Online and real all-media event opens on November 1!

**Opening & Keynote Session**

Inter BEE 2022 opened its online venue on Tuesday, November 1, prior to the three-day event at Makuhari Messe starting Wednesday, November 16. The online venue remained open until Friday, December 23, so this year’s Inter BEE was held over a period of 53 days.

The Opening & Keynote session, which opened the event, featured opening remarks by Takahito Tokita, Chairman of the Japan Electronics and Information Technology Industries Association (JEITA), followed by “Recent Trends in Broadcasting Policy” by Ryōji Yamazaki, Deputy Director-General for Broadcasting, Ministry of Internal Affairs and Communications, and “NHK’s Approach in a New Media Era” by Keiji Kodama, Senior Director and Chief of Engineering, Japan Broadcasting Corporation.

“Opportunities to touch and talk about products face-to-face combined with online advantages, make Inter BEE an even more useful platform”

Inter BEE 2022 will combine real and online events, continuing on from last year, with the online venue opening today, November 1, and the Makuhari Messe venue opening on November 16 for a three-day period.

We would like to take this opportunity to thank the ministries, agencies, and organizations involved for their generous support. Inter BEE has built up a history as Japan’s premier professional exhibition for audio, video, and communications, and in recent years has undergone a major transformation to become a comprehensive media event covering “creating,” “sending,” and “receiving” content.

The online venue will remain open after the close of Makuhari Messe until December 23, allowing visitors to view archived videos of the conference. We hope that Inter BEE 2022 will prove to be a valuable venue for all exhibitors and visitors to create even better business opportunities and contribute to the further development of culture, society, and industry through content. Thank you very much.

**Pre Session**

The online venue introduced exhibitors’ products/services, streamed conference videos, and provided information on various special projects and events. The online venue served as a place for people to check information before visiting the exhibition so that they could make the most of their time at Makuhari Messe, and archived videos and posted additional information even after the closing of the Makuhari event.

**Contents of Online Venue**

- Exhibit Map / Exhibitor List
- Online Exhibitor Detail Page
- Online Exhibitor Seminar
- Conference · Event News

In the pre-session starting with Opening & Keynote, we delivered selected sessions on the latest topics in broadcasting, video, and audio.

Mr. Ryōji Yamazaki
Deputy Director-General for Broadcasting,
Ministry of Internal Affairs and Communications

Mr. Keiji Kodama
Senior Director, Chief of Engineering,
Japan Broadcasting Corporation.

Takahito Tokita
Chairman, Japan Electronics and
Information Technology Industries Association (JEITA)
November 16 (Wed.)

KA-142 15:30 ~ 16:00  International Conference Room  INTER BEE CONNECTED KEYNOTE

The "Essence of Media" as Revealed by the Latest Overseas Situation in Connected TV and Linear Distribution Services

Parallels:
- Hiroko Uesi Senior Director, Strategy & Planning Office Media Technology Division, NHK
- Koichi Sonoda Media Technology Division, Sony Corporation
- Kazuhide Murakami Director of Media Strategy, Strategy & Planning Office, NTT Docomo
- Mikito Ogino Director, International Media Strategy Office, NHK

Moderator:
- Hisashi Kawakita President, Director General, Faculty of Communication and Culture, Sophia University

November 17 (Thu.)

KA-126 13:30 ~ 14:00  International Conference Room  INTER BEE FORUM KEYNOTE

4 big tech companies (Cisco, Amazon, Google, and Microsoft) talk about the move from SDI to IP Cloud with Japanese broadcasting stations

Parallels:
- Daiki Hatakeyama Director, Engineering, Marketing, Sales, Japan, Cisco Systems G.K.
- Yoshihiro Miyake Business and Finance Division Director, Pro Audio, Sony Corporation
- Yoichiro Miyake Director, Director, Pro Audio, Sony Corporation
- Shigeki Sakurai Director, Business Planning Group, NHK

KA-131 13:30 ~ 14:30  International Conference Room  INTER BEE FORUM SPECIAL SESSION

"Virtual NHK" - Using the Metaverse to Create Programs

Parallels:
- Yoshie Takahashi CIO, NHK
- Ichiyuki Toyoda Director, NHK
- Yoshinori Kunitomo NHK

November 18 (Fri.)

