences:	3,993



INTER BEE EXPERIENCE

**The serious pursuit of quality sound and Smile at the meeting with the sound:
This year too a great number of visitors gathered in search of the latest sound
technology that directly resonates inside us**



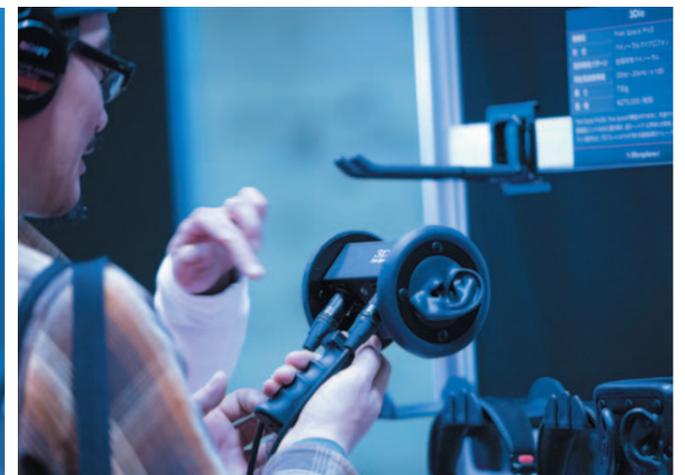
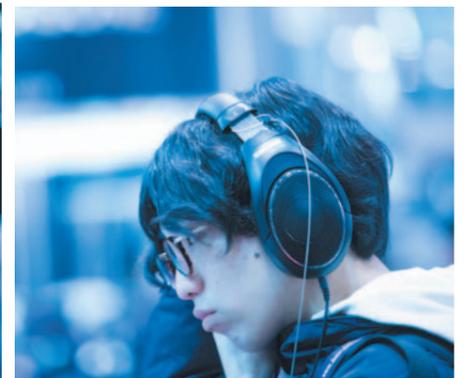
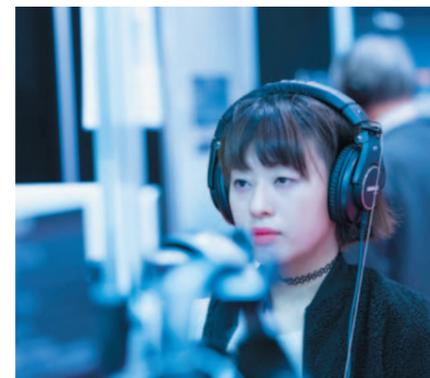
The X-Headphone/X-Microphone, INTER BEE EXPERIENCE's other audience listening experience project, held this year for the second time, drew more than 4,500 visitors over the course of three days.

The venue hosted 8 booths of headphone makers and 10 booths of microphone makers. Visitors, ranging from professionals involved in sound production to the students who will be responsible for next-generation products, went from booth to booth in search of products to try. The seriousness in the pursuit of quality sound was a trait in common to both professionals and students.

In addition to the attention-grabbing headphones for professional use, interest also extended to the fact that many microphones from 11 different brands were gathered together in the same place. Of particular interest among them was the recording microphone by Sony, the first new product to appear at a listening experience in twenty years. In an age where product cycles are getting faster by the day, pursuit of superior quality and technology regardless of the passing of time attracted the attention of the many visitors.

Sound is a highly interactive content that directly resonates inside each one of us. In this respect, pursuit of good sound is indispensable for future contents creation. The serious faces, as well as the smiling ones, inspired by high-precision devices like headphones, earphones and microphones, were full of the enthusiasm and eagerness with which one pursues quality products and meeting with the quality sound.

Date:	Nov. 15-17
Place:	Exhibition Hall 1
Area:	364 sqm
The Number of Booths:	18
The Number of Products Brands: Headphones	10
The Number of Products Brands: Microphones	11
The Number of Audiences:	4,545



INTER BEE CONNECTED

**What's the next stage in the evolution of broadcasting?
A diversified look at the latest trends in the media business**



INTER BEE CONNECTED, established for the purpose of divulging the latest developments in broadcasting and media communication, reached its 4th edition this year. Like in previous years, all 12 sessions, including the keynote address, saw passionate debate.

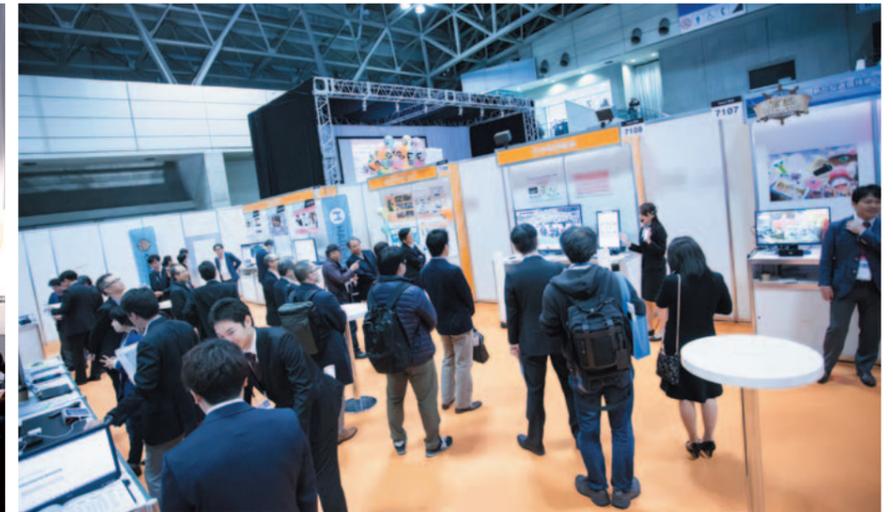
In particular, "New Age of Distribution: Key Stations and Platforms," the INTER BEE CONNECTED keynote address delivered at the International Conference Hall on the first day to an standing room only in the presence of five panelists from key commercial TV stations, drew a spotlight to the Internet-centered platform strategies of each station.

A special feature of this year's INTER BEE CONNECTED sessions was the trend of continuous evolution in the production of program contents. How do producers and broadcasters of news and sports, or of contents originating from local stations, approach programming, Internet distribution and taking advantage of the Internet and bring them to next stage? A lively discussion took place on how to achieve a more effective relationship between broadcasting and digital platforms from the standpoint of content creation.

Also this time, sessions were held to explore the future of cable TV and radio and to report on the latest trends in broadcasting and media business from a multifaceted perspective.

On the second day and in the closing session on the final day, the creators who will be the stars of tomorrow climbed on stage as panelists and passionately discussed their ideas on programming and the new possibilities of TV as a young generation. As technology continues to evolve day after day, the words of young creators stating that "television is full of possibilities" predicted that the evolution of broadcasting will continue to progress more.

Date:	Nov. 15-17
Place:	Exhibition Hall 7
Area:	567 sqm
The Theme of Keynote Speech:	New Age of Distribution: Key Stations and Platforms
Capacity:	216 seats
The Number of Sessions:	12
The Number of Exhibitor's Presentation:	21
The Number of Exhibitors:	12
The Number of Audiences:	1,514
Facility:	CONNECTED Café





This time, the sessions were enriched by a varied lineup of speakers from different fields and holding different positions, ranging from Kansai's key stations to provincial stations, cable TV and radio, and including creators -both experienced and young- of sports and news, drama and more. Worthy, diverse and lively discussions were held with the goal of "connecting" a wide variety of people involved in media.



At the INTER BEE CONNECTED venue, 12 exhibition booths, including those of key stations, were set up to showcase all the latest technologies in video production, platforms, distribution solutions. Exhibitors also held several presentations.



INTER BEE IGNITION

What new possibilities and future in video and entertainment are creators, media and technology opening up?



INTER BEE IGNITION, at its 2nd edition this year, showcases the latest technologies, trends and possibilities for expressing and experiencing new contents in video and live entertainment, drawing a large number of visitors with talk sessions by key players and its exhibition space showcasing the latest technologies.

Sessions over the 3-day period focused on content categories like “Show Biz,” “Music” and “Sports,” delivered different possibilities for advancing the latest technologies like VR, AI, data and sensor technology, and creating the future of video and entertainment. In particular, during the INTER BEE IGNITION keynote address delivered on the second day, Thursday 16, by Yoichi Ochiai on the theme of “Broadcasters Evolving together with Artificial Intelligence” and the following panel discussion, the many attendees carefully listened to suggestions on the possible uses of AI and the future of video expression.

There were also plenty of opportunities for showcasing the results of new video expressions such as the ceremony for awarding the “Lumiere Japan Awards 2017” by the Advanced Imaging Society, held for the second year in a row, and the VR Consortium’s “VR Creative Awards 2017,” held this year for the first time.

Of particular interest during these sessions was the presentation of creators from different fields which are breaking ground in creating new ways of expressing and experiencing contents by taking advantage of the latest technology. These 3 days made it once again clear that, while technology expands the possibilities of expression, the creators and the contents they create bring closer the future of technology and of the expression business.

Date:	Nov. 15-17
Place:	Exhibition Hall 6
Area:	585 sqm
The Theme of Keynote Speech:	Broadcasters Evolving together with Artificial Intelligence
Capacity:	114 seats
The Number of Sessions:	15
The Number of Exhibitors:	11
The Number of Audiences:	710





What's going on now in the heads of key players and top creators at the forefront of the expression business fields like new video expressions and live entertainment? What new challenges are they taking on? Being able to listen up closely to the remarks of creators involved in shaping the future is the true appeal of INTER BEE IGNITION. How can the latest technology be used for expressing contents?

How can fun and innovative contents be delivered to users? The challenge of trying to create new expressions enthralled the audiences gathered here.



This time too, the INTER BEE IGNITION exhibition once again drew a great number of visitors. It showcased various technologies like VR, hologram, robot and sensory-type video expression. The INTER BEE IGNITION NIGHT, held on the evening of the second day, saw the attempt to create a new interactive live experience through "new sensory live viewing" linked to spectators' smartphones.



INTER BEE CREATIVE

A session jam-packed with the latest imaging technology behind this year's most discussed works
A MEET-UP for creating something new and expanding video creative



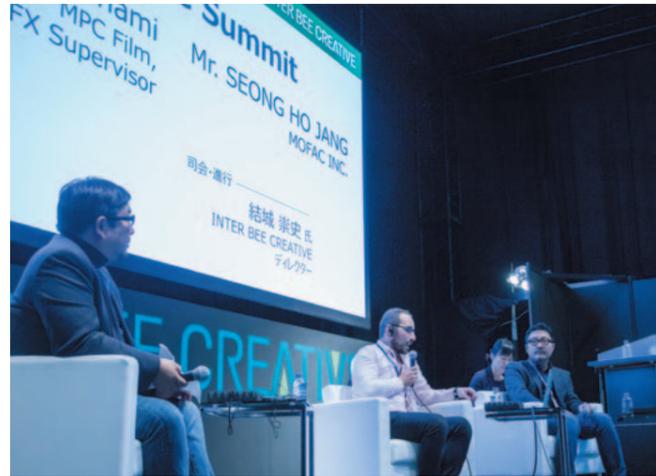
Every year INTER BEE CREATIVE draws many enthusiastic visitors. This session showcased examples about how production tools are used, technology and know-how related to creating video contents from the standpoint of creators who are actually involved in their creation, and developed from a Japanese, Asian and global perspective. This time too it attracted the attention of audiences seeking the latest information.

The INTER BEE CREATIVE keynote address held on the 3rd day, in addition to a super session with director Katsuyuki Motohiro, was jam packed with themes related to VFX creation in famous Japanese and foreign works like director Motohiro's latest work, "Ajin", "Moribito - Guardian of the Spirit" and "the Hollywood version of Ghost in the Shell", and also showcased the latest VFX trends in South Korea and Asia strategies. In addition to the latest imaging technology in movies and televisions, some of this year's also featured different perspectives such as manga, CF, music videos, locally-created movies, paying attention to expansion of video creative and contents.

As part of these initiatives, the INTER BEE CREATIVE MEET-UP was organized for the first time this year to give creators the chance to gather and meet, expand their networks and create something new. Over the course of the 3 days, a great number of people took advantages of the many opportunities offered for socializing, including after-work workshops held by speakers after the INTER BEE CREATIVE sessions, matching services in the Meet-Up area, hands-on trials of the latest products and open lounges for appointments and breaks.

Date:	Nov. 15-17
Place:	Exhibition Hall 8
Area:	392 sqm
The Theme of Keynote Speech:	Top Creator's Super Session: Director Motohiro talks about Asian Creativity
Capacity:	118 seats
The Number of Sessions:	16
The Number of Exhibitors:	7
The Number of Audiences:	1,446
• CREATIVE MEET-UP	
Area:	785 sqm
The Number of Participant Companies:	21
The Number of Fireside Chats:	9 sessions
The Number of Workshops:	6 sessions





As 4K/8K, HDR and video expression media technologies become increasingly complicated and sophisticated, how can each of them be used to create excitement? This year too many visitors listened enraptured to the remarks of creators and production-related personnel involved in the pursuit of beauty, realism, fun on their techniques and the creative process.

The great appeal of INTER BEE CREATIVE is the possibility of listening to VFX creators who have taken part in major productions, not only in Japan, but also in Hollywood and Asia. This time too, in addition to individual lectures, a "Creative Summit" session was held on the last day by Japanese, US and Korean VFX creators.



This extra-large MEET-UP space was first featured in Inter BEE in 2017. Unlike other special project zones and session stages, this is a fun and refreshing event space where stress and formalities are banned. It exemplifies the possibility of a new and free space, in the Inter BEE spirit, where creators from all fields have a chance to create something by meeting and talking to each other.





**Toward a new era in the contents industry
The latest technology gathered**



The opening ceremony held on the first day featured influential guests from the Ministry of Internal Affairs and Communications (MIC); the Ministry of Economy, Trade and Industry (METI); Triveni Digital, Inc., from the United States; Braunschweig University of Technology from Germany; the International Association for Broadcast & Media Technology Suppliers (IABM); and the Brazilian Society of Television Engineering (SET). They performed a gorgeous ribbon-cutting ceremony to commemorate the start of Inter BEE.

Participants in the ribbon-cutting were as follows:

- Mr. Toshiya Nara (Deputy Director-General, Ministry of Internal Affairs and Communications)
- Mr. Yutaka Yoshimoto (Deputy Director-General, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry)
- Dr. Richard Chernock (Chief Science Officer, Triveni Digital Inc.)
- Prof. Dr. Ulrich Reimers (Technical University of Braunschweig, Germany)
- Mr. Peter White (CEO, IABM)
- Mr. Franco Jose Olympio (President, SET)
- Mr. Keiichi Kawakami (Executive Senior Vice President, JEITA)
- Mrs. Megumi Tsuneyama (Chairwoman, Inter BEE 2017 Committee)

“A major driving force for accelerating further growth of the overall economy”

In this year's Inter BEE, numerous items related to important measures of the Ministry of Internal Affairs and Communications (MIC) such as 4K/8K, contents and webcasting, and next-generation broadcast technologies are displayed.

Regarding 4K/8K, a new satellite will be launched at the end of September this year, and preparations for the start of 4K/8K operational broadcasting next December are steadily progressing. Also, on the second of this month in the 4K/8K Broadcasting Promotion Liaison Committee, action plans regarding dissemination and education of the future of 4K/8K broadcasting were formulated and announced and, as the MIC, promotion of said technologies was also reinforced.

Regarding webcasting, the Information Communication Council has compiled an interim report on measures to promote the production and distribution of broadcast contents. Based on this, this year as a MIC project thirteen 4K TV compatible content distribution projects have been adopted and implemented domestically. In addition, related measures regarding simultaneous distribution of mobile terminals are included in the budget proposal for the next fiscal year.

Regarding next-generation broadcasting technology, research and development is ongoing regarding technologies for transmitting and relaying large capacity 4K/8K with a limited frequency band for broadcasting and there is plan to hold demonstration experiments around next Autumn.

In order to reach the mark proclaimed as the government's growth strategy in which 50% of all households in Japan are watching 4K/8K broadcasting by the time the Tokyo Olympic and Paralympic Games are held in 2020, collaboration with public and private sectors must be accelerated.

It is expected that the Inter BEE presentation of Japan's latest technologies and products for the world broadcasting market will be a major driving force not only for the development of broadcasting technology in Japan but also for promotion of the entire economy.



Mr. Toshiya Nara
Deputy Director-General,
Ministry of Internal Affairs and Communications

“This year experience ‘ Beyond 2020’ at Inter BEE”

In December 2018, practical broadcasting of 4K/8K satellite broadcasting will begin, but, along with this, marketing of 4K/8K televisions will be fully accelerated so it is expected that 2.9 million units will ship in 2018, 4 million units in ship in 2019, and 5 million units will ship in 2020.

I think that we should be proud that Japanese equipment and technologies that support 4K/8K broadcasting are leading the world. I am expecting 4K/8K broadcasting with high definition and high presence will bring new experiences to viewers. On the other hand, it is not always sufficient to just set up the viewing environment for the user because it is equally important to provide killer contents.

I heard that this year's Inter BEE will do new attempt to provide a place called “Meet Up” where content production creators gather. As if broadcasting technology and contents are the wheels of a car the market will grow. I greatly expect that new ideas and new content will be created.

As Ministry of Economy, Trade and Industry (METI), we would like to continue future attempts to politically support fostering young producers who create new content, content production using new expression technology, and international development. Furthermore, we would like to cooperate with MIC on the export of infrastructure systems and expanding the key areas of our broadcasting technology oversea.

At the last year's exhibition, the actual technology that will use in the Tokyo Olympic Games / Paralympic Games in 2020 was presented, and I noted that it was a time machine into the year 2020. But this year, as beyond 2020, I am really looking forward to seeing what kind of future in terms of broadcasting or video will come into being beyond the 2020 Tokyo Olympics / Paralympic Games.



Mr. Yutaka Yoshimoto
Deputy Director-General,
Commerce and Information Policy Bureau,
Ministry of Economy, Trade and Industry

“Inter BEE is the place to present the transformation of media that super smart society brings”

Together, many people and organizations aim to realize "Society 5.0", a super smart society: different industries, from startup companies to industries including overseas companies, academic societies such as universities, research and development organizations, and government offices.

While the media industry is in a major transformation period, Inter BEE is holding the event with a record high number of exhibitors which implies that it is a qualified place to present a various of new proposals that Inter BEE handles changes towards the realization of "Society 5.0". The first change is a far-sighted change for the year of 2020. We are exhibiting numerous new technologies and products to produce 4K/8K content more efficiently for 4K/8K operational broadcasting next year. The second change is the utilization of Internet technology and IT technology. We will introduce various proposals and examples such as Internet distribution infrastructure technology and platform services. The third change is to cooperate with VR, AR, artificial

intelligence and robot technology. The media does not only transmit "information" but also expands to convey "experiences", it is the advent of an era where the excitement of sports and entertainment can be distributed as experiences. That is, firstly in the area of production technology, secondly in the area of transmission technology, and in any areas of technology experienced by viewer, we are aiming for further develop media integrated events that show these corresponding new changes.



Mr. Keiichi Kawakami
Executive Senior Vice President,
Japan Electronics and Information Technology
Industries Association (JEITA)



**The launch of 4K/8K broadcasting is lined up about a year after Inter BEE 2017
To the magnificent event symbolizing the excitement of momentum**



After closing the first day of Inter BEE 2017, on the 15th, “Inter BEE 2017 Reception” was held and people from sponsors/associate organizations and exhibitors were invited.

At the beginning, as a representative of the organizer, Mr. Hisato Nagao, president of the Japan Electronics and Information Technology Industries Association (JEITA), took the rostrum and gave a speech. The guest's salutations followed by Mr. Tadahisa Kawaguchi, Chairman of the Special Technical Committee of the Japan Commercial Broadcasters Association (JBA); Mr. Fusaki Matsui, Senior Managing Director, The Association of Radio Industries and Businesses (ARIB). Then, Mr. Atsushi Haruguchi, Director of Engineering Administration Department / Deputy Chief of Engineering, Japan Broadcasting Corporation (NHK), made a toast and all the people gathered in the venue gave a toast together. In the venue, many stakeholders from the broadcasting industry and equipment manufacturers gathered and it became an event that symbolizes increasing momentum toward 4K/8K operational broadcasting starting in December 2018.

“Broadcasting and video technology based on Society 5.0”

Inter BEE, which celebrated its 53rd anniversary and gathered a record number of exhibitors.

Industry 4.0, Connected Industry, and etc., the movement of IoT is becoming active and has the impetus to change the world. What is important at the core of business is how to respond to the needs of the world precisely. In addition to improving productivity on the supply side, there are first time technologies and supply side on concepts that are useful for structure of society, and people's livelihood from the perspective of Society 5.0.