KA-131 13:30 ~ 14:30  International Conference Room  INTER BEE FORUM SPECIAL SESSION

The History of Microphone Development and Upcoming Strategies, According to a Microphone Producer

Parallels:
- Kenji Takahashi CEO, CBO, Takahashi Microphone Co., Ltd.
- Yoshiho Abe Technical Director, Takahashi Microphone Co., Ltd.
- Seiichi Miyawaki Senior General Manager, Yamaha Corporation

KA-142 15:30 ~ 16:00  International Conference Room  INTER BEE CONNECTED KEYNOTE

Thoughts after Filming the Taiga Drama The Secret Story Behind the Making of "The 13 Lords of the Shogun"

Parallels:
- Teruyuki Yoshioda President, NHK
- Yoshiaki Yamauchi President, Dentsu Aegis Network Japan Group
- Takafumi Yuki President, Yomiuri Shimbun

KA-143 16:15 ~ 16:30  International Conference Room  INTER BEE FORUM SPECIAL SESSION

The Paradigm Shift in Broadcast Media: Creating New Value and Promoting Diversity through Participation-Based Digital Spaces!

Parallels:
- Yoichiro Miyake President, NHK
- Hirosuke Usui President, NHK
- Keiko Murakami President, NHK

KA-142 17:00 ~ 17:30  International Conference Room  INTER BEE FORUM SPECIAL SESSION

"A-PAB Talk Session "Even Gen Z Can Understand!"

Parallels:
- Miwako Ohashi Panelist
- Noriko Nishimura Panelist
- Kenji Saito Panelist

Online Exhibitor Seminar

Nov. 15 (Thu.)

Broadcast/Media Transformation with Google Cloud

Shigeo Nakanishi Google Cloud Senior Account Executive

Nov. 16 (Wed.)

Observability for streaming performance

Tomohiro Furugaki Senior Regional Account Executive, Media & Entertainment, NTT

November 17 (Thu.)

Mizuki Kamada Imaging & Broadcast, Media Solutions Business Unit, Sony

Next Generation OTT Delivery

Alexandre Arondin Vice President of Video Delivery, Wise Media

What’s new with Adobe video products and Adobe Stock.

Yuichiro Dannno Cloud Chief Strategist, Adobe

Google Direct to Consumer solution

Yuichiro Dannno Cloud Chief Strategist, Adobe


Hiroshi Itakazawa Senior Director, Video Streaming Solutions, Digital TV Services, Digital Media
d

Dirk Gifford

MOA is Broadening its Horizons

Bob Stuart

Co-located Session

The 59th JBA Symposium of Broadcast Technology

Nov. 16 (Wed.)

Room 301 10:30-11:30 Production Engineering

Room 302 10:30-11:30 Translation, Subtitling

Nov. 17 (Thu.)

Room 301 10:30-11:30 Production Engineering

Room 302 10:30-11:30 Production Engineering

Room 303 10:30-11:30 Production Engineering

Nov. 18 (Fri.)

Room 301 10:30-11:30 Transmission

Room 302 10:30-11:30 Translation, Subtitling

Room 303 10:30-11:30 Broadcast Communications Corporation / Digital Services
**INTER BEE EXPERIENCE**

**X-Speaker SR Speaker Experience Demo**
Venue: Makuhari Messe Event Hall
November 17 (Thu.), 10:00 Doors open

**Keynotes**
Venue: International Conference Room
November 18 (Fri.)

- **10:59 ~ 11:30**
  - INTER BEE CREATIVE KEYNOTE
  - Thoughts after filming the Taiga Drama The Secret Story Behind the Making of "The 13 Lords of the Shuho!"
  - Speaker: Tenryūki Yoshida, Japan Broadcasting Corporation
  - Moderator: Takafumi Yuki, INTER BEE CREATIVE Director