This year Inter BEE has increased specific awareness even more such as “what to do in the world of sound and video” and “how to improve people's lives”. In those circumstances, as I mentioned, it means that technology for IoT is steadily advancing.

Towards Society 5.0 further in future, Inter BEE will become increasingly important especially in the areas relevant to sound and video. I think that you should have a flexible viewpoint that captures good opportunities to collaborate and fuse with all sorts of technologies that create new products and services.



Mr. Hisato Nagao
President,
Japan Electronics and Information Technology
Industries Association (JEITA)

“Solving the problems together with the start of broadcasting at the end of next year in mind”

Inter BEE began the following year after the previous Tokyo Olympics ended, hitting half a century within this year. I feel that it becomes more prosperous every time.

The Association of Radio Industries and Businesses (ARIB) standardizes the communication and broadcasting fields with over 2000 engineers and researchers in all participating in standardization activities.

There are three themes in mind when moving towards 2020: The first one is 5G. Another is the ITS that holds the infrastructure required for automated driving. The third is 4K/8K. Among them all, 4K/8K is the first that will be put into practical use. For about 20 years, NHK has been moving forward with research and development. About 15 years ago at ARIB, discussion began in the standardization related subcommittee. About 4 years ago, the subcommittee initially standardized the studio plan of 4K/8K Hi-Vision and 3 years ago the broadcasting system followed. Last year, the standardization of the receiver was completed and operational broadcasting will begin soon within this next year.

People from broadcasting organizations are carrying out standard maintenance while making various reviews etc. on the test broadcasting level. Today, 4K/8K was taken up by Inter BEE's keynote lecture as a theme, I learned that there are a lot of problems and tasks in the respective fields. I think that we have to solve them one by one and connect it all by the end of next year.

In order to make a smooth start, I would like to ask the entire industry for your cooperation as well as the people who have come here to this venue today.



Mr. Fusaki Matsui
Senior Managing Director
Association of Radio Industries and Businesses (ARIB)

“Continues international sports events to innovate broadcasting technology”

Since the Winter Olympic Games / Paralympic Games are held in February 2018 in PyeongChang, Korea, each private broadcaster is also busy preparing for the relay. The FIFA World Cup is held in Russia in June, and the Rugby World Cup in 2019 in Japan and the Tokyo Olympic Games / Paralympic Games in 2020 are lined up. Taking advantage of such international sports events, there are many precedents to mark that innovation of broadcasting technology has occurred. We would like to continue making efforts in order to transmit the power and emotion of sports to all viewers.

In December 2018, 4K/8K operational broadcasting starts at BS. The day is approaching when we can deliver our viewers richly textured and realistic feeling, after incorporating ultra-high resolution imaging technologies and HDR on television broadcasting.

Inter BEE this year is literally a treasure trove of technical information and a place to exchange valuable opinions between private broadcasting stations facing the construction of broadcasting facilities for 4K programming and the establishment of the workflow. We would like to ask for further support and cooperation from broadcasting equipment manufacturers and related parties.



Mr. Tadahisa Kawaguchi
Chairman of Special Technical Committee
Japan Commercial Broadcasters Association (JBA)

“Make the Tokyo Olympic Games / Paralympic Games the best festival in the world with the support from all industry stakeholders”

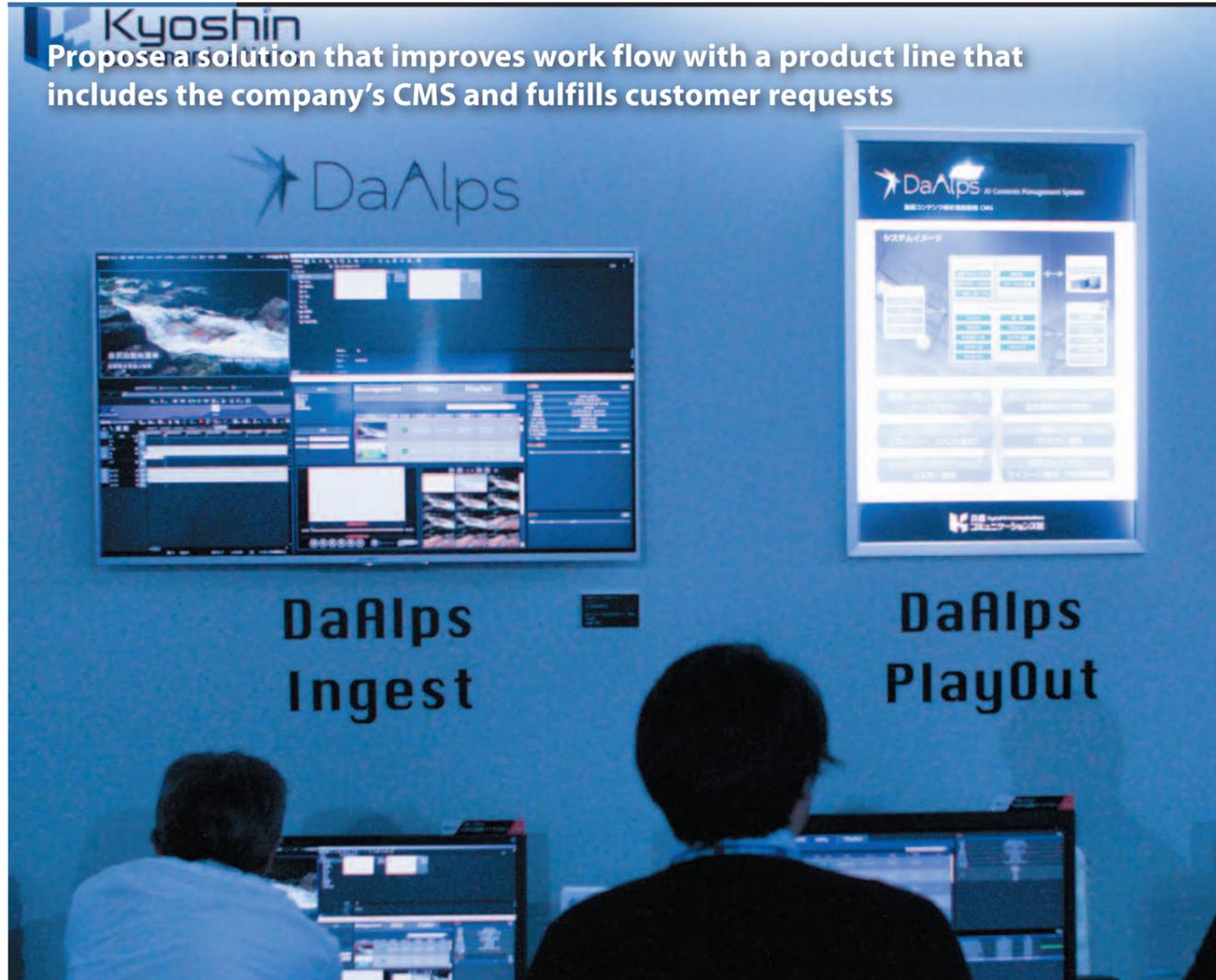
The Japan Broadcasting Corporation is one of the exhibitors from this Inter BEE. For the first time this year, we would like you to see our 8K production images and each kind of production equipment that is exhibited. These are exhibited to show you actual items to the best of our ability with the hope that you, all the producers, will understand 8K production. As an eye-catcher, we have brought 8K relay vehicles to the venue. Three days ago, we brought the vehicles which we used at the NHK Trophy figure skating competition in order to display the exact production site equipment as it is currently used.

At the PyeongChang Olympics in February next year, 8K public viewing will be held by broadcasters nationwide. We plan to advertise about it over the air. We also offer services for PCs via the Internet or services for smartphones. We are also considering offering 4K content for TV.

At the Tokyo Olympic Games / Paralympic Games in 2020, everybody from broadcasters, manufacturers, and to the staff involved in the industry will cooperate together and try to make it the best festival in the world. Therefore, as a member, we would like to do our best to make this festival more inspiring.



Mr. Atsushi Haruguchi
Director of Engineering Administration Department,
Deputy Chief of Engineering,
Japan Broadcasting Corporation (NHK)



Kyoshin Communications Co., Ltd. provides video solutions in a wide range of fields such as broadcasting, video production, education, local government, and medical care. They exhibited at the Inter BEE 2017 continuously focusing on systems that consistently provide solutions. As a distributor, they displayed solutions dealing with vendors' internal and external products, this time, they also showed a dynamic display of their own CMS (Contents Management System) "DaAlps" that is under development, and more generously provided lineups of elements that constitute solutions.

As the company nurtures the important theme of providing solutions, what is the purpose of the exhibition at the Inter BEE 2017, and how do they evaluate it? We interviewed Mr. Takashi Mizushima, Kyoshin Communications Co., Ltd., Vice Division Manager, Sales & Marketing Div. & General Manager, Creation Sales Dept., Sales & Marketing Div..



Mr. Takashi Mizushima
Vice Division Manager,
Sales & Marketing Div. & General Manager,
Creation Sales Dept., Sales & Marketing Div.,
Kyoshin Communications Co., Ltd.

To provide solutions smoothly Offers a place to communicate with customers

■ What is the exhibition theme and purpose?

At the Inter BEE, we mainly showcases solutions. This is a constant theme every year, and we are thinking to carry out a proposal not just introducing a single product but a proposal that leads to improve overall workflow. In order to smoothly provide solutions, communication with customers is crucial. Therefore, at an exhibition venue like Inter BEE, it is essential to have a space to have a relaxed meeting or business conversation while looking at the surrounding products on display so we prepared a café-like space where we offer drinks such as coffee and you can sit and have a meeting. I think there are very few examples of preparing this kind of space even if you look around the entire Inter BEE.

In the Inter BEE 2017, we gathered our client companies at the booth and held user meetings on the first and second day. Through communication with developers of overseas vendors, we utilize the Inter BEE not only as an exhibition but also as a place to communicate with customers, which also connects to feedback on the needs of Japanese users and improvements in our products.

■ Appealing collaboration with 8K system and in-house CMS

The solution was exhibited in 6 fields: "8K/4K/HDR/VR/Real Time Finishing", "Ultra High Speed Shared Scale-out Storage", "Contents Management", "220-inch 4KLED Display", "Audio&Video Broadcast Editing", and "Archive". Among them, we focused on the editing systems including 8K. The Spanish company, SGO's post-production solution "Mistika", Kyoshin Communications serve as Japan general agent, provides workflow of 8K/4K. Even at the time of the Inter BEE 2016, Mistika was compatible with 8K editing, but this time it clearly showed that development was sufficiently advanced so that it can be used as an 8K editing system. For instance, new features include enabling collaboration with other systems via high-speed shared storage.

Mistika can simultaneously monitor output of SDR and HDR videos. Since SDR and HDR videos can be checked at the same time, it can lead to an improvement of work efficiency. Also, by adopting the compression format of the camera as it is, the material can record data for a long time even with small capacity storage. With compressed data, it becomes possible to save and reuse.

Another new highlight is the dynamic display of CMS "DaAlps" which was developed uniquely by the company. Many applications of CMS have been provided, and even Kyoshin Communications handled overseas products. However, overseas vendors frequently merge and are acquired, so sustained development cannot be guaranteed. As a result, we developed DaAlps at our company and exhibited a prototype. This time is the first opportunity to present a full-fledged dynamic exhibition. We set a goal to provide it in April 2018.

DaAlps was developed based on customer requests. In the archive, in order to make it possible to use telop data as metadata, the function to recognize the telop letters on the video using artificial intelligence (AI) and to convert it into data is added. The goal is to reduce the work of "attaching metadata" to telop data. We are also considering improvements to digitization via a voice-to-text feature.

■ Positioning it as the biggest event and continued exhibition

At Kyoshin Communications, we exhibit at nearly 20 events per year and the Inter Bee exhibition is regarded as the most important

event. There are many visitors, and we receive many responses not only from existing customers but from new customers as well. That is why we think that it is crucial to keep exhibiting. Especially this year, as the 4K/8K operational broadcasting begins in December 2018, the awareness of preparations is increasing, and communication leading to the project after next year (2018) is proceeding.

In the booth at this time, we chose "all lights off" for ceiling lighting for the first time. This was a big difference from previous exhibitions. Turning off all the lights in the booth made a good impression beyond what was expected, and we would like to consider it for future exhibitions. In the Inter BEE, our inside and outside affiliated companies gathered. It is a precious place to check the trend of the industry as we develop and sell our own products and also it is a chance to find a partner that we can cooperate in developing products and services with.

The Inter BEE is also a place for new encounters and a place to connect with existing customers. We would like to continue exhibiting while valuing such connections and communication in the future too.

Representing the 8K World, from camcorder video production to consumer televisions, in a Joint Booth with Partner



Sharp Corporation exhibited their range of 8K products such as 8K imaging monitors, 8K televisions, and 8K camcorders at the International Broadcast Equipment Exhibition 2017 (Inter Bee 2017) held in Japan. The booth was shared by Sharp and ASTRODESIGN Inc. The joint booth proposed total 8K solutions by integrating Sharp products related to video gateway such as cameras and displays with video production system of ASTRODESIGN.

With what intentions did Sharp participate at Inter BEE 2017? What was the implication of jointly exhibiting with ASTRODESIGN? To clarify these questions, we spoke with Mr. Hirokazu Nishiyama who is serving as Executive Officer, Member of the Board, and Head of 8K Ecosystem Business Strategy Office at Sharp Corporation.



Mr. Hirokazu Nishiyama
Executive Officer,
Member of the Board
Head, 8K Ecosystem Business Strategy Office,
SHARP CORPORATION

Refining the 8K Ecosystem that is the pillar of future business of the newborn Sharp.

■ What is the exhibition theme and purpose?

There were talks that Sharp is exhibiting in Inter BEE for the first time in Inter BEE 2017. However, we found very old company records of our participation in the exhibition. Nonetheless, Sharp is not a regular participant of Inter BEE and it can be said that the "Newborn Sharp" with its new capital management structure has been introduced in Inter BEE for the first time. We believe that it is significant that the newborn Sharp jointly participates with ASTRODESIGN this year.

At Sharp, we have been continuously involved in research and development of 8K. Our niche area is display systems, and apart from offering 8K video monitors, we were the world pioneers in commercialization of 8K televisions. In this exhibition we are also exhibiting world's first 8K camcorders which we have developed in collaboration with ASTRODESIGN. Sharp is working towards materialization of an "8K Ecosystem" that consistently provides complete solutions, from shooting to recording, editing, and display of videos. However, we do not have a

lineup of all the components, and therefore Sharp and ASTRODESIGN have joined hands in order to provide total solutions as a single form of 8K ecosystem.

■ Exhibiting a product lineup focused on the 8K era

In the Sharp-ASTRODESIGN joint booth, we have exhibited cameras and display systems. One of the products is the world's first professional-use 8K camcorder "8C-B60A". This is an all-in-one camcorder capable of shooting, recording, play back, and line output of 8K 60p videos. Having expertise in display technology and commercialization of products, we are renowned for our liquid crystal products. We did launch professional-use cameras about 30 years back and were selling consumer-use "liquid crystal viewcams" until 2004, but cameras were not necessarily our stronghold. This time we have been able to develop and launch the world's first 8K camcorder owing to the technical cooperation of ASTRODESIGN. In the display range of products, we are exhibiting 8K video monitors and 8K televisions. As large-sized professional-use 8K video monitors, we have exhibited 85V <LV-85001> and 70V <LV-70002>. The 85V monitor was developed in response to the commencement of 8K trial broadcast-

ing in the year 2016, and it was actually used nationwide in Japan to receive the trial broadcast of the Rio De Janeiro Olympics. In the professional-use category, we have a 27V small-sized monitor as a reference exhibit and have also proposed its application in 8K monitors at video production sites.

This is the world's first 8K television produced for actual 8K broadcasting which will start in December 2018. It will be launched in Japan in December 2017 in 70V 8K compatible liquid crystal television "AQUOS 8K" <LC-70X500>. We plan to launch a receiver tailored for broadcasts in 8K resolutions, which will be sold separately. By connecting this receiver, viewers will be able to enjoy 8K broadcasts in their homes.

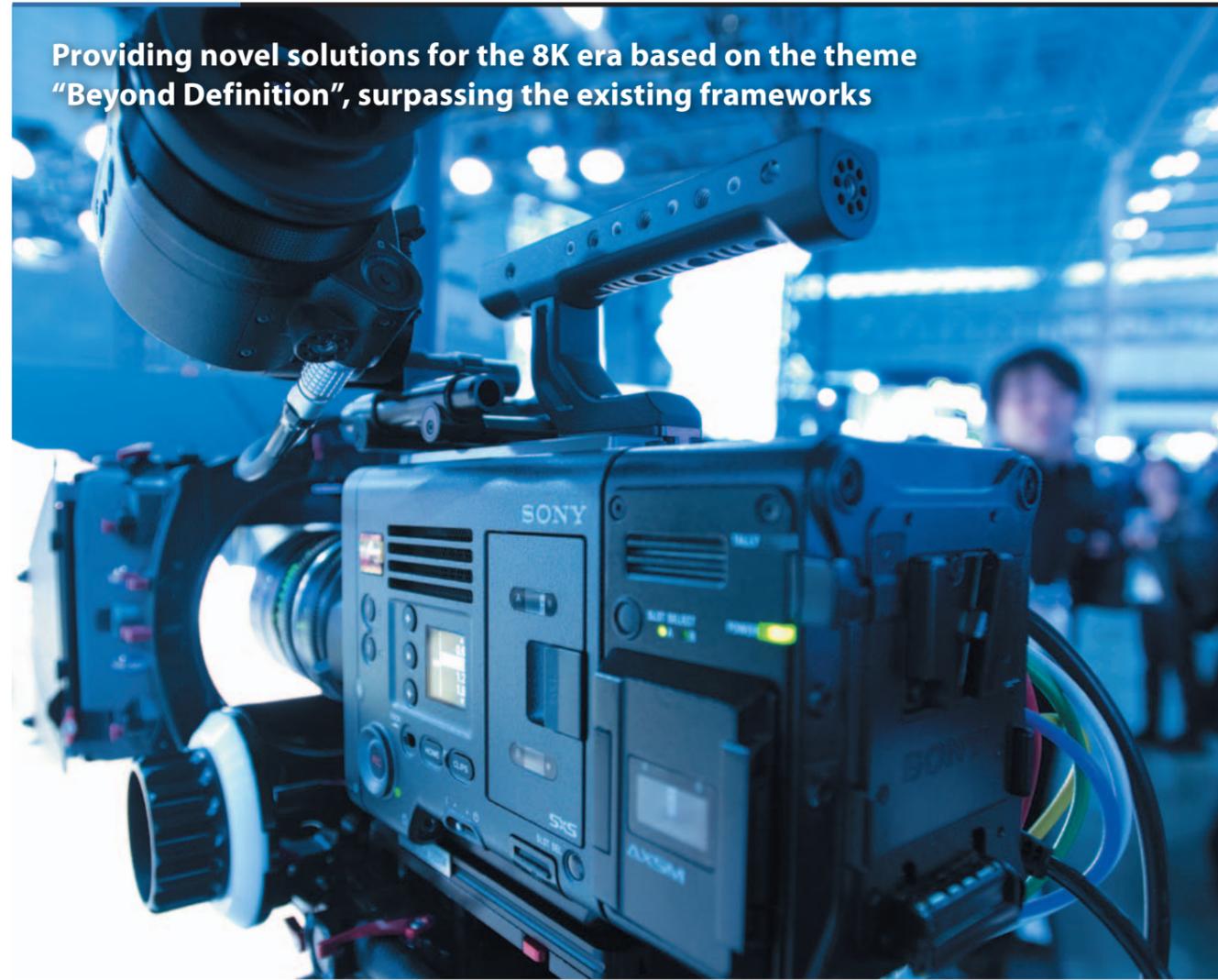
■ Leaping forward in the 8K business using "expectations toward Sharp" as an impetus

In the path for implementing the 8K Ecosystem being aimed at by Sharp, I believe this time we were able to demonstrate one form of 8K ecosystem by partnering with ASTRODESIGN, who have been very strong partners. On the other hand, we also intend to partner with different companies in different fields. We are open to collaborations with any of the participating companies

for areas in which our research and development are not so strong.

The actual 8K broadcasting will not commence until after one year, which is a long time for the products to fade away from the memory of the visitors. In future, customers will be naturally inclined to buy 8K if we are able to offer 8K and 4K systems and equipment in the same way at the same prices. Consumers will opt for 8K without any hesitation if there is a price drop by even a single digit owing to technical advancements. At this year's Inter BEE, I feel a sense of pride that many realize the 8K world has come very close.

Inter BEE is the largest exhibition for broadcasting equipment in Japan and I personally visit it every year. This year I had a chance to speak with people who visited our booth. A lot of people expressed that they were "delighted to visit the Sharp booth", "overwhelmed with the 8K monitor", and "impressed with all-in-one camcorder at reduced cost". I felt that since this was our first appearance at the exhibition, people had high expectations from us. It was a great decision to exhibit the 8K ecosystem at this event. I believe this will be the starting point for the 8K business of the newborn Sharp.



Providing novel solutions for the 8K era based on the theme "Beyond Definition", surpassing the existing frameworks



Sony Corporation set up their booth at Inter BEE 2017 with their latest video solutions such as 4K/8K, HDR, IP live transmission, etc. The booth is shared by three companies; Sony Corporation, Sony Imaging Products & Solutions Inc., and Sony Business Solutions Corporation. Sony Imaging Products & Solutions Inc., a new company established on April 1, 2017, has inherited Sony's solutions businesses like the consumer-use camera business and the professional-use broadcasting products business.

We asked Mr Hideki Komine who is the General Manager for Value Creation Division and Marketing Department at Sony Business Solutions Corporation about the intention of Sony Group's participation at Inter BEE 2017 and the response they are receiving.



Mr. Hideki Komine
General Manager,
Value Creation Div. and Marketing Dept.
Sony Business Solutions Corporation

Materializing the coming 4K/8K world and "Passion to walk along with the customers"

■ What is the exhibition theme and purpose?

For several years, Sony's theme for Inter BEE has been "Beyond Definition". This theme reflects our determination of pursuing possibilities in the video business that surpasses all previous frameworks. It reflects our passion that Sony is not growing by itself but is creating the 4K/8K era together with its customers.

This time Inter BEE was held on the largest scale in its history, occupying Makuhari Messe International Exhibition halls 1 through 8 for the first time ever. This signifies the tremendous growth in the imaging industry, with the booths also witnessing a lot more visitors compared to the previous years. Not just for Sony, but I hope that this event will give a further boost to the growth and expansion of the entire imaging industry.

■ Exhibiting New 8K Camera Systems and Cinema Cameras

At Inter BEE 2017, we exhibited the new camera systems at the same place. One of these systems is the 8K camera system "UHC-

8300". It is a newly developed 3CCD (charge coupled device) camera equipped with three 1.25 type 8K CMOS (complementary metal oxide semiconductor) sensors, making it a compact and small-sized 8K 3CCD camera. Since it has a deep depth of field, it is suitable for shooting content, such as, sports events that require a wide-range focus. It is also capable of shooting up to 120p, making it possible to shoot fast moving subjects with clarity. Despite being an 8K camera, it can simultaneously output 4K and HD content, and hence it can be said that it has a wide range of application that is not restricted to 8K.

We also exhibited a new cinema camera that can be used for cinema production. "VENICE", is a top-of-the line CineAlta camera considered to the most advanced CineAlta camera. It is equipped with newly developed full frame 36 x 24 mm full-frame sensors with 6K resolution. Since it supports anamorphic lens that are rapidly gaining popularity in the field of cinema photography, it can be used for viewing images in which oval blur can be obtained at a wide angle of view. Film-like video expression can also be refined by refining the optical processing.

We also exhibited the latest solution for IP-based live solutions "IP Live Production System". The 8K and 4K video data can also be

transmitted via the IP transmission line to the AV over IP interface transmission system "network media interface" (NMI). It is also capable of sending control signals and sound via IP. With the application of IP, we are now able to use new shooting methods such as remote production; wherein the camera is located at the site while the switcher, etc., are operated at the head office. With the collaboration of Internet Initiative Japan (IJ) and Nexion, we demonstrated remote production at the booth by connecting the Head Office of IJ based at Iidabashi and Makuhari Messe with IP network.

On the other hand, in order to make use of the existing workflow, we are also working on meeting the 12G-SDI standards so that the existing system configurations can also be used in 4K live equipment. Apart from NMI that uses IP, we also showcased a product lineup that meets the SDI standards and is compatible with the 4K era. The newly developed multi-format switcher processor "XVS-9000" planned to be launched in Autumn of 2018 is capable of large-scale live productions of up to 80 inputs at 4K resolution. Apart from being able to simultaneously produce HD and 4K content, it is compatible with both 12G-SDI and NMI.

■ More Excitement for the 8K Era

We are on the verge of commencement of practical use of 4K/8K broadcasting in December 2018. Based on our conviction that we can produce 8K-compatible systems, at Inter BEE 2017 we showcased the accomplishments of the Sony Group that has worked on technological developments to product developments. Nonetheless, we are not just targeting practical 8K broadcasting, but as Sony Group we believe we must propose a wide range of application methods. For instance, 8K is not restricted to reception and display of television broadcasts but is a technology that brings vitality to large screen public viewing. We would like to propose solutions not just for television broadcasting but also solutions intended for raising its status.

The seminars at Inter BEE 2017 have also been enriching. The number of participants have also been rising. Sony will continue to exhibit its products at Inter BEE with as much efforts as possible in future as well. We intend to continue the excitement in the video recording industry by cooperating with Japan Electronics and Information Technology Industries Association (JEITA) that organizes Inter BEE.



Producing many entertainment space with clear sounding music



Pioneer DJ Corporation was originally started from DJ equipment related department of Pioneer and it was founded in 2014. The company harnesses its traditional approach, which stems from the release of the flat-top DJ player the “CDJ-500” in 1994, and its new creativity, which is nurtured by its independence from Pioneer, to develop and provide professional audio equipment.

Pioneer DJ sells audio devices and provides a total solution that encompasses the entire process from the player to the speaker. We interviewed two people about the exhibition at the Inter BEE 2017: Mr. Norihito Nagamatsu, Pioneer DJ Corporation, Manager, Entertainment Space Sales Promotion Group, Sales management Group, and Mr. Yuji Murai, same company, Entertainment Space Planning Group, Business Planning Management Group.



Mr. Norihito Nagamatsu (left)
 Manager
 Entertainment Space Sales Promotion Group
 Sales management Group
 Pioneer DJ Corporation

Mr. Yuji Murai (right)
 Entertainment Space Planning Group
 Business Planning Management Group
 Pioneer DJ Corporation

**Display the speaker lineups at once
 Promote the clarity of sound and brand**

■ What is the exhibition theme and purpose?

The company was incorporated in 2014 as Pioneer DJ Corporation and has exhibited at the Inter BEE since 2015. This Inter BEE 2017 marks the third time to participate. Handling a wide range of DJ equipment, we held a booth at the professional audio division with the speakers as the focus. This exhibition aimed to expand recognition of our PRO AUDIO business and connect with people in the industry.

Pioneer DJ audio equipment is introduced and used at music-centered entertainment space such as clubs, bars, and dance studios etc. Ranging from small scale shops to studios or halls that cater to a thousand of people, there are already as many as 50 installation examples in Japan as well as about 200 shops overseas. For example, in clubs, speakers are usually used at high volume and we might imagine the sound is very noisy, which is where Pioneer DJ's speakers excel having received high evaluations for clear and natural expression even at

these high volumes. It is a sound quality that does not make you tired while listening.

■ Fully displayed the two product lineups

At the Inter BEE 2017, we mainly displayed speakers for PA/SR (Public Address/Sound Reinforcement) among Pioneer DJ's acoustic equipment product line. These speakers transmit sound and music to a large number of people at shops, events, dance studios, etc. The booth was divided into two large areas and showed passive speakers “XY Series” on one side and active speakers “XPRS Series” on the other side. Both exhibited new products and showed visitors that we were able to expand them to a full lineup.

The passive speaker XY Series is mainly designed for fixed installations in clubs, music bars, live houses, dance studios, etc. At this time, the new products, the three-way full range speakers “XY-3B” and “XY-3B” are exhibited. The XY-3B is one of the top models of the XY Series that configures two 12-inch low frequency drivers, one 8-inch midrange frequency driver, and a 1-inch high frequency compression driver. It allows delivery of loud volumes with clear and natural sounds into the distance. The XY Series added the top models and the lineup is completed. What is more, in

the XY Series a white model is prepared and exhibited. From the low end to the top end of the lineup, the white products can be chosen so it is easy to harmonize with the interior of shops and its usage will expand.

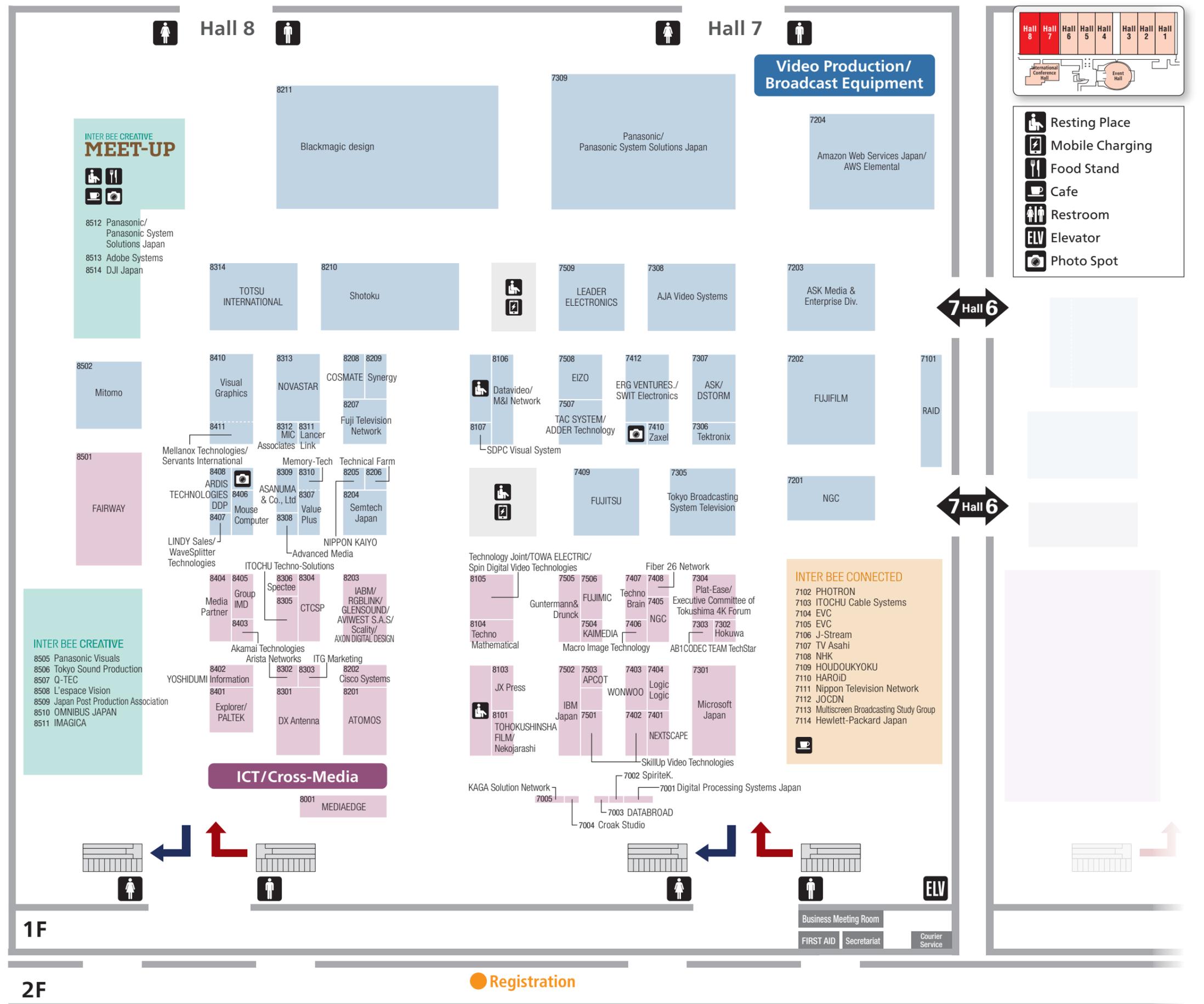
The XPRS Series active speakers with a built-in amplifier module can be permanently installed and can also be utilized as portable audio equipment to events. In the Inter BEE 2017, full line-ups were displayed including the new products: “XPRS 10” and “XPRS 115S”. The XPRS 10 is a 10-inch full range active speaker. It is the product that meets customer demand based on those who asked us “are there more compact sizes” in the existing 12-inch and 15-inch product lineups. The XPRS 115S is a more compact type subwoofer than the existing product and it has also improved its usability.

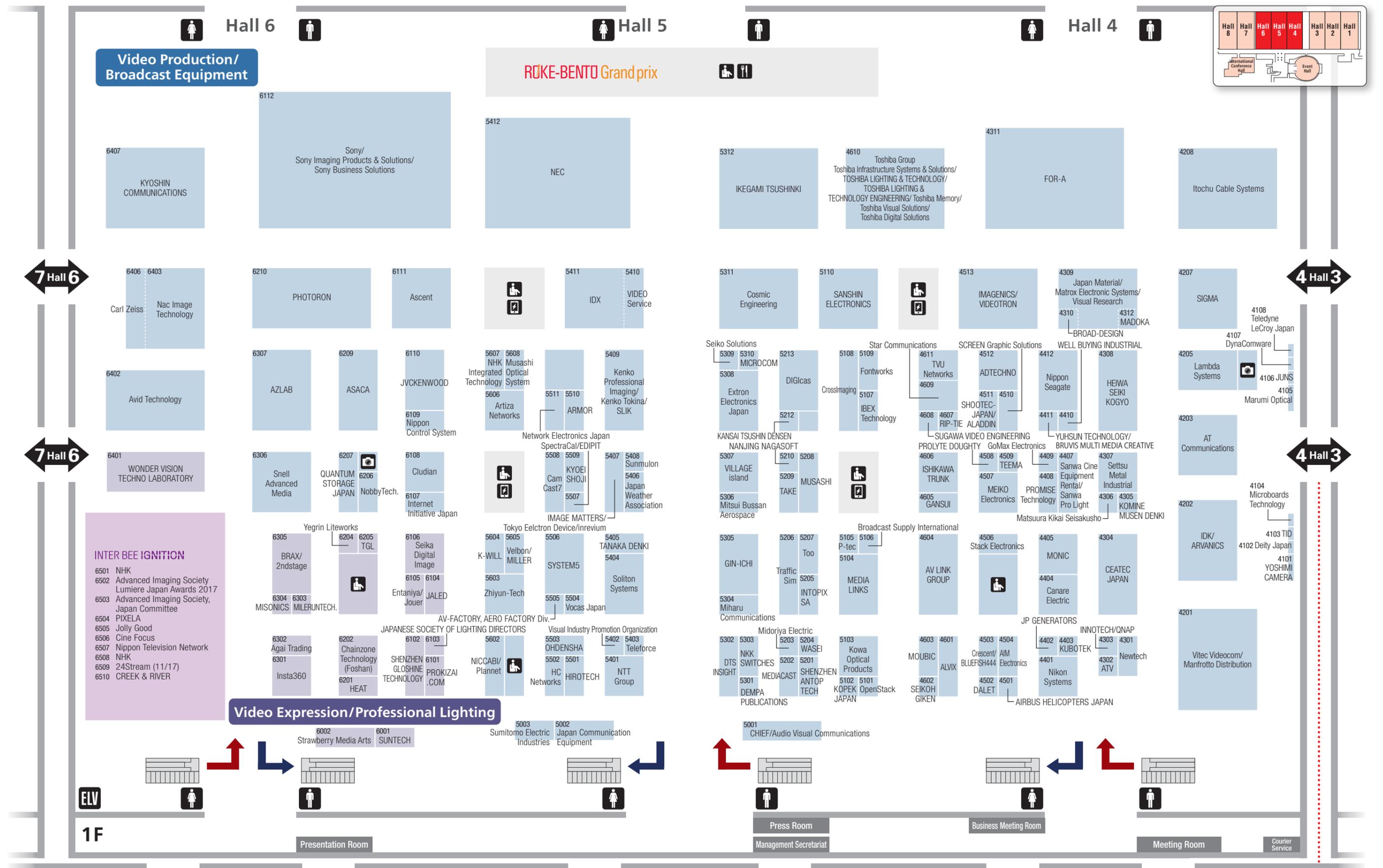
On the walls of the booth, we displayed example photos of the clubs and dance studios that have installed the XY Series and the XPRS Series, and played DJs and PA engineers' real opinions on the display. At a bar etc., generally it is difficult to talk near the speaker and people tends to stay there for a short period of time, but we received real feedbacks from shops that after introduction of Pioneer DJ products, while there might be loud music, customers stay longer without any interruption to their conversations.

■ Expecting increasing visitors from overseas

At the venue of Inter BEE 2017, while showing the displayed products, we introduced introduction examples and detailed product explanations, as well as aiming to have the lineup of speakers and expanded speakers evaluated. The shops in Japan that installed our products told us that after introducing Pioneer DJ's speakers, there has been an increase in foreign customers who are picky about sound. We have great expectations to the Inter BEE as a place to feel loud sound with clear and natural sounds that they were unexperienced before.

Our Pioneer DJ speakers have many installation cases not just in Japan but also, primarily, overseas in Europe, and where they received high ratings. However, it is quite difficult to actually expand business internationally. We would be thrilled if more international visitors would come to this international event Inter BEE, and look forward to being able to have earnest business discussions with them. At the Inter BEE business tour, for instance, if Inter BEE takes a more aggressive approach to gathering visitors, especially from Southeast Asian countries, then it will be easier for us to use it for global business.





1F

2F

Presentation Room

Press Room

Management Secretariat

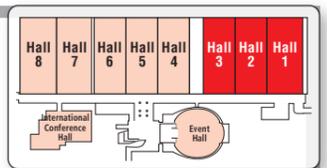
Business Meeting Room

Meeting Room

Courier Service

From Kaihin-Makuhari St.