**Special Session**
Venue: Exhibition Hall 7
November 16 (Wed.)

- **13:10**
  - How did the Heroine Fly? Report from the Set of NHK’s TV series "Mogari (Soar High)"
  - Speaker: Noritsuki Kumao, NHK
  - Moderator: Yoshitomo Takahashi, INTER BEE CREATIVE Director

**INTER BEE CONNECTED**

**Exhibitor**
Venue: Exhibition Hall 7
November 16 (Wed.)

- **11:50**
  - The "Essence of Media" as Revealed by the Latest Overseas Situation in Connected TV and Linear Distribution Services.
  - Speaker: Keiko Murakami, Japan Broadcasting Corporation
  - Moderator: Takeshi Nakamura, Broadcasting Culture Research Institute

**Special Session**
Venue: Exhibition Hall 7
November 17 (Thu.)

- **17:30 November 16 (Wed.)**
  - The New Media Lifestyle During the COVID era
  - Speaker: Ryosuke Oku, Dentsu Institute
  - Moderator: Dentsu Media Innovation Lab, Dentsu Institute

**November 18 (Fri.)**

- **16:30**
  - Tips for survival are in "IP Entertainment Connecting Japan and Korea."
  - Speaker: Tomoka Hasegawa
  - Moderator: Seonhye HWANG

**November 17 (Thu.)**

- **16:00**
  - Considering the Significance and Role of Local Stations in the World Outside Broadcasting
  - Speaker: Masaki Tsuchiya, Rakuten Group, Inc.
  - Moderator: Masakatsu Yamaguchi, NAGAO AKIRE

**November 18 (Fri.)**

- **16:30**
  - Considering the Significance and Role of Local Stations in the World Outside Broadcasting
  - Speaker: Masakazu Yamaguchi, Rakuten Group, Inc.
  - Moderator: Ayako Tsuchiya, Rakuten Group, Inc.
November 16 (Wed.)
Venue: International Conference Room
Future Society and Advanced Technologies Envisioned by EXPO2025 Osaka Kansai, Japan

Panelist
Yoichi Oehala
Media Arts
Tetsuya Komuro
Music

Panelist
Masaru Ishikawa
Hologram Media
CEO of Think Communications Co., Ltd.,
Vice President Sony Interactive Entertainment (Asia Pacific)

Satoko Endo
KEIO-DIARIES/AKI Research Laboratories, Inc.
Assistant for All-Profit Based Research Projects

Moderator
Haritora X,inc.
Executive Director

Panelist
Ayako Ikemoto
Shibuya Hitori

Etsuko Ichihara
Media Arts

Moderator
Aromajoin Corporation

Panelist
Tetsuya Komuro
Music

 modulo.jpg

November 18 (Fri.)
Venue: ONLINE

Panelist
Rama Kirpa
Intermedia

Takafumi Kuno
Nippon Television Network Corporation

Moderator
Airoku Corporation

Panelist
Ayaka Ikemoto
Shibuya Hitori

Etsuko Ichihara
Media Arts

Moderator
Aromajoin Corporation

Panelist
Daisuke Kudo
WiseFool Pictures, Inc.

Motoki Tani
HEART CATCH Inc.

Moderator
Aromajoin Corporation

Panelist
Ayaka Ikemoto
Shibuya Hitori

Etsuko Ichihara
Media Arts

Moderator
Aromajoin Corporation

Panelist
Daisuke Kudo
WiseFool Pictures, Inc.

Motoki Tani
HEART CATCH Inc.