Event Hall INTER BEE EXPERIENCE X-Speaker



**Video Production/
Broadcast Equipment**

Hall 3

3509 Canon/ Canon Marketing Japan

3508 Hitachi Kokusai Electric

3507 UNITEX

3506 IP SHOW CASE

3505 Grass Valley

3504 SKY Perfect JSAT

3503 EMC Japan

3502 NKL/Backstage Equipment/ Grip Factory Munich/ KFX Technology/ IDEomotor Robotics/ ACEBIL JAPAN

3501 NIPPON VIDEO SYSTEM/ ACEBIL JAPAN

3315 ASTRODESIGN/ Sharp

2611 NHK/JEITA

3414 Roland

3314 Media Garden/ KOTO ELECTRIC/ KOKUSAI SHOMEI/ Fuji Light Commercial Trading

2610 Techno House

3413 NIXUS Hokkaido Nikko Telecommunications

3311 Ideal Systems Japan

3312 Morisawa

3212 Socionext

3107 Media Partner

2612 Media Partner

2509 MATSUDA TRADING

3412 Harmonic Japan

3310 Fujitsu Electronics

3309 TMS

3213 NAB SHOW 3210 IBC

3105 OA LABORATORY

2609 EIDEN

2508 JAVCOM

2506 LSI JAPAN

3409 BELDEN/ TOMOCA

3408 WOWOW Entertainment

3308 Carina System

3209 Capella Systems

3208 HGST Japan/ G-Technology

2608 FUYOH VIDEO INDUSTRY

2507 LUMANTEK

2506 LSI JAPAN

3604 Nippon Steel & Sumikin Welding

3603 Wellcraft

3602 HOSOGIKEN

3601 PEARL OPTICAL INDUSTRY

3406 TOMOCA Electronics

3407 Noga Japan

3404 HIRAKAWA HEWTECH

3405 INTER-TEC

3402 NEP

3403 I.S.X./ OptoMedia Technology

3401 FUJIKOWA INDUSTRY

3306 Duplex

3304 Y.D.S. Pro shop

3305 Mobile Viewpoint

3302 SITune

3303 KOBA

3202 LUMICA

3204 RIKEI

3201 3MIM

3104 IPTV FORUM JAPAN

3103 SET

3102 ARIB

2606 ANRITSU

2607 COMART SYSTEM

2504 Fuchu Giken

2505 Laguna Hills/ DATATON

2605 HIROSE ELECTRIC

2604 ITE

2603 KATO ELECTRIC INDUSTRY

2502 YUASA

2501 YUASA

2602 Forest Dyne Systems

2601 THREEM

2009 Kawasaki Heavy Industries

2008 Wedge

2007 Tozai Trading/ AdvTECH

2010 Oinu Vision

2006 STUDIO EQUIPMENT

2003 Kansai Broadcasting Equipment Exhibition

3001 PROSPER ELECTRONICS

3003 Croak Studio

3002 Kansai Broadcasting Equipment Exhibition

Hall 2

2114 hibino chromatek Div./ Studer Japan Broadcast/ Nihon Onkyo Engineering/ ELECTORI/ Hibino Lighting/ Hibino Arcs

2419 RESONETZ AIRFOC

2418 GENELEC JAPAN

2417 MI Seven Japan

2216 OTARITEC

1516 Hibino Intersound/ELECTORI

1311 Shure Japan

1211 Yamaha Music Japan

2415 ROCK ON PRO

2412 CRYPTON FUTURE MEDIA

2413 Tanizawa Seisakusho

2314 Media Integration MI Division

2315 CAEL WORKS

2316 inMusic Japan

2312 Penn Fabrication Japan

2313 ANTELOPE AUDIO

2310 OSAKA KOHKI

2212 LIVEGEAR

2211 TASCAM/ TEAC

2210 REOS

2113 Audio-Technica

2112 Fourbit

2111 ACOUSTIC FIELD

1513 Techno House

1514 REWIRE

1515 Laguna Hills

1512 MIT

1511 Wide Trade

1509 Hanaoka Musen Denki

1508 Luminex Japan

1411 TAC SYSTEM

1409 Continental Far East

1410 SANKEN MICROPHONE

1309 Martin Audio Japan

1308 ICONIC

1306 Tech Trust Japan

1307 Crescent

1209 Bestec Audio/ Beotech

1208 ONKYO TOKKI

1206 S.C.ALLIANCE

1207 ARTWIZ

1205 Bose

1203 Solid State Logic Japan

1201 Sennheiser Japan

2406 Attain

2405 ONTEC

2404 THEFINE

2306 MTS & PLANNING

2307 Fraunhofer IIS

2305 PULSE

2304 ZOOM

2206 AMPHENOL AUDIO

2205 MORSON JAPAN

2204 UETAX

2109 Dan Dugan Sound Design

2110 digicom

2108 EXCEL

2107 KOTOBUKI

1506 Gibson Guitar Japan

1507 Cornes Technologies

1505 Catch Me

1407 NTI Japan

1406 EASTERN SOUND FACTORY

1405 SAE KOREA

1404 Yamaki Electric

1304 Groove

1302 Mix Wave

1303 DSP Japan

1301 Suyama Dental Laboratory

1502 Nihon Electro Harmonix

1503 ITOCHU Cable Systems

1501 FOSTEX

1500 Gudsen Technology

1402 Pioneer DJ

1401 AZDEN

1400 SUZUKI IDC

1301 d&b audiotechnik Japan

2402 Japan Radio

2403 Gudsen Technology

2401 NIHO MARUKO

2202 ITOCHU Cable Systems

2203 Bosch Security Systems

2201 Miyaji Music

2103 Bosch Security Systems

2104 Dream

2102 Williams Sound

2105 Tekwind

2106 TACHII ELECTRIC WIRE

2005 STUDIO EQUIPMENT

2004 Qonplus

2001 Volt Ampere

2002 SOUTHERN ACOUSTICS

2003 A.O.M.

1005 J.TESORI

1003 Sunphonix

1004 Digital Laboratory

1002 ON Clear Sounds

1001 d&b audiotechnik Japan

Professional Audio Equipment

INTER BEE EXPERIENCE

- X-Headphone**
Headphone Trial Listening Experience Exhibition
- 1118 Yamaha Music Japan
 - 1117 Sennheiser Japan
 - 1116 Roland
 - 1115 Shure Japan
 - 1113 ULTRASONIC
 - 1112 Audio-Technica
 - 1111 OPPO Digital Japan/ emilai
 - 1110 TEAC

- X-Microphone**
Microphone Trial Listening Experience Exhibition
- 1119 Sony Video & Sound Products
 - 1109 Audiobrains
 - 1108 Miyaji Music
 - 1107 Roland
 - 1106 Audio-Technica
 - 1105 Tech Trust Japan
 - 1104 Sennheiser Japan
 - 1103 J.TESORI
 - 1102 SOUTHERN ACOUSTICS
 - 1101 UETAX

1F

2F

Business Meeting Room
Secretariat

Suite Room
d&b audiotechnik Japan

Registration

Professional Audio Equipment Hall 1-2

- 2003 A.O.M. Corporation
- 2111 ACOUSTIC FIELD INC.
- 2303 Acoustic Technical Laboratory
- 2206 AMPHENOL AUDIO
- 2313 ANTELOPE AUDIO
- 1207 ARTWIZ Inc.
- 1310 Audiobrains Ltd.
- 2113 Audio-Technica Corporation
- 1402 AZDEN CORPORATION
- 1209 Beetech Inc.
- 1209 Bestec Audio Inc.
- 2103 Bosch Security Systems LTD.
- 2203 Bosch Security Systems LTD.
- 1205 Bose Corporation
- 2315 CAEL WORKS INC.
- 1505 Catch Me Co.,Ltd
- 1001 Clear Sounds
- 2208 Comodo Mattina INC
- 1409 Continental Far East Inc.
- 1506 Cornes Technologies Limited
- 1307 Crescent Co., Ltd.
- 2412 CRYPTON FUTURE MEDIA, INC.
- 1301 d&b audiotechnik Japan
- 2109 Dan Dugan Sound Design, Inc.
- 2110 digicom Ltd.
- 1004 Digital Laboratory Inc.
- 2104 Dream Inc.
- 1303 DSP Japan Ltd.
- 1406 EASTERN SOUND FACTORY Co.,Ltd.
- 1516 ELECTORI CO., LTD.
- 2108 EXCEL INC.
- 1502 Fostex Company
- 2112 Fourbit Corporation
- 2307 Fraunhofer IIS
- 2418 GENELEC JAPAN Inc.
- 1507 Gibson Guitar Corp. Japan
- 1305 Groove co., ltd.
- 1509 Hanaoka Musen Denki Co.,Ltd.
- 1412 hibino corporation hibino pro audio sales Div.
- 1412 Hibino Intersound Corporation
- 1516 Hibino Intersound Corporation
- 1308 ICONIC
- 2316 inMusic Japan K.K.
- 2202 ITOCHU Cable Systems Corporation
- 1005 J.TESORI Co.,Ltd.
- 2107 KOTOBUKI Co.,LTD
- 1515 Laguna Hills, Inc.
- 2215 LINKX ELECTRONICS CO., LTD.
- 2213 LIVEGEAR Inc.
- 1508 Lumindex Japan K.K
- 1309 Martin Audio Japan Inc.
- 2314 Media Integration, Inc. MI Division
- 2417 MI Seven Japan, Inc.
- 1510 MIT INC.
- 1302 Mix Wave, Inc.
- 2201 Miyaji Music, Inc.
- 2205 MORSON JAPAN CO., LTD.
- 2306 MTS & PLANNING Co., Ltd.
- 2309 Neutrik Limited
- 2302 Nihon Electro Harmonix K.K
- 1407 NTI Japan Limited
- 1002 ON INCORPORATED
- 1208 ONKYO TOKKI LTD.
- 2210 OSAKA KOHKI CO.,LTD.
- 2216 OTARITEC Corporation
- 2312 Penn Fabrication Japan INC.
- 1501 Pioneer DJ Corporation
- 2305 PULSE Co., Ltd.
- 2004 Qonplus Inc.
- 2212 REOS Co.,Ltd.
- 2419 RESONETZ AIRFOLC INC.
- 1514 REWIRE INC.
- 2214 Riedel Communications GmbH & Co. KG
- 1512 Riko Associates/Audio Tech
- 2415 ROCK ON PRO
- 1206 S.C.ALLIANCE INC.
- 1312 SAE KOREA
- 1410 SANKEN MICROPHONE CO., LTD.
- 1201 Sennheiser Japan K.K.
- 2311 Shizuoka Inc.
- 1311 Shure Japan
- 1408 Sigma Systems Engineering Co., Ltd.
- 1203 Solid State Logic Japan K.K.
- 2002 SOUTHERN ACOUSTICS Co., Ltd.
- 1503 STAGE SOUND ASSOCIATION of JAPAN
- 2005 STUDIO EQUIPMENT CORPORATION
- 1003 Sunphonix Corp.
- 1405 Suyama Dental Laboratory Co., Ltd.
- 1401 SUZUKI IDC Inc.
- 2416 Synthax Japan Inc.
- 1411 TAC SYSTEM, INC.
- 2105 TACHII ELECTRIC WIRE CO., LTD
- 1210 TAMURA CORPORATION
- 2413 Tanizawa Seisakusho, Ltd.
- 2211 TASCAM/TEAC CORPORATION
- 1306 Tech Trust Japan Co., LTD.

- 1513 Techno House Inc.
- 2106 Tekwind Co., Ltd.
- 2308 THERMOS K.K.
- 1404 TOA Corporation
- 2101 Toray Plastic Plecision Co., Ltd
- 2204 UETAX Corporation
- 2001 Volt Ampere Inc.
- 1511 Wide Trade Co.,LTD
- 2102 Williams Sound
- 1211 Yamaha Music Japan Co.,Ltd.
- 1304 Yamaki Electric Corporation
- 2310 YO-TRONICS TECHNOLOGY CO., LTD.
- 2304 ZOOM CORPORATION

X-Microphone

- 1109 Audiobrains Ltd.
- 1106 Audio-Technica Corporation
- 1103 J.TESORI Co.,Ltd.
- 1108 Miyaji Music, Inc.
- 1107 Roland Corporation
- 1104 Sennheiser Japan K.K.
- 1119 Sony Video & Sound Products Inc.
- 1102 SOUTHERN ACOUSTICS Co., Ltd.
- 1105 Tech Trust Japan Co., LTD.
- 1101 UETAX Corporation

X-Headphone

- 1112 Audio-Technica Corporation
- 1111 emilai inc
- 1111 OPPO Digital Japan Ltd.
- 1116 Roland Corporation
- 1117 Sennheiser Japan K.K.
- 1115 SHURE JAPAN LIMITED
- 1110 TEAC CORPORATION
- 1113 ULTRASONE
- 1118 Yamaha Music Japan Co.,Ltd.

Video Production / Broadcast Equipment Hall 2-8

- 3501 ACEBIL JAPAN CO., LTD
- 3502 ACEBIL JAPAN CO., LTD
- 7507 ADDER Technology
- 4512 ADTECHNO Inc.
- 8308 Advanced Media, Inc.
- 2007 AdvTECH inc.
- 4504 AIM Electronics Co., Ltd.
- 4501 AIRBUS HELICOPTERS JAPAN CO., LTD.
- 7308 AJA Video Systems
- 4511 ALADDIN CO., LTD.
- 4601 ALVIX Corporation
- 7204 Amazon Web Services Japan K.K.
- 2606 ANRITSU CORPORATION
- 8408 ARDIS TECHNOLOGIES DDP
- 5510 ARMOR Co.,Ltd
- 5606 Artiza Networks, Inc.
- 4202 ARVANICS Corporation
- 6209 ASACA CORPORATION
- 8309 ASANUMA & CO., LTD.
- 6111 Ascent Co., Ltd.
- 7203 ASK Media & Enterprise Div.
- 7307 ASK/DSTORM
- 3102 Association of Radio Industries and Businesses (ARIB)
- 3315 ASTRODESIGN, Inc.
- 4203 AT Communications K.K.
- 3301 ATEN JAPAN CO., LTD.
- 2406 Attain Corporation
- 4302 ATV Corporation
- 3408 AudioVideo BrandBuilder Corporation
- 4604 AV LINK GROUP LTD.
- 2611 AVC Board, Japan Electronics and Information Technology Industries Association
- 5505 AV-FACTORY INC. AERO FACTORY Div.
- 6402 Avid Technology K.K
- 2502 AVT Audio Video Technologies GmbH
- 7204 AWS Elemental
- 6307 AZLAB, Inc.
- 3502 Backstage Equipment, Inc.
- 2502 Bayern International
- 3409 Belden Singapore Pte. Ltd.
- 3409 BELDEN/TOMCOA
- 8211 Blackmagic design
- 4503 BLUEFISH44
- 5106 Broadcast Supply International Co., Ltd.
- 4310 BROAD-DESIGN Co., Ltd
- 4411 BRUVIS MULTI MEDIA CREATIVE Co., Ltd.
- 5508 CamCast7 Inc.
- 4404 Canare Electric Co., Ltd.
- 3509 Canon Inc. / Canon Marketing Japan Inc.
- 3207 CANVASs Co.,Ltd.
- 3209 Capella Systems, LLC
- 3308 Carina System Co., Ltd.
- 6406 Carl Zeiss Co., Ltd.
- 4304 CEATEC JAPAN
- 5001 CHIEF/Audio Visual Communications Ltd.
- 6108 Cludian KK
- 2407 Colt Technology Services Co., Ltd.
- 2504 COMART SYSTEM CO.,LTD
- 8208 COSMATE Co., LTD.

- 5311 Cosmic Engineering Inc.
- 4503 Crescent, inc
- 3003 Croak Studio
- 5108 Crosslaming
- 4502 DALET
- 2503 DATATON
- 8106 Datavideo Technologies Co. Ltd
- 4102 Deity Japan LLC
- 5301 DEMPJA PUBLICATIONS, INC.
- 5213 DIGicas LLC
- 7307 D-Storm, Inc.
- 5302 DTS INSIGHT CORPORATION
- 3306 Duplex Co.,Ltd
- 4107 DynaComware Corporation
- 5507 EDIPIIT, INC
- 2609 EIDEN Co., Ltd.
- 7508 EIZO Corporation
- 2114 ELECTORI CO., LTD.
- 5203 EMC Japan K.K.
- 7412 ERG VENTURES. CO.,LTD
- 5308 Extron Electronics, Japan
- 5109 Fontworks Inc.
- 4311 FOR-A COMPANY LIMITED
- 2602 Forest Dyne Systems Corporation
- 2505 Fuchu Giken Inc.
- 3314 Fuji Light Commercial Trading Co., Ltd
- 7202 FUJIFILM Corporation
- 3401 FUJIKOWA INDUSTRY CO., LTD.
- 3310 Fujitsu Electronics
- 7409 FUJITSU LIMITED
- 2608 FUJOH VIDEO INDUSTRY CO., LTD
- 4605 GANSUI CORPORATION
- 5305 GIN-ICHI Corp.
- 4409 GoMax Electronics, INC.
- 3505 Grass Valley K.K.
- 3502 Grip Factory Munich GmbH
- 2403 Gudsen Technology Co.,Ltd
- 3412 Harmonic Japan G.K.
- 5502 HC Networks, Ltd.
- 4308 HEIWA SEIKI KOGYO CO., LTD.
- 3208 HGST Japan, LTD./G-Technology
- 2114 Hibino Arcs Corporation
- 2114 hibino corporation hibino chromatek Div.
- 2114 Hibino Lighting Inc.
- 3404 HIRAKAWA HEWTECH CORP.
- 2604 HIROSE ELECTRIC CO., LTD
- 5501 HIROTECH INC
- 3508 Hitachi Kokusai Electric Inc.
- 3602 HOSOGIEN Co.,Ltd
- 3403 I.S.X. CORPORATION
- 3210 IBC
- 5107 IBEX Technology Co., Ltd.
- 3311 Ideal Systems Japan Co., Ltd.
- 3502 IDEOMOTOR Robotics Co., Ltd.
- 4202 IDK Corporation
- 5411 IDX Company, Ltd.
- 5312 IKEGAMI TSUSHINKI CO., LTD.
- 5407 IMAGE MATTERS
- 4513 IMAGENICS
- 4303 INNOTECH CORPORATION
- 6107 Internet Initiative Japan Inc.
- 3405 INTER-TEC Co., Ltd.
- 5205 INTOPIX SA
- 3104 IPTV FORUM JAPAN
- 4606 ISHIKAWA TRUNK Co., Ltd.
- 4208 ITOCHU Cable Systems Corporation
- 2611 Japan Broadcasting Corporation
- 5002 Japan Communication Equipment Co., Ltd.
- 4309 Japan Material Co.,Ltd.
- 2402 Japan Radio Co., Ltd.
- 5406 Japan Weather Association
- 3605 JEITA Tape Storage Technical Committee
- 4402 JP GENERATORS CO.,LTD.
- 4106 JUNS inc.
- 6110 JVCKENWOOD Corporation
- 3002 Kansai Broadcasting Equipment Exhibition
- 5212 KANSAI TSUSHIN DENSEN CO., LTD.
- 2603 KATO ELECTRIC INDUSTRY Co., Ltd.
- 2009 Kawasaki Heavy Industries, Ltd.
- 5409 Kenko Professional Imaging Co., Ltd.
- 5409 Kenko Tokina Co., Ltd.
- 3502 KFX Technology
- 3303 KOKA 2018 (KOREA E & EX INC.)
- 3314 KOKUSAI SHOMEI Co.,LTD.
- 4305 KOMINE MUSEN DENKI Co., Ltd.
- 5102 KOPEK JAPAN CORP.
- 3314 KOTO Electric Co.,LTD
- 5103 Kowa Optical Products Co., Ltd
- 4403 KUBOTEK Corporation
- 5604 K-WILL Corporation
- 5509 KYOEI SHJI CO., LTD.
- 6407 KYOSHIN COMMUNICATIONS Co., Ltd.
- 2503 Laguna Hills, Inc.
- 4205 Lambda Systems Inc.
- 8311 Lancer Link Co., Ltd.
- 7509 LEADER ELECTRONICS CORP.
- 8407 LINDY Sales Inc.
- 2506 LSI JAPAN CO., LTD.

- 2507 LUMANTEK
- 3202 LUMICA CORPORATION
- 8106 M&I Network Inc.
- 4312 MADOKA Co., Ltd.
- 4201 Manfrotto Distribution K.K
- 4105 Marumi Optical Co., Ltd.
- 4309 Matrox Electronic Systems Ltd.
- 2509 MATSUJDA TRADING CO., LTD.
- 4306 Matsuura Kikai Seisakusho Co., Ltd
- 3314 Media Garden Inc.
- 5104 MEDIA LINKS, INC.
- 5202 MEDIACAST CO., LTD.
- 4507 Meiko Electronics Co., Ltd.
- 8411 Mellanox Technologies/Servants International
- 8310 Memory-Tech Corporation
- 8312 MIC Associates, Inc.
- 4104 Microboards Technology Inc.
- 5310 MICROCOM LTD.
- 5203 Midoriya Electric Co., Ltd.
- 5304 Miharu Communications Inc.
- 5605 MILLER
- 8502 Mitomo Co.,Ltd
- 5306 Mitsui Bussan Aerospace Co., Ltd.
- 3305 Mobile Viewpoint
- 3312 Morisawa Inc.
- 4603 MOUBIC INC.
- 8406 MouseComputer Co.,Ltd.
- 2410 MOA Limited
- 5208 MUSASHI CO., LTD.
- 5608 Musashi Optical System Co., Ltd.
- 3213 NAB SHOW
- 6403 Nac Image Technology Inc.
- 3201 NANJING NAGASOFT CORPORATION
- 5412 NEC Corporation
- 3402 NEP Inc.
- 5511 Network Electronics Japan co.,
- 4301 Newtech Co.,Ltd.
- 7201 NGC Corporation
- 5607 NHK Integrated Technology Inc
- 5602 NICCABI CORPORATION
- 2401 NIHON MARUKO CO.,LTD
- 2114 Nihon Onkyo Engineering Co., Ltd.
- 4401 Nikon Systems Inc.
- 6109 Nippon Control System Corporation
- 8205 NIPPON KAIYO Co.,Ltd
- 4412 Nippon Seagate Inc.
- 3604 Nippon Steel & Sumikin Welding Co., Ltd.
- 5401 NIPPON TELEGRAPH AND TELEPHONE CORPORATION
- 3501 NIPPON VIDEO SYSTEM CO., LTD
- 3413 NIKUS Hokkaido Nikko Telecommunications, Co., Ltd.
- 5303 NKK SWITCHES CO., LTD.
- 3502 NKL Inc.
- 6206 NobbyTech. Ltd.
- 3407 Noga Japan Ltd.
- 8313 NOGASTAR
- 2508 NPO JAVCOM
- 5402 NPO Visual Industry Promotion Organization
- 5401 NTT Electronics Corporation
- 5401 NTT TechnoCross Corporation
- 3105 OA LABORATORY CO.,LTD.
- 5503 OHDENSHA Co.,Ltd
- 2010 Oinu Vision Co.,Ltd.
- 2405 ONTEC CO., LTD.
- 5101 Open Stack, Inc.
- 3403 OptoMedia Technology Inc.
- 7309 Panasonic Corporation
- 7309 Panasonic System Solutions Japan Co., Ltd.
- 3601 PEARL OPTICAL INDUSTRY CO., LTD.
- 3307 PFU LIMITED
- 6210 PHOTRON LIMITED
- 5602 Plannet Co., Ltd
- 4508 PROLYTE DOUGHTY KK
- 4408 PROMISE Technology K.K
- 3001 PROSPER ELECTRONICS CO., LTD
- 5105 P-tec Co., Ltd
- 4303 QNAP Inc.
- 6207 QUANTUM STORAGE JAPAN CORPORATION
- 7101 RAID Inc.
- 3206 Research Institute of Systems Planning, Inc.
- 2409 RF DESIGN Co., Ltd.
- 3204 RIKEI CORPORATION
- 4607 RIP-TIE INC.
- 3414 Roland Corporation
- 5110 SANSHIN ELECTRONICS CO., LTD.
- 4407 Sanwa Cine Equipment Rental Co., Ltd.
- 5407 Sanwa Pro Light, Inc.
- 4510 SCREEN Graphic Solutions Co., Ltd.
- 8107 SDPC Visual System LLC.
- 5309 Seiko Solutions Inc.
- 4602 SEIKOH GIKEN Co.,Ltd.
- 5204 Semtech Japan
- 3103 SET
- 4307 Settsu Metal Industrial Co.,Ltd.
- 3315 Sharp Corporation
- 5201 SHENZHEN ANTPO TECH CO.,LTD
- 4511 SHOOTEK-JAPAN Co., Ltd.
- 8210 Shotoku Corp.
- 4207 SIGMA CORPORATION

- 3302 SiTune Corp
- 3504 SKY Perfect JSAT Corporation
- 5409 SLIK CORPORATION
- 6306 Snell Advanced Media Ltd.
- 3212 Socionext Inc.
- 5404 Soliton Systems K.K.
- 6112 Sony Corporation/Sony Business Solutions Corporation
- 6112 Sony Imaging Products & Solutions Corporation
- 5507 SpectraCal Inc.
- 4506 Stack Electronics Co., Ltd.
- 4609 Star Communications K.K.
- 2114 Studer Japan Broadcast Ltd.
- 2006 STUDIO EQUIPMENT CORPORATION
- 2502 Studio Wächter
- 4608 SUGAWA VIDEO ENGINEERING CO., LTD.
- 5003 Sumitomo Electric Industries, Ltd.
- 5408 Sunmulon Co., Ltd.
- 7412 SWIT Electronics Co., Ltd.
- 8209 Synergy K.K.
- 5506 System5 Co., Ltd.
- 7507 TAC SYSTEM, INC.
- 2411 TACHII ELECTRIC WIRE CO., LTD
- 4509 Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)
- 5209 TAKE INC.
- 5405 TANAKA DENKI Co., Ltd
- 8206 Technical Farm Co., LTD
- 2610 Techno House Inc.
- 7306 Tektronix
- 4108 Teledyne LeCroy Japan Corporation
- 5403 Teleforce Co., Ltd.
- 2605 The Institute of Image Information and Television Engineers
- 2404 THEFINE Co., Ltd.
- 3201 3MIM Company Inc.
- 2607 3D CONSORTIUM
- 2601 THREEM Inc.
- 4103 TID Limited
- 3309 TMS Corp.
- 7305 Tokyo Broadcasting System Television, Inc.
- 5407 Tokyo Electron Device, Ltd./inrevium
- 3406 TOMCOA Electronics Limited
- 5207 Too Corporation
- 4610 Toshiba Digital Solutions Corporation
- 4610 Toshiba Infrastructure Systems & Solutions Corporation
- 4610 TOSHIBA LIGHTING & TECHNOLOGY CORPORATION
- 4610 TOSHIBA LIGHTING & TECHNOLOGY ENGINEERING CORPORATION
- 4610 Toshiba Memory Corporation
- 4610 TOSHIBA VISUAL SOLUTIONS CORPORATION
- 8314 TOTSU INTERNATIONAL CO., LTD.
- 2007 Tozai Trading Co., Ltd.
- 5206 Traffic Sim Co., Ltd.
- 4611 TVU Networks
- 3507 UNITEK Corporation
- 8307 Value Plus Inc.
- 5605 Velbon Corporation
- 5410 VIDEO Service Co., LTD
- 4513 VIDEOTRON CORP.
- 5307 VILLAGE island Co., Ltd.
- 8410 Visual Graphics Inc.
- 4309 Visual Research Inc.
- 4201 Vitec Videocom K.K
- 5504 Vocas Japan
- 5504 Vocas Systems
- 5204 WASEI CO., LTD.
- 8407 WaveSplitter Technologies, Inc.
- 2008 Wedge Co.,Ltd
- 4410 WELL BUYING INDUSTRIAL CO., LTD.
- 3603 Wellcraft Co.,LTD
- 3408 WOWOW Entertainment, Inc.
- 3304 Y.D.S.pro shop, Inc
- 4101 YOSHIMI CAMERA CO., LTD.
- 2501 YUASA CO., LTD.
- 4411 YUHSUN TECHNOLOGY CORPORATION
- 7410 Zaxel, Inc.
- 5603 Zhiyun-Tech

Video Expression / Professional Lighting Hall 6

- 6302 Agai Trading Corporation
- 6305 BRAX/2ndstage
- 6202 Chainzone Technology (Foshan) Co., Ltd.
- 6105 Entaniya Co.,Ltd.
- 6201 HEAT CO.,LTD
- 6301 Insta360
- 6104 Japan Association of Lighting Engineers & Designers
- 6103 JAPANESE SOCIETY OF LIGHTING DIRECTORS
- 6105 JOUER LIMITED
- 6303 MILLERUNTECH. CO., LTD.
- 6304 MISONICS
- 6101 PROKIZAL. COM INC.
- 6106 Seika Digital Image Corporation
- 6102 SHENZHEN GLOSHINE TECHNOLOGY CO.,LTD.
- 6002 Strawberry Media Arts Co., LTD.
- 6001 SUNTECH Co., Ltd.
- 6205 TGL
- 6401 WONDER VISION TECHNO LABORATORY Co.,Ltd.
- 6204 Yegrin Liteworks

INTER BEE IGNITION

- 6502 Advanced Imaging Society Lumiere Japan Awards 2017
- 6503 Advanced Imaging Society, Japan Committee
- 6506 Cine Focus Corp.
- 6510 CREEK & RIVER Co., Ltd.
- 6505 Jolly Good Inc.
- 6501 NHK
- 6508 NHK
- 6507 Nippon Television Network Corporation
- 6509 NTT DOCOMO
- 6504 PIXELA CORPORATION
- 6509 24Stream Inc.

ICT / Cross-Media Hall 7-8

- 7303 AB1 CODEC TEAM TechStar
- 8403 Akamai Technologies GK
- 7503 APCOT Corp.
- 8302 Arista Networks Japan Limited.
- 8201 Atomos Co., Ltd.
- 8203 AWWEST S.A.S
- 8203 AXON DIGITAL DESIGN B.V
- 8202 Cisco Systems G.K.
- 7004 Croak Studio
- 8304 CTCSP Corporation
- 7003 DATABROAD CORPORATION
- 7001 Digital Processing Systems Japan K.K.
- 8301 DX Antenna Co., Ltd.
- 7304 Executive Committee of Tokushima 4K Forum
- 8401 Explorer Inc.
- 8501 FAIRWAY CORPORATION
- 7408 Fiber 26 Network Inc.
- 8207 Fuji Television Network, Inc.
- 7506 FUJIMIC, INC.
- 8203 GLENSOUND
- 8405 Group IMD
- 7505 Guntermann & Drunck GmbH
- 7302 Hokuwa Co., Ltd.
- 8203 IABM
- 7502 IBM Japan.Ltd.
- 8303 ITG Marketing, Inc
- 8305 ITOCHU Techno-Solutions Corporation
- 8103 JX Press Corporation
- 7005 KAGA Solution Network Co., Ltd.
- 7504 KAIMEDIA
- 7404 LogicLogic, inc.
- 7406 Macro Image Technology Inc.
- 8001 MEDIAEDGE Corporation
- 7301 Microsoft Japan Co., Ltd.
- 8101 Nekojarashi Inc.
- 7401 NEXTSCAPE INC
- 7405 NGC Corporation
- 8401 PALTEK CORPORATION
- 7304 Plat-Ease Corporation
- 8203 RGLINK
- 8203 Scalify
- 7402 SkillUp Video Technologies Corporation
- 7501 SkillUp Video Technologies Corporation
- 8306 Spectec Inc.
- 8105 Spin Digital Video Technologies GmbH
- 7002 Spiritek, Inc
- 7407 Techno Brain Co., Ltd.
- 8104 Techno Mathematical Co., Ltd.
- 8105 Technology Joint Corporation
- 8101 TOHOKUSHINSHA FILM CORPORATION
- 8105 TOWA ELECTRIC CO.,LTD.
- 7403 WONWOOD
- 8402 YOSHIDUMI Information, Inc.

INTER BEE CONNECTED

- 7104 EVC Inc.
- 7105 EVC Inc.
- 7110 HAROID Inc.
- 7114 Hewlett-Packard Japan, Ltd.
- 7109 HOUDOUKYOKU
- 7103 ITOCHU Cable Systems Corporation
- 7108 NHK
- 7112 JOCDN Inc.
- 7106 J-Stream Inc.
- 7113 Multiscreen Broadcasting Study Group
- 7111 Nippon Television Network Corporation
- 7102 PHOTRON LIMITED
- 7107 TV Asahi Corporation

INTER BEE CREATIVE

- 8511 IMAGICA
- 8509 Japan Post Production Association
- 8508 L'espace Vision Co., Ltd.
- 8510 OMNIBUS JAPAN INC.
- 8505 Panasonic Visuals Co., Ltd.
- 8507 Q-TEC, Inc.
- 8506 Tokyo Sound Production Inc.
- MEET-UP Hands On Area**
- 8513 Adobe Systems K.K
- 8514 DJI Japan
- 8512 Panasonic Corporation
- 8512 Panasonic System Solutions Japan Co., Ltd.

INTER BEE FORUM

11.15 (Wed.)

KN-151 Keynote Speech 1 Convention Hall A

Toward Practical 4K/8K Broadcasting

Latest Broadcasting Policy Trends

Mr. Toshiya Nara
Deputy Director-General of the Information and Communications Bureau,
Ministry of Internal Affairs and Communications

Welcome to the World of Super Hi-Vision

Mr. Akihiko Chigono
EXECUTIVE DIRECTOR, CHIEF OF ENGINEERING, JAPAN BROADCASTING CORPORATION

Efforts of the Five Key Broadcast Satellite Companies

Panelists

Mr. Takashi Kamikura Board Director, Programming & Production, BS Nippon Corporation	Mr. Yuichiro Kabeya Executive Director, Asahi Satellite Broadcasting Limited	Mr. Takuya Takada Managing Director, BS-TBS Inc.
Mr. Atsunobu Matsumoto Director, BS Japan Corporation	Mr. Akihiro Arai Senior Executive Managing Director, Fuji Satellite Broadcasting, Inc.	Mr. Mikio Tsukamoto Media Strategist, Wise Media, Inc.

New 4K/8K Broadcasting Prospects: A-PAB Reveals PR Plan

Mr. Madoka Tsuchiya
Executive Director,
The Association for Promotion of Advanced Broadcasting Services(A-PAB)

KN-152 INTER BEE CONNECTED Keynote Speech Convention Hall A

New Age of Distribution: Key Stations and Platforms

Panelists

Mr. Masahito Ota SENIOR DIRECTORS, CYBER BUSINESS STRATEGY, NIPPON TELEVISION NETWORK CORPORATION	Mr. Hiroshi Ohba Director, Digital Business Center, TV Asahi Corporation	Mr. Hiroshi Shigekawa Director, General Strategy Division, Tokyo Broadcasting System Holdings, Inc.
Mr. Shinjiro Ninagawa General Business Department, TV TOKYO Communications Corporation	Mr. Kazuo Nomura DIRECTOR, Media Strategist, Fuji Satellite Network, Inc.	Mr. Mikio Tsukamoto Media Strategist, Wise Media, Inc.

KN-153 Keynote Speech 2 Convention Hall A

New Media Experience Changing in Society 5.0

Panelists

New Media Experience Born of the Coexistence of Humans and Robots	New Media Experience Creating the Impression of a Journey
Mr. Kazutaka Hasumi Content Marketing Division, Board Director & CRO VP, SoftBank Robotics Corp.	Mr. Ken Mishima Executive officer, LJTB Corp.
Mr. Soh Masuko Principal Scientist, Rakuten, Inc. Visiting associate professor, University of Tsukuba	Mr. Waichi Sekiguchi Member of editorial board, Nikkei Inc.

SP-151 Special Session 1 International Conference Room

Local Stations and Sports: Looking for the Decisive Blow in Regional Revitalization

Part 1. Presentation

J.League Concept and Approach	B.LEAGUE Concept and Approach
Mr. Shoji Fujimura Japan Professional Sports Association	Mr. Kazumasa Ashihara Director Managing Executive, Japan Professional Basketball League
Ice Hockey Concept and Approach	Thoughts and Proposals from Local Stations
Mr. Takayuki Hiki Chief Operating Officer, Techigi United Co., Ltd./H.C. Techigi Nikko Icehockey	Mr. Kazuhiko Tanaka President, Nankai Broadcasting Co., Ltd.

Part 2. Panel Discussion

What Are the Important Points in Making Strong Combinations between Professional Sports and Local Stations?

Panelists

Mr. Hajime Kogai Chief of Marketing Dept., Value Creation Div., Sony Business Solutions Corporation	Mr. Kazunori Nakamura Senior Manager, Marketing & Business Development, Media Global Links Co., Ltd.	Mr. Masanori Wada Director, FOR-A COMPANY LIMITED
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Moderator: **Mr. Isamu Yoshii**
Publisher, New Media magazine

SP-152 Special Session 2 International Conference Room

Advanced Imaging University Seminar

Lading edge of VR content creation in Hollywood	Latest international trends of advanced imaging industry	Ergonomics guidance for VR content creation
Mr. Jake Black Head of VR, CreativeVR	Mr. Jim Chabin President & CEO, Advanced Imaging Society	Mr. Takashi Kawai Japan Committee Chair, Advanced Imaging Society

SP-153 Special Session 3 International Conference Room

Next-generation broadcast technology in the world

Opening Remarks

Next Generation Broadcast Television: ATSC 3.0	Co-operation of broadcast and wireless broadband networks: A Tower Overlay over LTE-A+ (and 5G)
Prof. Tomohiro Hase Faculty of Science and Technology, Ryukoku University	Prof. Ulrich Reimers Managing Director, Institut fuer Nachrichtentechnik, Technische Universität Braunschweig

Dr. Richard Chernock
Chief Science Officer,
Tivert Digital

TC-152 Technical Session Room 102, 1F International Conference Hall

Transmission equipment for operational 4K/8K broadcasting

1. Achieving 4K/8K satellite broadcasting	2. 4K/8K transmission equipment
Mr. Keiichi Umezu Senior Vice President and Director, Technical Dept., TBS-TBS, INC.	Mr. Akira Hanada Deputy Head of Media Engineering Division, Engineering Development Center, Japan Broadcasting Corporation
3. 4K broadcasting (master) equipment summary	4. 4K broadcasting (server) equipment summary
Mr. Osamu Haga Principal of the Broadcasting & Media Division, NEC Corporation	Mr. Atsushi Nagaiishi Principal of Broadcast Network System Division, System Business Office, Toshiba Infrastructure Systems & Solutions Corporation

11.16 (Thu.)

KN-161 Keynote Speech 3 Convention Hall A

Thinking about Broadcasting and Communication Cooperative Services in 2020: IPTV Forum

Video Session toward Holding Symposiums

Keynote Speech

Toward the Sophistication of Broadcasting Services Responding to Changes in the Viewing Environment

Mr. Motonobu Toyoshima
Promotion for Content Distribution Division Director,
Ministry of Internal Affairs and Communications

Panel Discussion

Thinking about Broadcasting and Communication Cooperative Services in 2020

Panelists

Mr. Keiichiro Shimada Corporate Executive Mid-to-Long term Technology, Corporate Technology Policy and Strategy, Sony Corporation	Mr. Yutaka Imai Chief Researcher in Service development Business Strategy Div., Media Business Unit, SKY Perfect JSAT Corporation	Mr. Katsumi Nagata Board Director Executive Director, Technology and Engineering Division Chief Information Security Officer, NTT PLala, INC.
Mr. Tomoki Takahashi Social ICT Innovation Division Chief Consultant, Mitsubishi Research Institute, Inc.	Mr. Kiyoyasu Ando President, HAKKO Inc.	Mr. Yasubumi Homma Senior Officer, Media Strategy Office TOYO BROADCASTING SYSTEM TELEVISION, INC.

KN-162 INTER BEE IGNITION Keynote Speech Convention Hall A

Broadcasters Evolving together with Artificial Intelligence

Keynote Speech

Future of Video: Emotion, Creation and Consumption

Mr. Yoichi Ochiai
CEO, Pixie Dust Technologies, Inc./
Advisor to President, Assistant Professor,
University of Tsukuba

Panel Discussion

To Ensure Broadcasting Stations Thoroughly Utilize Artificial Intelligence

Panelists

Mr. Yoichi Ochiai CEO, Pixie Dust Technologies, Inc./ Advisor to President, Assistant Professor, University of Tsukuba	Mr. Ikko Kambara Program Director, General Broadcasting Administration Special Content Development, JAPAN BROADCASTING CORPORATION
Mr. Kohei Kawakami Technology Research & Development, Engineering & Technology Division, Research & Development, Nippon TV Research Lab Nippon Television Network Corporation	Ms. Mariko Nishimura Chief Editor of SENRISYS CEO, HEART CATCH INC.

KN-163 Keynote Speech 4 Convention Hall A

Current Status and Prospects of IP Live Transmission Production That Has Started to Come Alive

Part 1: Example Presentations

OB Van Example	Studio + Remote Production Example
Mr. Michael Cronk Vice President, Strategic Marketing, Grass Valley / Chairman of the Board, ANS	Mr. Kazunori Isobe Engineering Department Sub Manager, Shizuoka Broadcasting System Co., Ltd.
Production Studio Example	North American Broadcasting Station Example
Mr. Seigo Ando Engineering Administration Department SENIOR MANAGER, JAPAN BROADCASTING CORPORATION	Mr. Mo Goyal Director, Product Marketing, Event Microsystems Ltd.

Part 2: Panel Discussion

Panelists

Mr. Hajime Kogai Chief of Marketing Dept., Value Creation Div., Sony Business Solutions Corporation	Mr. Kazunori Nakamura Senior Manager, Marketing & Business Development, Media Global Links Co., Ltd.	Mr. Masanori Wada Director, FOR-A COMPANY LIMITED
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SP-161 Special Session 4 International Conference Room

The Real Impact of Artificial Intelligence in The Media Industry

Mr. Tony Emerson Managing Director, Worldwide Media & Cable, Microsoft Corporation	Mr. Daiyu Hatakeyama Principal Software Development Engineer, Commercial Software Engineering, Microsoft Japan Co., Ltd.
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SP-162 Special Session 5 International Conference Room

Enabling the Tipping Point for OTT TV

Panel Discussion

Latest Sports Video Technology Trends in Europe and America: How Will the Russian World Cup and the Olympics Change Video Technology?

Mr. Ken Kerschbaumer
Chief Editor of Sports Video Group SVG

Interviewer: **Mr. Isamu Yoshii**
Publisher, New Media magazine

SP-164 Special Session 7 International Conference Room

"Cloud First" approach in Media Industry

Mr. Takaaki Kudou Section chief of R&D group, Technology Administration Department, IMAGICA Corp.	Mr. Yasuaki Iwasada Manager, Promotion Division, J League Media Promotion
Mr. Seiji Yamaguchi FM Wakayama	Mr. Hitoshi Anji Solution Architect, Amazon Web Service Japan

SP-165 Visual Symposium International Conference Room

Artificial Intelligence Will Create the Future of creative Content

Part 1: Presentation

New Content Production by Combining Artificial Intelligence and Creative	The possibility of cultural communication automatic coloring pictures to emerge by the neural network	Artificial intelligence behavior in content production workflow - Case study of game content
Mr. Lars Triefoff Principal, Platform and Developer Ecosystems, Adobe Systems, Inc.	Mr. Hidenori Watanabe Associate Professor, Tokyo Metropolitan University	Mr. Youichiro Miyake Lead AI researcher, SQUARE ENIX CO., LTD.