Moderator
Aromajoin Corporation

DCEXPO Program: Technology to help humans become more free - Meta talks about cutting-edge HMD "HDR-VR" -

Nathan Matsuda
Realize Every Mirror

Kiyoshi Kyotani
heizou

Venue: Exhibition Hall 7

TechBiz: Technology Business Acceleration Program
Exhibitor:

5002
nendo technology Co., Ltd.
5003
GRAPS Co., Ltd.
5004
ADAGPIC ART GALLERY
5005
Digital Content Association of Japan (DCA)
5007
SIGGRAPH Asia 2022
5008
mirror studio inc.
5010
Sakuhai Co., Ltd.
5011
KINOWA Corporation

Innovative Technologies 2022

5012
Games Inc.
5013
Kite Holdings Company Limited / Kei University
5014
Hiro University / The University of Tokyo / Waseda University
5015
The University of Tokyo, Graduate School of Information Science and Technology, Intelligent System Laboratory
5016
Sarchi/Intelligence Laboratory, Faculty of Science and Technology, Keio University/The University-based startup, LIPOSCEPS Inc.
5017
Bellabs Inc.
5018
Shiftall Inc.
5019
Hakubu Inc.

November 16 (Wed.)
Venue: Exhibition Hall 6

 Planned events

November 16 (Nov.)
Stage Events

10:30 12:00
Award Ceremony for Advanced Imaging Society’s Lumiere Japan Award 2022

12:00 13:00
DENDIC Inc.
Whirling. "Rel. 1.0," an avatar creation platform for the Metaverse. DENDIC introduced two systems: "Lumiere," a system for web-driven creation and education, and "Lumiere Tact," a system that enables companies to provide immersive space to create avatar making facilities within their own offices. Services.

13:30 14:00
JOLLY GOOD Inc.
"JOLLY GOOD Inc. is a company that provides educational software and educational guidance services. They use augmented reality and virtual reality to create immersive experiences for educational purposes. This platform allows users to explore virtual environments and interact with educational content in a more engaging way."

14:00 16:00
Tokyo Computer Service
"Tokyo Computer Service introduced "Avatar Jockey," an application that enables interactive collaboration with virtual characters. This technology allows users to create avatars and participate in virtual events."

16:30 17:00
Haritora X, Inc.
"Haritora X, a body tracking device that has become must-have equipment for heavy users, and mutalk, What do people do for fun in the VR metaverse? Shiftall introduced its appeal. They also demonstrated "Mystery," which was aired in 1960, using the conventional scented paper (tester) method. This demonstrated the history of TV technology.

Aromajoin Corporation
While expressing the history of the TV scented paper, the audience experienced "Scent of Mystery," which was also in 1960, using the conventional scented paper (tester) method. This was followed by an introduction of Aromajoin's latest technology.

18:30 19:00
X, Inc.
"X, Inc. introduced their latest products. Those who wished were allowed to actually operate the products."

Shiftall Inc.
"What people do for fun in the VR metaverse? Shiftall introduced its appeal. They also demonstrated the latest, a body tracking device that has become must-have equipment for heavy users, and mutalk, a cloud-based VR platform."

November 17 (Thu.) 18 (Fri.)
Venue: Exhibition Hall 6

EXPLORE NEW REALITIES
VR Contents Experience Camer

Content #1
Bebukuro Mirror World
Bebukuro Mirror World is an entertaining entertainment opera performed by TV Tokyo. It is an "interactive Bebukuro" that can be played from anywhere in Japan with a smartphone PC or VR device. In the virtual space created by the TV station, you can watch events and new experiences that can be seen only in VR.

Content #2
Blue Eyes in HARBOR TALE - Art Set VR
The art set of the Blue Eyes in HARBOR TALE, the second film of the movie animation "Harbor Tale," which was created by the "Blue Eyes in HARBOR TALE" team, was contained to VR using photogrammetry technology.

Content #3
Batten Girls Special VR Live 2022
Advanced Imaging Society Lumiere Japan Award Grand Prize in VR category
Winner: Batten Girls Inc.

Content #4
Nagisakune
Advanced Imaging Society Lumiere Japan Award Special Award in VR category
Winner: Nagisakune