Part 2: Panel Discussion

How to Open Up the Future of Creative Content with Artificial Intelligence Technology!

Panelists

Mr. Hideichi Tamegaya Counselor of Joshibi University of Art and Design	Mr. Seiji Kunishige Part-time lecturer of Joshibi University of Art and Design
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TC-161 Technical Session Room 102, 1F International Conference Hall

4K/8K and audio production

4K; Nagoya CBC TV launch 60-year commemoration program "The Grand Shrine of Ise: The forest of gods filled with life"	MBS Sound Stage 22.2 CH production
Mr. Hajime Saito ice Blue Co., Ltd.	Mr. Kazuya Nagae Assoc. prof., Soundmedia composition Course Nagoya University of the Arts
Hi-res / surround sound production report on the Ultra HD Blu-Ray "Miyako Island Healing Beach", jointly produced by Sony PCL and Vicom	
Mr. Shinichi Kita Sound Producer, Technical Division Sony PCL Inc.	Mr. Nobutaka Takaki Production Division/Voice Vicom
Mr. Hideo Irimajiri Senior Expert, Engineering Division WOWOW Inc.	

TC-162 Technical Session Room 102, 1F International Conference Hall

Creating Live Sound, Part-2 - Present capabilities and a stepping stone to the future

Panelists

Mr. Hirotsuka Osawa Live Sound Engineer KENEXE KNOX	Ms. Harumi Kato Live sound Engineer Personae
Mr. Mototsugu Yamasaki Chief Monitor Engineer MS JAPAN AGENCY CO., LTD.	Mr. Koichi Hanzawa President Innovation, Inc.

TC-163 Technical Session Room 102, 1F International Conference Hall

Audio production of web series content

Loudness Management for AbemaTV	Audio Production of Web Interlocking CM
Mr. Takafumi Oike Transcode Engineer AbemaTV, Inc.	Ms. Akari Tatsumi Mix, Technical Director Dept. TAYO KIRAKU co., Ltd.
Mr. Mick Sawaguchi President Mick Sound Lab Inc., UNAMAS-Label/Fellow Member of AES	Mr. Takehiko Abe Engineering & Technical Operations Division, TV Asahi Corporation

TC-164 Technical Session Room 104, 1F International Conference Hall

International standardization trends for video and sound

International Standardization Trends for Image / Multimedia	International Standardization Trends for Acoustic / Audio Signals
Mr. Kohtarou Asai Senior Chief Engineer Division of Communication Systems Mitsubishi Electric Corporation	Dr. Akihiko Sugiyama Chief Researcher Data Science Research Laboratories NEC Corporation

Moderator: **Prof. Tomohiro Hase**
Professor, Faculty of Science and Technology, Ryukoku University

11.17 (Fri.)

KN-171 Keynote Speech 5 Convention Hall A

Latest CDN Trends

Introducing Akamai platform that supports internet broadcasting	"Cloud First" CDN - Amazon CloudFront
Mr. Takashi Ito Regional Media Product Manager, Media Division Akamai Technologies G.K.	Mr. Kiyonori Kitasako Amazon Web Services Japan K.K. Solution Architect
Purely Domestically Produced CDN Worked On by Broadcasters	Multi Utilization of CDN! Latest Trends in Multi CDN Optimizing Cost and Quality
Mr. Akira Uemura Board Director, JCCN Inc.	Mr. Kazunori Fukuda Board Director, JCCN Inc.
Mr. Satoru Miyama Vice President, J-Stream Inc.	

KN-172 INTER BEE CREATIVE Keynote Speech Convention Hall A

Top Creator's Super Session Director Motohiro talks about Asian Creativity

Mr. Katsuyuki Motohiro Director Planning Room, PRODUCTION I.G.	Ms. Aki Yamada Tokyo Broadcasting System Television, Inc. Festival director of DisiCon6 ASIA
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KN-173 Keynote Speech 6 Convention Hall A

5G Session 2017

Introduction to 5GMF Activities toward the Realization of a Fifth Generation Mobile Communications System	Activities of NTT Docomo toward the Early Realization of 5G	Possibilities and the outlook for 5G
Prof. Susumu Yoshida Chair of the Fifth Generation Mobile Communication Promotion Forum (5GMF)/ Professor Emeritus, Kyoto University	Mr. Takehiro Nakamura Senior Executive Research Engineer, General Management 5G Laboratory, Research Laboratories, NTT DOCOMO, Inc.	Dr. Seichiro Sakai Manager, Next Generation Network Development Department, Mobile Network Technical Development Division KDD CORPORATION

SP-171 Special Session 8 International Conference Room

Disaster Information and AI Utilization: From the Viewpoint of Data Journalism

Approach to AI in Data Journalism

Prof. Osamu Sudoh
Professor, Graduate School of Interdisciplinary Information Studies, The University of Tokyo

Panel Discussion: Disaster Information and AI Utilization

Panelists

Prof. Kentaro Inui Graduate School of Sciences, Tohoku University	Prof. Akihiko Nunomura President, Foundation of River & Basin Integrated Communications, JAPAN/ Former Chairman, Japan Society for Disaster Information Studies/ Professor, Research and Development Initiative, Chuo University
Mr. Jun Goto Science & Technology Research Laboratories Senior Researcher, NHK (Japan Broadcasting Corporation)	Mr. Atsushi Oketa News Information Division Specialist Producer, TV-U Fukushima Inc.
Ms. Akiko Murakami Architect, Cognitive Solution Development, IBM Corporation	Prof. Osamu Sudoh Professor, Graduate School of Interdisciplinary Information Studies, The University of Tokyo

SP-172 Special Session 9 International Conference Room

The IABM tracking the Broadcast and Media industry trends

Mr. Peter White Chief Executive, IABM	Mr. Peter Bruce Director, APAC IABM
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SP-173 Special Session 10 International Conference Room

Broadcasting now in Brazil

Mr. Olimpio Jose Franco
Brazilian Society of Television Engineering (SET)

SP-174 Audio Symposium International Conference Room

Latest Technology Supporting Diversifying Content Production

Cingo® & MPEG-H,VR and Next Generation Television Immersive Audio	HPL binaural processing for music production and the case of Ambisonics
Mr. Fahim Nawabi Representative Japan, Framerholer IS	Mr. Jiro Kubo President, ACUSTIC FIELD INC.
3D Sound MIX Tool 3D MIX	22.2CH LIVE CONSOLE FOR 3D SOUND MIXING
Mr. Satoshi Yanase CEO, DSP Japan Ltd.	Mr. Satoshi Yagishita MANAGER, TECHNOLOGY DEPARTMENT, BROADCOM B.U., TAMURA CORPORATION

Moderator: **Mr. Mick Sawaguchi**
President Mick Sound Lab Inc., UNAMAS-Label/Fellow Member of AES

Mr. Takehiko Abe
Engineering & Technical Operations Division, TV Asahi Corporation

TC-172 Technical Session Room 102, 1F International Conference Hall

Learn the ins and outs! International standards required for content creation, Part 2

Support: The Institute of Image Information and Television Engineers/Association of Radio Industries and Business

Part 1

What is international standard BT.2010 of 4K/8K?	Ultra High Definition/Wide Color Gamut Standard Image B series and its usage
Mr. Yuichi Kusakabe Senior Researcher, Television Research Department Science & Technology Research Laboratories Japan Broadcasting Corporation	Mr. Ichiro Matsuda Professor, Dept. of Electrical Engineering, Faculty of Science and Technology, Tokyo University of Science

Part 2

22.2 channel multi-channel standard sound source and its application	Correct understanding of the HDMI standard and its measurement method
Mr. Kazuho Ono Senior Researcher, Television Research Department Science & Technology Research Laboratories Japan Broadcasting Corporation	Mr. Yuji Hori Product Solutions Group Telephony LeCroy Japan Corporation

CO-LOCATED EVENT

Conference Sponsored Session

▶ Venue: Room 103 104, 1F International Conference Hall, Makuhari Messe

11.15 (Wed.)	
12:30 14:30	CS1-152 Automation – the next evolution of studio workflows Mr. Vegard Elgesem Product Manager, Snell Advanced Media / Vizrt
13:00 14:30	CS2-152 MQA Encoding/Decoding Practice and MQA CD Production Mr. Bob Stuart CTO, MQA Ltd. Mr. Mick Sawaguchi President, Mick Sound Lab Inc., Fellow Member of AES/IPS
15:00 16:30	CS2-153 MQA Encoding/Decoding Practice and MQA CD Production Mr. Bob Stuart CTO, MQA Ltd. Mr. Mick Sawaguchi President, Mick Sound Lab Inc., Fellow Member of AES/IPS
15:15 16:45	CS1-153 The Next World of Journalism with AI, curved out by Spectee Mr. Kenjiro Murakami CEO, Spectee Inc. Mr. Kazunori Saito Spectee Inc.
11.16 (Thu.)	
10:30 12:00	CS2-161 The future of local TV stations Mr. Hirokazu Sakuma TOKAI TELEVISION BROADCASTING Co., Ltd. Mr. Takatori Maeda Wakayama Telecasting Corp. Mr. Masayuki Ueda Kochi Sun Sun Broadcasting, Inc. Mr. Hiroshi Hatta CEO, SkillUp Video Technologies Corporation
12:45 14:15	CS1-162 The Next-Generation News Media in A.I. Era. Mr. Kenjiro Murakami CEO, Spectee Inc.
13:00 14:30	CS2-162 The beginnings and future of the online use of TV commercials Mr. Naoya Nakamura Sales Manager, Group IMD Co., Ltd. Mr. Kyosuke Tanaka Business Development, Group IMD Co., Ltd.
15:00 17:00	CS1-163 Listen to the production team of "Shin Evangelion: Theatrical Edition" The future of video production visible in effective data use and work flow optimization at the front line 1. Create a business from archive data 2. Underpinning the production of "Shin Evangelion Theatrical Edition" Panel discussion: "Data" use in video productions and its future Mr. Tetsuo Oya Technical Producer, Picture Element inc. Mr. Hiroyasu Kobayashi khara, Inc. Mr. Daisuke Onizuka khara, Inc. Mr. Shinnosuke Suzuki DWANGO Co., Ltd. / Project Studio Q, Inc. Moderator Mr. Kenji Amano EMC Japan K.K.
11.17 (Fri.)	
13:00 14:30	CS2-172 In order to realize the Internet video distribution of broadcast quality? Mr. Olivier Wellmann Product Manager, Corviva Inc. (Supported by Internet Initiative Japan Inc.)
13:30 14:30	CS1-172 Effective use of fonts in video contents Mr. Takafumi Ando Sales Div., Fontworks Inc.
15:00 17:00	CS1-173 Cisco initiative to bolster the broadcasting industry - Security and becoming IP-based - Cisco switch solution for transition from SDI to IP Cisco security solution for cyberspace threats and guarding video infrastructure Mr. Yohei Shimokawa Product Manager, Data Center Virtualization Division, Cisco Systems G.K. Mr. Hideki Murakami Consulting System Engineer, Cisco Systems G.K.
15:00 16:30	CS2-173 Prospects for the sports video business in 2021 Mr. Koujiro Kurotobi CEO, SPORTS BULL Mr. Akira Igarashi CEO, CMerTV, Inc. Mr. Ryutaro Nakase CEO, Nordot Inc. Mr. Hideki Kitashoji Senior Director, Brightcove Inc. Mr. Hiroshi Hatta CEO, SkillUp Video Technologies Corporation

The 54th JBA Symposium of Broadcast Technology

▶ Venue : 3F, International Conference Hall, Makuhari Messe
▶ Sponsored by : The Japan Commercial Broadcasters Association

	Room 301	Room 302	Room 303
11.15 (Wed.)	10:30▶16:45 Production Engineering	10:30▶13:50 Transmission 14:15▶17:10 Pictorial Image Technology	10:30▶16:20 Datacasting / Digital Service
11.16 (Thu.)	14:00▶16:30	10:30▶12:35 Information Technology / Network	10:30▶12:35 Information Technology / Network
11.17 (Fri.)	10:30▶15:55 Production Engineering	10:30▶12:10 Information Technology / Network 13:00▶16:45 Sound Broadcasting / Audio	10:30▶16:20 Broadcast Engineering

ZENEIKYO Forum 2017 in Makuhari

▶ Date: Thursday, November 16 ▶ Venue: Tokyo Bay Makuhari Hall, APA Hotel & Resort
▶ Organizer: National Board of Regional Visual Industry Association

Inter BEE IP SHOW CASE

▶ Venue : Exhibition Hall 3

11.15 (Wed.)	
11:00▶11:20	Techno House Inc.
11:30▶11:50	DIGicas LLC
12:00▶12:20	Grass Valley K.K.
12:30▶12:50	Wide Trade Co.,LTD
13:00▶13:20	Capella Systems, LLC
13:30▶13:50	FOR-A COMPANY LIMITED
14:00▶14:20	PHOTRON LIMITED
14:30▶14:50	Mellanox Technologies/Servants International
15:00▶15:20	MEDIA LINKS, INC.
15:30▶15:50	HC Networks, Ltd.
16:00▶16:20	Sony Business Solutions Corporation
16:30▶16:50	SANSHIN ELECTRONICS CO., LTD.
11.16 (Thu.)	
11:00▶11:20	Capella Systems, LLC
11:30▶11:50	FOR-A COMPANY LIMITED
12:00▶12:20	Grass Valley K.K.
12:30▶12:50	DIGicas LLC
13:00▶13:20	SANSHIN ELECTRONICS CO., LTD.
13:30▶13:50	Techno House Inc.
14:00▶14:20	Sony Business Solutions Corporation
14:30▶14:50	PHOTRON LIMITED
15:00▶15:20	MEDIA LINKS, INC.
15:30▶15:50	Wide Trade Co.,LTD
16:00▶16:20	NEC Corporation
11.17 (Fri.)	
11:30▶11:50	DIGicas LLC
12:00▶12:20	Capella Systems, LLC
12:30▶12:50	Wide Trade Co.,LTD
13:00▶13:20	FOR-A COMPANY LIMITED
13:30▶13:50	SANSHIN ELECTRONICS CO., LTD.
14:00▶14:20	Techno House Inc.
14:30▶14:50	MEDIA LINKS, INC.
15:00▶15:20	Sony Business Solutions Corporation
15:30▶15:50	Grass Valley K.K.
16:00▶16:20	NEC Corporation

ROKE-BENTO Grand prix

▶ Venue: Exhibition Hall 5
▶ Support: Location Japan / LocNavi!
A hero behind the scenes that draws out the power of the event, Roke-ben (lunch box catering)! The Inter BEE's special event "Roke-ben Grandprix" will be held this year as well. New shops have joined and 12 selected stores will compete in a rich variety of selections.

INTER BEE EXPERIENCE

X-Speaker SR Speakers Demo & Presentation

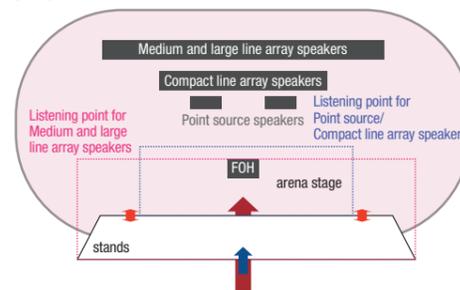
▶ Support: Stage Sound Association of Japan, Japan Stage Sound Business Cooperative
▶ Media Partners: Sound & Recording PROSOUND Stage Sound Journal SOUND
▶ LED Display Sponsor: CREATELED ▶ Venue: Event Hall, Makuhari Messe

Product Brand/ Participant Company/ Schedule

11.15 (Wed.)	11.16 (Thu.)	11.17 (Fri.)
10:30 d&b audiotechnik d&b audiotechnik Japan KK	10:30 BEAW ONKYO TOKKI LTD.	10:30 dBTechnologies TEAC CORPORATION
11:10 CODA Hibino Intersound Corporation	11:10 TWAUDIO CAEL WORKS Inc.	11:10 ADAMSON REWIRE INC.
12:00 d&b audiotechnik d&b audiotechnik Japan KK	11:50 JBL Hibino corporation	11:50 LIVEGEAR LIVEGEAR Inc.
12:40 NEXO YAMAHA MUSIC JAPAN CO.,LTD.	12:30 RCF Onkyo Tokki Ltd.	12:30 M Martin Audio Japan inc.
13:20 Bestec Audip Inc.	13:40 d&b audiotechnik d&b audiotechnik Japan KK	13:10 BEAW ONKYO TOKKI LTD.
14:00 RAMSA Auditorium Series Panasonic System Solutions Japan Co., Ltd.	14:20 CODA Hibino Intersound Corporation	13:50 TWAUDIO CAEL WORKS Inc.
14:40 BOSE BOSE	15:10 d&b audiotechnik d&b audiotechnik Japan KK	14:30 JBL Hibino corporation
15:40 dBTechnologies TEAC CORPORATION	15:50 NEXO YAMAHA MUSIC JAPAN CO.,LTD.	15:10 RCF Onkyo Tokki Ltd.
16:20 ADAMSON REWIRE INC.	16:30 Bestec Audip Inc.	
17:00 LIVEGEAR Inc.	17:10 RAMSA Auditorium Series Panasonic System Solutions Japan Co., Ltd.	
17:40 M Martin Audio Japan inc.	17:50 BOSE BOSE	

Point source speakers Compact line array speakers Medium and large line array speakers
Equipment Assistance: YAMAHA MUSIC JAPAN CO.,LTD./ LIVEGEAR Inc./MARTIN AUDIO JAPAN Inc.

Exhibiting layout (Event Hall)



X-Microphone | X-Headphone

Microphone • Headphone Trial Listening Experience Exhibition

▶ Venue: Exhibition Hall 1, Makuhari Messe

X-Microphone Participant Company / Product Brand

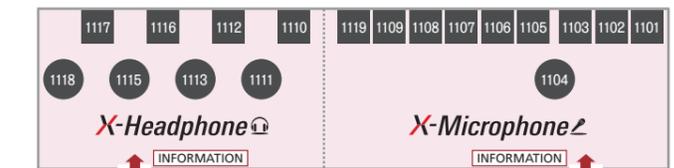
1101	UETAX Corporation	UETAX
1102	SOUTHERN ACOUSTICS Co., Ltd.	SOUTHERN ACOUSTICS
1103	J.TESORI Co.,Ltd.	3DIO
1104	Sennheiser Japan K.K.	SENNHEISER NEUMANN.BERLIN
1105	Tech Trust Japan Co., LTD.	SCHOEPS Mikrofone
1106	Audio-Technica Corporation	audio-technica
1107	Roland Corporation	ASTON MICROPHONES
1108	Miyaji Music	THE BLUE HEAVENS
1109	Audiobrains Ltd.	beyerdynamic
1119	Sony Video & Sound Products Inc.	SONY

X-Headphone Participant Company / Product Brand

1110	TEAC CORPORATION	beyerdynamic
1111	OPPO Digital Japan Ltd./ emilai inc	OPPO MrSpeakers SONO)MA
1112	Audio-Technica Corporation	audio-technica
1113	Timelord Ltd.	ULTRASONIC
1115	SHURE JAPAN LIMITED	SHURE
1116	Roland Corporation	v-moda
1117	Sennheiser Japan K.K.	SENNHEISER
1118	Yamaha Music Japan Co.,Ltd.	YAMAHA

Equipment Assistance: TEAC CORPORATION / Yamaha Music Japan Co.,Ltd.

Exhibiting layout (Exhibition Hall 1)



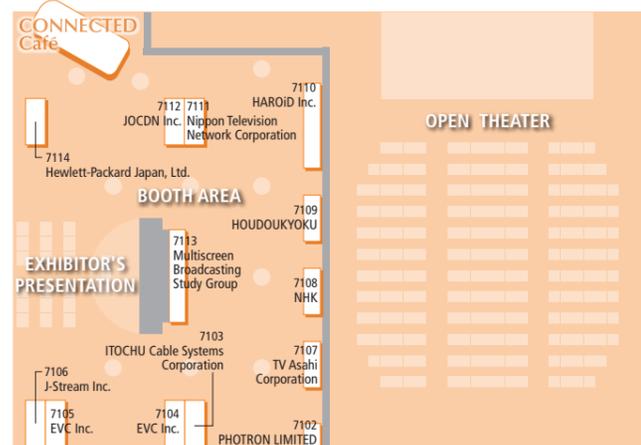
INTER BEE CONNECTED

Exhibitors Presentations

▶ Venue : Presentation corner with in INTER BEE CONNECTED

11.15 (Wed.)	
11:00 11:20	New audience experience that interactive CM realizes further value in reach power of TV HAROID Inc.
13:30 13:50	CDN (Content Delivery Network) for TV broadcasters JOCND Inc.
14:00 14:20	Introducing the online video platform "VideoAid" adopted AI cognitive services for video analytics J-Stream Inc.
14:30 14:50	Introduction of the latest trend and implementation method for next-generation video distribution ITOCHU Cable Systems Corporation
15:00 15:20	Outline and results of HARBOR · Introduction of case examples, and for CM online PHOTRON LIMITED
15:30 15:50	Accelerate virtualization of head end, HPE vHM Hewlett-Packard Japan, Ltd.
16:30 16:50	Introducing the next generation viewing experience using AI technology Cloud type video management and distribution platform "Bizlat on Azure" EVC Inc.
11.16 (Thu.)	
11:00 11:20	Introduction of the latest trend and implementation method for next-generation video distribution. ITOCHU Cable Systems Corporation
11:30 11:50	Outline and results of HARBOR · Introduction of case examples, and for CM online PHOTRON LIMITED
13:00 13:20	Accelerate virtualization of head end, HPE vHM Hewlett-Packard Japan, Ltd.
13:30 13:50	Introducing the next generation viewing experience using AI technology Cloud type video management and distribution platform "Bizlat on Azure" EVC Inc.
14:00 14:20	A new television / viewer's communication realized with "asking" - A case of using Amazon Alexa with HAROID Note - HAROID Inc.
15:30 15:50	CDN (Content Delivery Network) for TV broadcasters JOCND Inc.
16:30 16:50	The experiment report of 4K IP streaming by Hybridcast in local broadcasters - A case of Tokai and Ishikawa TV - J-Stream Inc.
11.17 (Fri.)	
11:00 11:20	Accelerate virtualization of head end, HPE vHM Hewlett-Packard Japan, Ltd.
11:30 11:50	CDN (Content Delivery Network) for TV broadcasters JOCND Inc.
13:00 13:20	Best Practices for Using Multi-CDN on the Simultaneous Broadcasting Network J-Stream Inc.
13:30 13:50	Introduction of the latest trend and implementation method for next-generation video distribution ITOCHU Cable Systems Corporation
14:00 14:20	Outline and results of HARBOR · Introduction of case examples, and for CM online PHOTRON LIMITED
15:00 15:20	Introducing the next generation viewing experience using AI technology Cloud type video management and distribution platform "Bizlat on Azure" EVC Inc.
15:30 15:50	Television audience data is unexplored treasure! HAROID CROSS AD challenges maximizing mass media, digital and real advertisings HAROID Inc.

Exhibitor/Floor layout



Open Stage Sessions

▶ Venue : Exhibition Hall 7

11.15 (Wed.)	
Drawing a Rough Sketch of the Age of Fully-fledged Screen Selection: Taking on Challenges with Dentsu and Video Research	
Moderator	 Mr. Ritsuya Oku Chief Executive Director, Media Innovation Lab, Dentsu Innovation Institute, Dentsu Inc.
Panelist	 Mr. Akira Miwa Director, Media Innovation Research Department, Dentsu Innovation Institute, Dentsu Inc.
Panelist	 Mr. Toshiyuki Ishimatsu Executive Fellow, Video Research Ltd.
Panelist	 Mr. Kanehito Watanabe HITO Lab, Video Research Ltd.
11.16 (Thu.)	
New Age of Distribution: Key Stations and Platforms	
Moderator	 Mr. Mikio Tsukamoto Media Strategist, Wise Media, INC.
Panelist	 Mr. Masahito Ota SENIOR DIRECTORS, CYBER BUSINESS STRATEGY, NIPPON TELEVISION NETWORK CORPORATION
Panelist	 Mr. Hiroshi Ohba Director, Digital Business Center, TV Asahi Corporation
Panelist	 Mr. Hiroshi Shigekawa Director, General Strategy Division, Tokyo Broadcasting System Holdings, Inc.
Panelist	 Mr. Shinjiro Ninagawa Director, TV TOKYO Communications Corporation
Panelist	 Mr. Kazuo Nomura DIRECTOR, General Business Department, Fuji Television Network, Inc.
11.17 (Fri.)	
Latest Trends in Smart Television and New Possibilities for Televisions	
Moderator	 Ms. Nami Tashiro Data-Driven Business Development Center, Hakuho DY Media Partners Inc.
Panelist	 Mr. Yu Matsumoto Sharp Corporation
Panelist	 Mr. Tomotaka Ishii Media Business Division Business Development, Tokyo Broadcasting System Television, Inc.
Panelist	 Mr. Kiyoyasu Ando President, HAROID Inc.
11.15 (Wed.)	
Changing the Cable Television Industry with Cable ID	
Moderator	 Mr. Kouichi Nihei Director, Japan Cable and Telecommunications Association
Panelist	 Mr. Kenji Shiyoa CEO, CCJ Corporation
Panelist	 Mr. Yasuteru Maruyama CEO, Sukoh Cable Television Co., Ltd.
Panelist	 Mr. Yukinori Hashimoto Japan Digital Serve Corporation
Panelist	 Mr. Shunichi Kita Principal, Nomura Research Institute, Ltd.

11.16 (Thu.)	
Position Setting of Live Sports Distribution: From Niche Content to Pyeongchang	
Moderator	 Mr. Jun Iwata TV Asahi Corporation
Panelist	 Mr. Sota Suzawa Founder / Chief Director, reconnect television corp.
Panelist	 Mr. Toru Sano Producer, Nippon Television Network Corporation
11.16 (Thu.)	
Program Production and Internet Communication	
Moderator	 Mr. Osamu Sakai Media Consultant
Panelist	 Mr. Kenichi Hatori Fuji Television Network, Inc.
Panelist	 Mr. Takeshi Shioyuchi Yomiuri Telecasting Corporation
Panelist	 Mr. Satoru Watanabe Japan Broadcasting Corporation
Panelist	 Mr. Daigo Hirayama TV TOKYO Corporation
11.16 (Thu.)	
Why Did You Come to TV? Candid Revelations by Young Television Station Employees!	
Moderator	 Ms. Noriko Wakihama Professor, Kyoto Sangyou University
Panelist	 Mr. Yusuke Matsuyama Hokkaido Television Broadcasting Co., Ltd.
Panelist	 Ms. Ayako Suzuki Tokyo Metropolitan Television Broadcasting Corp.
Panelist	 Ms. Miyabi Sugimoto Nankai Broad Casting Co., Ltd.
Panelist	 Mr. Hisashi Mutou Minaminihon Broadcasting Co., Ltd.
11.16 (Thu.)	
What Will Become of Internet Journalism by TV Stations?	
Moderator	 Ms. Keiko Murakami Principal Researcher, Broadcasting Culture Research Institute, Media Research & Studies Division, NHK Japan Broadcasting Corporation
Panelist	 Mr. Toshihiro Shimizu News Contents Project Leader, General Business department, Fuji Television Network, Inc.
Panelist	 Mr. Osamu Usami News Division, Nippon Television Network Corporation
Panelist	 Mr. Yoshinori Adachi Senior Manager, Network and Digital News Division, Japan Broadcasting Corporation

11.17 (Fri.)	
Thinking about the Future of Media from Radio	
Moderator	 Mr. Fumio Miura Faculty of Sociology Department of Sociology, Keio University
Panelist	 Mr. Takahiro Aoki President, radiko Co., Ltd.
Panelist	 Mr. Takanari Mimura Director, Media Promotion Division, TBS Radio, Inc.
11.17 (Fri.)	
Talk on Various Topics with Semi-key Stations: In the Narrow Space between Tokyo and Local Areas	
Moderator	 Mr. Takahiko Kageyama Professor, Department of Information and Media, Doshisha Women's College of Liberal Arts
Panelist	 Mr. Nobumitsu Nagai Executive Strategy Planning Division, Mainichi Broadcasting System, Inc.
Panelist	 Mr. Takashi Matoba General Programming Division Manager, Contents Strategy Department, Asahi Broadcasting Corporation
Panelist	 Mr. Nobuyuki Takeuchi Manager, Contents Business Division, Contents Business Department
Panelist	 Mr. Yuji Yamashita Media Planning Department Corporate Planning Office, Yomiuri Telecasting Corporation
11.17 (Fri.)	
Local Content Revolution! Strategies of Local Stations Focusing on Over 2020	
Moderator	 Mr. Hiroshi Saito Manager, Strategy Planning Division, Mainichi Broadcasting System, Inc.
Panelist	 Mr. Hideyuki Aoki Sakes Division Innovation Business Department, Yamagata Broadcasting Co., Ltd.
Panelist	 Mr. Yoshikuni Andoh Sub manager, Program Scheduling Department, CBC Radio Co., Ltd.
Panelist	 Mr. Takashi Umezaki DEPUTY GENERAL MANAGER MEDIASTRATEGY DIV. RKB MAINISHI BROADCASTING CORP.
11.17 (Fri.)	
Redefining Television: How Do Producers on the Frontline Perceive Television Today?	
Moderator	 Mr. Toshio Kuramata Senior Manager, Digital Content Center, Japan Broadcasting Corporation
Panelist	 Mr. Takeshi Shimokawa General Business Department Content Creation and Distribution Digital Media Service, Fuji Television Network, Inc.
Panelist	 Mr. Shiro Oguni Japan Broadcasting Corporation
Panelist	 Mr. Ryo Kishi Creative Director, HAROID Inc.

INTER BEE IGNITION

Keynote Speech ▶ Venue: International Conference Room, 2F International Conference Hall

Broadcasters Evolving together with Artificial Intelligence

11.16 (Thu.) 13:30 - 15:00

Keynote Speech
Future of Video: Emotion, Creation and Consumption

Panel Discussion
To Ensure Broadcasting Stations Thoroughly Utilize Artificial Intelligence

Panelists: Mr. Yoichi Ochiai (CEO, Pixie Dust Technologies, Inc./ Advisor to President, Assistant Professor, University of Tsukuba), Mr. Yoichi Ochiai (CEO, Pixie Dust Technologies, Inc./ Advisor to President, Assistant Professor, University of Tsukuba), Mr. Ikko Kambara (Program Director, General Broadcasting Administration, Special Content Development, JAPAN BROADCASTING CORPORATION), Mr. Kohei Kawakami (Technology Research & Development, Engineering & Technology Division, Research & Development, Nippon TV Research LAB, Nippon Television Network Corporation), Ms. Mariko Nishimura (Chief Editor of SENSORS.jp CEO, HEART CATCH INC.)

Open Stage Sessions ▶ Venue: INTER BEE IGNITION Stage, Exhibition Hall 6

11.15 (Wed.) 10:30 - 12:00

Advanced Imaging Society Lumiere Japan Awards 2017 Ceremony

We will announce and acknowledge this year's winners of the Lumiere Japan Award given to high-quality 3D, 4K and VR works and the Good Practice Award given to efforts expected to contribute to the development of relevant fields.



11.15 (Wed.) 13:10 - 14:10

Reproduction of Past Cities with the Wisdom of Crowds in Memory: Approaching a New Project with Toshio Tsuchiya x Rhizomatiks Seichi Saito

Panelists: Mr. Toshio Tsuchiya (Senior Director, Nippon TV Lab, Nippon Television Network Corporation), Mr. Seichi Saito (Executive of Rhizomatiks), Ms. Mariko Nishimura (Chief Editor of SENSORS.jp, HEART CATCH INC.)

11.15 (Wed.) 14:20 - 14:40

Exhibitor Presentation: Business Manual for Broadcasting Stations Using VR - Strategies to guarantee profit -

Jolly Good Inc.

11.15 (Wed.) 15:00 - 16:00

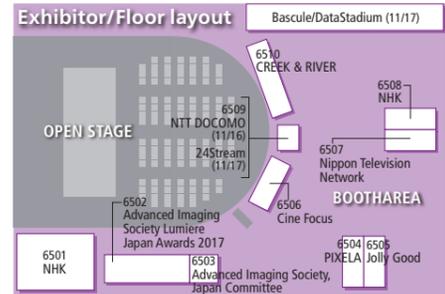
Future of Technology Led by Content

Panelists: Mr. Motoi Ishibashi (Engineer/Artist, Rhizomatiks Research), Mr. Katsuyuki Nogami (Contemporary Media Artist), Mr. Atsushi Wakimoto (General manager, Cultural Division, Computer Graphic Arts Society (CG-ARTS), Secretariat Director of Japan Media Arts Festival), Mr. Mirai Mizue (Animation Director)

11.15 (Wed.) 16:30 - 17:30

Potential of Expressions Depicted by Fashion x Art x Technology

Panelists: Mr. Motoi Ishibashi (Engineer/Artist, Rhizomatiks Research), Mr. Yuima Nakazato (Fashion designer), Mr. Tetsutoshi Tabata (Visual artist, 66b/cel), Mr. Yoshitaka Ando (C.C.N.,LLC)



11.16 (Thu.) 10:30 - 12:00

Tearing Down the Fixed Concepts of the Media!

Panelists: Ms. Yukiko Oshio (Senior Producer, Production Center Home & Food Programs Division, Japan Broadcasting Corporation), Ms. Asako Tomura (UX Business Development Div, UX Planning Dept., Contents Development Sec., Senior Manager, Sony Corporation), Mr. Tetsuya Mizuguchi (CEO, Entrance Incorporated)

Moderator: Mr. Kunitake Saso (CEO, biotope co., ltd), Ms. Mariko Nishimura (Chief Editor of SENSORS.jp CEO, HEART CATCH INC.)

11.16 (Thu.) 12:20 - 12:40

Exhibitor Presentation: The "Sphere 5.2" Movable Large Spherical Screen Brings a Revolutionary Motion Picture Experience

WONDER VISION TECHNO LABORATORY Co., Ltd.

11.16 (Thu.) 13:00 - 14:00

Future of Media Business Opened Up by VR x AI

Panelists: Mr. Kengo Ishii (TOKAI TELEVISION BROADCASTING Co., Ltd.), Mr. Kensuke Joji (CEO, JOLLYGOOD INC.)

11.16 (Thu.) 14:20 - 14:40

Exhibitor Presentation: High-Quality Image Processing for VR Video Distribution

PIXELA CORPORATION

11.16 (Thu.) 15:30 - 16:30

Robot x The future of television

Panelists: Mr. Takashi Minato (Advanced Telecommunications Research Institute International (ATR)), Mr. Ryoosuke Mochizuki (Board Director, robot start inc.)

Moderator: Mr. Kohei Kawakami (NIPPON TV RESEARCH LAB, Nippon Television Network Corporation), Ms. Mami Sugino (Nippon Television Network Corporation)

11.16 (Thu.) 18:00

INTER BEE IGNITION NIGHT 2017

INTER BEE IGNITION NIGHT

~ From Smartphone to Screen ~
 < New interactive experience >
 New Live Viewing Sensation

16th November (Thurs.) - From 6pm
 Exhibition Hall 6, Makuhari Messe
 INTER BEE IGNITION

Real-time distribution of live music from Shibuya to Makuhari Messe. Using the latest video technology and smartphones, visitors were able to take part in a new interactive experience presented by DODOMO

■ Appearing artists ■ EDOGA-SULLIVAN ■ Opening presentations

Mr. Takanori Ashikawa (Director of Consumer Business Department, NTT DODOMO, Inc.)
 Ms. Miwako Iyoku (Executive Vice President, Tower Records Japan Inc.)

11.16 (Thu.) 16:00 - 16:50

Futuristic baseball spectator experience where pitched balls are turned into digital data on-the-spot and then reflected into a "VR trip to the plate" in real-time!

Real Data Baseball completely recreates professional baseball pitching data in VR. This combines with Rapsodo which converts the number of revolutions and curve amount of a pitched ball into digital data in real-time. Could you hit a VR pitch recreated in real-time? A new sports broadcast experience created by digital data was demonstrated.

Exhibitors: Bascule Inc. and DataStadium Inc.

11.17 (Fri.) 10:30 - 12:00

"VR Creative Award 2017" The future of VR expression by winning works

VR Consortium

Opening Address
 Mr. Naotaka Fujii (Representative Director, VR Consortium CEO, Hacoco Inc.)

Individual Group Grand Prize "Mikulus"
 Mr. YOSHITO "SAROMI" KONOHI (CEO, XII Inc.)

Introducing Award Winners
 Commercial Sector Grand Prize "VR Real Data Baseball"
 The Asahi Prize: "TerraJapan VR"

Mr. Yoshio Kakehashi (Creative Engineer, Bascule Inc.)
Mr. Kei Wakizuka (Voxcel Design, Inc.)

Explain the reason for selection for the Asahi Prize
Mr. Takashi Horie (Director, Media Lab-Open Innovation Office, The Asahi Shimbun Company)

Talk session: The Future that VR Brings
Dentsu Inc. contemplates the future of Media Utilizing VR

Panelists: Mr. Koji Horie (Media Lab-Open Innovation Office, The Asahi Shimbun Company), Mr. Hikaru Adachi (Business Development & Activation Division, DENTSU INC.)

11.17 (Fri.) 10:30 - 12:00

Crossing the Boundary of the Stadium and the Living Room! Style of Watching Sports Is Changing by Data & Sensors

Panelists: Mr. Kei Kanazawa (Knowledge Development Section and Baseball Business Division Analyst, Data Stadium Inc.), Mr. Masayoshi Boku (Representative Director, Bascule Inc.)

Moderator: Ms. Mayumi Morinaga (Media Communication Producer, Hakuho DY Media Partners Inc.)

11.17 (Fri.) 12:30 - 13:30

Exhibitor Presentation: Auditory AR

24Stream Inc.

11.17 (Fri.) 13:50 - 14:10

Seeking Music Not Heard Before and Video Not Seen Before! What is "MUTEK" - a Global Scale Culture and Art Festival That Makes Full Use of Music and Technology

Panelists: galcid (Artist), Mr. Tetsuji Ohno (Intercity-Express)

Moderator: Mr. Shuichirou Iwanami (Director, MUTEK Japan), Mr. Junichi Takekawa (Creative Director, MUTEK Japan)

11.17 (Fri.) 14:30 - 15:30

Will 2D Characters Change Television?

Panelists: Mr. Naotaka Maeda (Producer, Production Division, Nippon Television Network Corporation), Mr. Yohei Sadoshima (Co-Founder/CEO, Cork Inc. (photo:Keitaro Kambe))

Moderator: Mr. Kaoru Yoshizawa (CEO, AIA Inc.), Ms. Mariko Nishimura (Chief Editor of SENSORS.jp CEO, HEART CATCH INC.)

11.17 (Fri.) 16:00 - 16:50

Exhibitor Presentation: Auditory AR

24Stream Inc.

INTER BEE CREATIVE

Keynote Speech ▶ Venue: International Conference Room, 2F International Conference Hall

11.17 (Fri.) 13:00 - 14:30

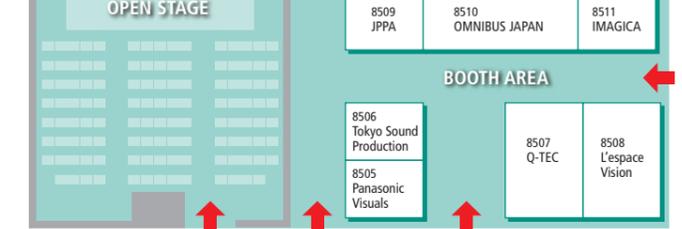
Top Creator's Super Session

Director Motohiro talks about Asian Creativity

Moderator: Ms. Aki Yamada (Tokyo Broadcasting System Television, Inc. DiscCont ASIA, Festival director)

Mr. Katsuyuki Motohiro (Planning Room, PRODUCTION I.G.)

Exhibitor/Floor layout



CREATIVE SESSIONS ▶ Venue: Exhibition Hall 8

11.15 (Wed.) 10:30 - 11:15

Requirements for mastering from BBC's viewpoint

Mr. Andy Queded (Design and Engineering, BBC)

11.15 (Wed.) 13:00 - 13:45

The path to 4K VFX - The latest news from the production of "Moribito: Guardian of the Spirit", coming soon -

Mr. Yoshihiro Takahashi (VFX Supervisor, Japan Broadcasting Corporation)

11.15 (Wed.) 14:00 - 14:45

Making of the live-action film "Ajin: Demi-Human"'s VFX

Mr. Junji Munakata (CG Supervisor, OMNIBUS JAPAN INC.)

11.15 (Wed.) 15:00 - 15:45

Challenge to the Advanced technology <4K HDR/HLG>

Ms. Michiko Sato (Technology Group, Panasonic Visuals Co., Ltd.), **Mr. Kouki Nakagaki** (Technology Group, Panasonic Visuals Co., Ltd.)

11.15 (Wed.) 16:00 - 16:45

Manga is a natural fit for video - The Manga-linked world - By the world's largest manga artist network "Silent Manga Audition" -

Mr. Syuichi Mochida (Director, Coamix Inc.), **Mr. Taiyo Nakajima** (Coamix Inc.)

11.16 (Thu.) 10:30 - 11:15

Global cutting edge VFX - This is how Hollywood's "Ghost in the Shell" was made -

Mr. Axel Bonami (MPC Film, VFX Supervisor)

11.16 (Thu.) 11:30 - 12:15

IMF for broadcast and the internet: DPP&SMPTE partnered up with BM to encourage this new trend

Mr. Andy Wilson (Digital Production Partnership, Head of Business Development), **Mr. Andy Queded** (Design and Engineering, BBC)

11.16 (Thu.) 13:00 - 13:45

Interview with noted director Kensaku Kakimoto What's the next generation of video production?

Mr. Kensaku Kakimoto (Movie writer / photographer), **Commercial photo editing department, GENKOSHA CO., LTD.**

11.16 (Thu.) 14:00 - 14:45

The use of photogrammetry (3D scan technology) in movie and 4K drama production

Mr. Yosuke Kuboe (Systems Manager, L'Espace Vision Co., Ltd.)

11.16 (Thu.) 15:00 - 15:45

What is HDR video expression from a colorist's perspective

Mr. Makoto Imazuka (Senior Colorist, G-TEC, INC.)

11.16 (Thu.) 16:00 - 16:45

Future regional revitalization movies - What is needed to revitalize communities with the power of creativity? 1 Million Views Make it a Reality! Beppu City Spanusement Park Project!

Mr. Yusuke Shimazu (CM planner / Copywriter, DENTSU INC.), **Mr. Jun Nishida** (Content planner, Drill Inc.), **Mr. Ryoosuke Miyashita** (Art director, DENTSU INC.), **Mr. Yuji Ozawa** (Producer, GEEK PICTURES INC.)

Moderator: Mr. Yasushi Kawamoto (Chief Editor, COMMERCIAL PHOTO)

11.17 (Fri.) 10:30 - 11:15

Global cutting edge VFX - This is how Hollywood's "Ghost in the Shell" was made -

Mr. Axel Bonami (MPC Film, VFX Supervisor)

11.17 (Fri.) 11:30 - 12:15

The latest 8K VR work flow driven by Adobe CC

Mr. Seigo Furuta (DVA Products Marketing, Adobe Systems, Inc.), **Mr. Mitsuru Sakurai** (Digital Media System Sales Department, Technical Director, Too Corporation)

11.17 (Fri.) 13:00 - 13:45

News exchange: Lessons from recent news delivery developments

Mr. Andy Wilson (Digital Production Partnership, Head of Business Development)

11.17 (Fri.) 15:00 - 15:45

Korea VFX Power - The reality in South Korea as well as the latest info on China/Asia strategies -

Mr. Seong Ho Jang (MOFAC INC.)

11.17 (Fri.) 16:00 - 16:45

Creative Summit

Mr. Axel Bonami (VFX Supervisor, MPC Film), **Mr. Seong Ho Jang** (MOFAC INC.), **Mr. Takafumi Yuki** (Director, INTER BEE CREATIVE)

INTER BEE CREATIVE MEET-UP

Powered by BACKSTAGE

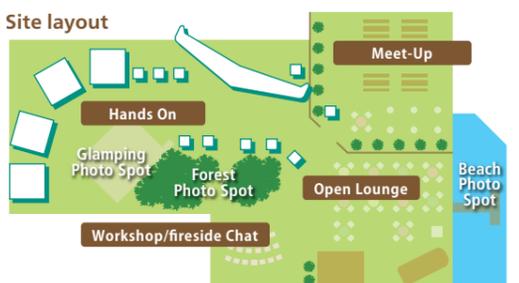
A festival for creators!

Welcome to the Garden of INTER BEE! We set up a garden as a multipurpose area perfect as an experience exhibition corner, or a place for taking a break or exchanging information among creators.

Exhibitor: Adobe Systems K.K. / DJI Japan / Panasonic Corporation / Panasonic System Solutions Japan Co., Ltd.

Special Cooperation: Snow Peak Inc. / TACHIHI BEACH / BACKSTAGE (EventRegist Co., Ltd., EVENT MARKETING, HOT SCAPE INC.) / Forest Supporter (National Land Afforestation Promotion Organization) / HOT SHOT / UCOM INC. / UNION ALPHA

Cooperation: GRAND KIRIN / Think DESIGN / NISHIO RENT ALL CO.,LTD. / Netland Japan / Hanatomidorisha Co.,Ltd. / Valeur,Inc. / PRONEWS / Yamagiwa Yume-soen



Result: Visitor Profile

Breakdown of registered visitor number

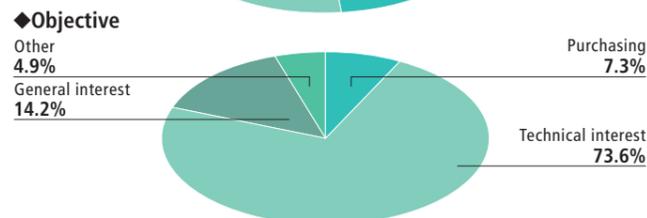
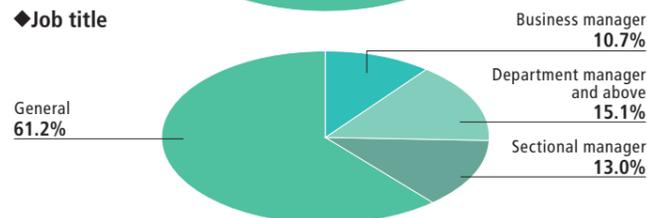
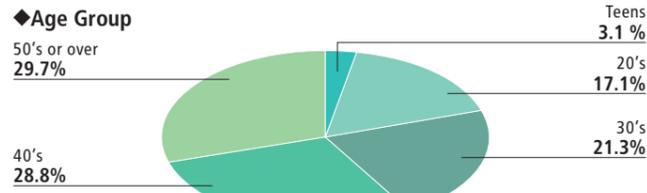
	11.15 (Wed.)	11.16 (Thu.)	11.17 (Fri.)	TOTAL
Domestic	12,848	12,083	12,219	37,150
Overseas	517	298	118	933
TOTAL	13,365	12,381	12,337	38,083

No. of visitor:
38,083 people (Record-high)

Breakdown of registered visitors

Area	Number of countries & region / Number of visitors	Breakdown of visitors by country & region
Domestic	1 country / 37,150	Japan 37,150
Asia	13 countries & region / 682	Korea 343 / China 93 / Taiwan 91 / Indonesia 46 / Hong Kong 40 / Thailand 26 / Singapore 15 / Philippines 10 / Vietnam 9 / Bangladesh 3 / India 3 / Pakistan 2 / Malaysia 1
North, Central and South America	4 countries / 39	U.S.A. 31 / Canada 3 / Brazil 3 / Costa Rica 2
Oceania	3 countries / 17	Australia 14 / Samoa 2 / New Zealand 1
Middle East	5 countries / 13	UAE 5 / Qatar 2 / Israel 2 / Kuwait 2 / Saudi Arabia 2
Europe	10 countries / 40	U.K. 13 / Germany 9 / Spain 5 / Denmark 4 / Italy 3 / France 2 / The Netherland 1 / Belgium 1 / Austria 1 / Russian 1
Unknown		142
	36 countries & regions	38,083

Visitor demography



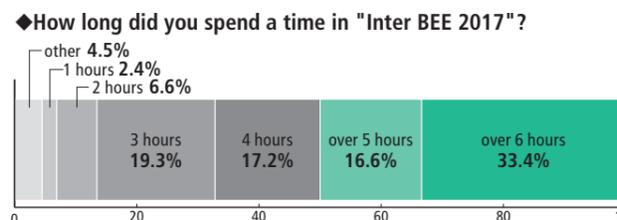
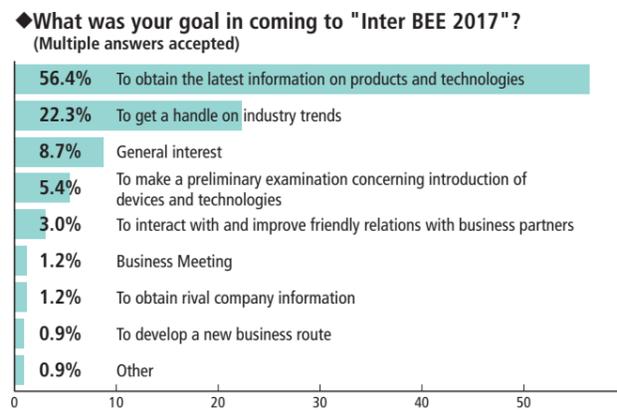
Type of Business

Equipment Manufacture	13.0%	Related Contents Publishers	3.4%
Commercial TV Broadcaster	9.6%	Related Internet Business	2.9%
Other User	9.4%	Related Staging, Art and Lighting	2.4%
Other Guest	8.6%	Related CATV	2.1%
Post production	7.1%	Government office, Organization	1.8%
Student	6.5%	Facilities and Stores	1.5%
Film and Video Production Company	6.1%	Content Delivery Network	1.3%
Trading Company	5.9%	Ad Agency	1.1%
Production	4.2%	Video Software Production Company	0.9%
Related PA Equipment	4.0%	Radio Station	0.7%
Telecommunications Carrier	3.6%	Recording Company	0.5%
State-run Broadcasting Station	3.4%		

Interest (Multiple answers accepted)

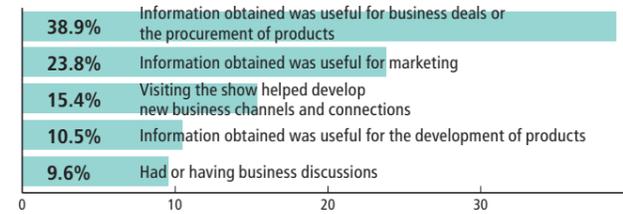
Video Equipment	56.6%	VTRs, Memory Cards, Optical Disks	9.4%
Audio Equipment	32.3%	Output System	8.7%
Camera	26.6%	Transmission Systems	8.4%
Editing and Production Equipment	18.1%	Multimedia System	7.5%
VR,AR,3D	16.1%	Stand-by and Peripheral Products	7.3%
Electronic Display	15.1%	Lighting Equipment	7.2%
Digital Contents	11.4%	Digital Cinema	6.4%
Speaker	10.9%	Measuring Equipment	5.3%
PublicViewing, Projection Mapping, Digital Signage	10.7%	OTT,SNS,Second Screen	4.5%
Servers, Storage	10.6%	Production Management Systems	4.4%
Software	10.5%	Art and staging	3.6%
Mixer	10.4%	Electronic Power Unit	3.1%
Relay System	10.4%	Other	1.1%
Cloud Services	9.8%	No Answer	2.2%
Microphone	9.7%		

Visitor Questionnaire result

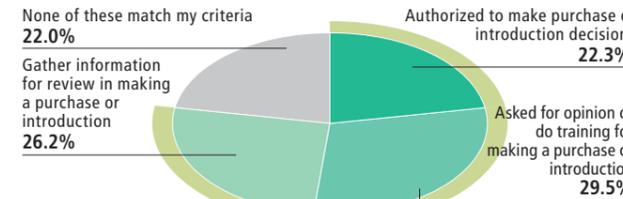


50% of visitors stay **5** hours.

Was your visit to Inter BEE 2017 valuable? (Multiple answers accepted)



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

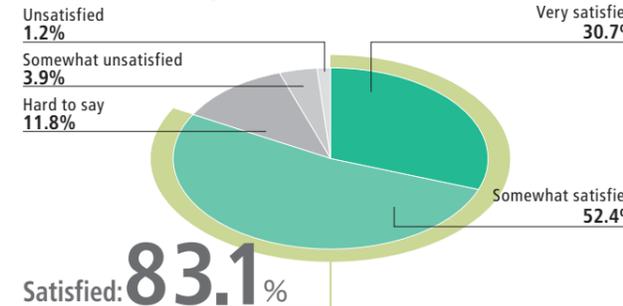


Involved in the purchase and introduction:
78.0%

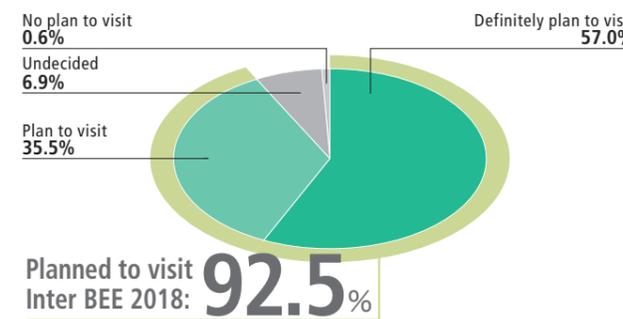
How much is annual budget you are involved in the process of purchasing products/services?



How satisfied are you with Inter BEE 2017



Do you plan to visit Inter BEE 2018?



Result: Exhibitor Profile

Number of exhibitors

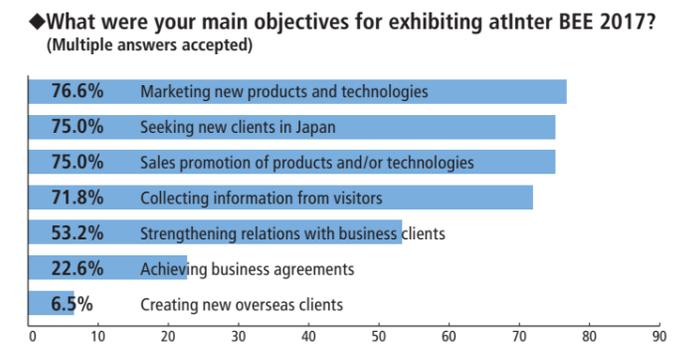
Exhibition category	No. of exhibitors	No. of booth
Professional Audio Equipment	359	365
Video Expression/Professional Lighting Equipment	50	73
Video Production/Broadcast Equipment	628	1,387
ICT/Cross Media	102	158
Total	1,139	1,983

Breakdown of exhibitors

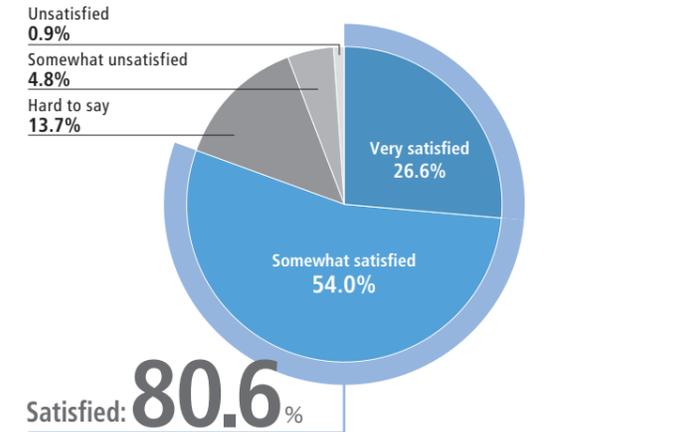
Area	Number of countries / region Number of exhibitors	Breakdown of exhibitors by country & region
Domestic	1 country / 496	Japan 496
Asia	5 countries & regions / 105	China 49 / Korea 29 / Taiwan 25 / Singapore 1 / India 1
North, Central and South America	3 countries / 238	U.S.A. 218 / Canada 19 / Brazil 1
Oceania	2 countries / 12	Australia 10 / New Zealand 2
Middle East	1 country / 9	Israel 9
Europe	22 countries / 279	Germany 80 / U.K. 74 / France 21 / The Netherland 16 / Italy 14 / Sweden 13 / Switzerland 11 / Spain 10 / Belgium 9 / Denmark 8 / Norway 3 / Austria 3 / Bulgaria 3 / Finland 3 / Hungary 2 / Latvia 2 / Turkey 2 / Portugal 1 / Russia 1 / Lichtenstein 1 / Czech 1 / Slovakia 1
	34 countries and regions	1,139

Exhibitors:
1,139 companies (Record-high)

Exhibitors Questionnaire result



How satisfied to accomplish your goal?



Result: Publication and Promotion

1. Publicity activities (Actual distribution of press releases)

- * Notification of start of exhibitor recruiting (3/1)
- * Notification of start of pre-admission registration (9/27)
- * Announcement of the outline of INTER BEE EXPERIENCE (10/12)
- * Announcement of the outline of INTER BEE CONNECTED (10/17)
- * Announcement of the outline of INTER BEE IGNITION (10/26)
- * Announcement of the outline of INTER BEE CREATIVE (10/31)
- * Announcement of the opening (11/14)
- * Set up press room (11/15-17)
- * Flash report (11/16)
- * Reported completion (11/18)

2. News Media Representative **353** Record-high people (6 from overseas)

3. Number of articles in the printed media

	Inter BEE 2017
Before the show	135
During the show	25
After the show	211
Total	371

※as of 2018.1.20

4. Newspapers and Magazines Articles in Japan (main publications)

- Automation news
- B-maga
- Broadcasting Engineering
- Camera Times
- Dempa Shimbun
- Dempa Times
- Digital Sound Market
- Eizo Shimbun
- EVENT MARKETING
- FDI (Full Digital Innovation)
- FILM and Digital TIMES
- HOSO JOURNAL
- Mac Fan
- NEW MEDIA
- Nikkan Jidosha Shimbun
- NIKKAN KOGYO SHIMBUN
- Nikkei Sangyo Shimbun
- NIPPON CAMERA
- Radio Life
- SOUND DESIGNER
- The Japan Exhibition News
- THE MAINICHI NEWSPAPERS
- TV Technology
- VIDEO JOURnAL
- Video Tsushin

5. On-air media

Domestic

Date	Broadcast station	Program
Nov. 14	Nippon Television Network News24	The Socials
Nov. 15	NHK	NHK News
Nov. 15	NHK	NEWS CHECK 11
Nov. 16	MX TV	TOKYO MX NEWS
Nov. 25	Fuji Television Network	News Weekly Fuji Remarks
Nov. 26	Nippon Television Network	SENSORS

Overseas

Date	Broadcast station	Program
Nov. 16	RCN-TV	Wake Up FM (report1)
Nov. 16	* RCN TV is one of major key network stations cover South America and Columbia.	News of the Day (report1)
Nov. 17		Wake Up FM (report2)
Nov. 17		News of the Day (report2)

6. List of publication (Domestic)

- Automation News
- B-maga
- Broadcast Engineering
- CG WORLD+digital video
- Dempa Shimbun
- Dempa Times
- Dempa Times
- Eizo Shimbun
- FDI (Full Digital Innovation)
- HOSO JOURNAL
- LOCATION JAPAN
- NEW MEDIA
- PROSOUND
- Sound & Recording Magazine
- SOUND DESIGNER
- Stage&Sound Journal
- Tsushin Kogyo Shimbun
- VIDEO JOURNAL
- Video SALON
- Video Tsushin

7. List of publication (Overseas)

- Asia Pacific Broadcasting (Asia)
- NAB DAILY NEWS (USA)
- IBC DAILY NEWS (UK)
- Tech-ex Dot Com Ltd. (Hong Kong)



8. Inter BEE Official Mail Magazine

Approx. **100,000**

*The number of data instances that can be distributed

9. Inter BEE Official Website

Page views:

224,711 views

(From November 1st to November 30th)

Number of articles posted before the show **26**

Number of video clips posted during the show (Inter BEE TV) **172**

10. Official Facebook

Number of Likes received post conference:

4,470 Likes (an increase of **106%** from the previous year)

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

10,208

11. Official Twitter

Number of Twitter Followers (at max):

1,456 followers (an increase of **148%** from the previous year)



12. Media partners

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



Conveying the possibilities of new media to the world.

Broadmedia & Entertainment

Inter BEE 2018

11.14 Wed. »»» 16 Fri. Makuhari Messe



INTER BEE ONLINE
www.inter-bee.com

