

Now Accepting Advance Registrations to Attend Inter BEE 2019!

The Japan Electronics and Information Technology Industries Association (JEITA: Nobuhiro Endo, Chairman / Chairman of the Board of NEC Corporation) is now accepting advance registrations to attend Inter BEE 2019 to be held in Makuhari Messe (Chiba) over three days from November 13 (Wed) to 15 (Fri) and reservations to attend sessions on the Inter BEE 2019 official website (<http://www.inter-bee.com>).

*Attendance is free

■ Inter BEE 2019 Expected to Be the Largest on Record

Inter BEE is growing as a comprehensive event for new communication and entertainment. It covers the areas of “creating (production)”, “sending (transmission)” and “receiving (experiences)” with content at the core. This is in addition to bringing together under one roof the latest innovations in video, broadcasting, communications, audio, lighting and the media business.

We are receiving applications to exhibit at Inter BEE 2019 at a pace that exceeds the 1,152 exhibitors we had last time – the highest number we have ever had – as of today. Therefore, we expect the event this year to be the largest on record in the event.

■ Showcasing the Evolving and Changing Frontline of Sports Content

We will hold a keynote speech session and special exhibition under the theme of sports content that is evolving and changing on a daily basis as key content through broadcasting, communications and live performances as a new initiative this year.

Ahead of the 2020 Tokyo Olympics and Paralympic Games next year, how are diversified forms of media (e.g., broadcasting, communications and live performances) communicating and expressing sports using the latest technology? Our keynote speech will showcase the frontline of sports content from various angles with sports and sports content serving as the special theme on the first day of the event.

Furthermore, we will hold a special exhibition called INTER BEE SPORT in the exhibition hall. This will introduce the latest technologies, software, tools and services that are transforming the production, relay broadcasting and distribution of sports content.

■ Latest IP Trends, Fusion of Broadcasting and Communications, and Expanding Media and Content Creative

We will implement four special projects to propose and showcase future possibilities by capturing the latest trends in media and entertainment from various perspectives in the exhibition hall.

We will hold a special exhibition to operate the technologies and products of IP live transmission that have already started to be introduced into Japan in the INTER BEE IP PAVILION. Furthermore, we will showcase the present and future of media and entertainment from various perspectives with INTER BEE CONNECTED, an event to propose the next step in broadcasting from the accelerating fusion of broadcasting and communications, INTER BEE IGNITION, an event to propose the possibilities of expressions and contents extended to new media, and INTER BEE CREATIVE, an event to showcase the latest trends and the creativity of those from the frontline of video production.

■ More Than 100 Sessions to Be Held over Three Days

The keywords for this year’s INTER BEE FORUM include sports, AI, 5G, IP conversion, 4K/8K content production and radio management. A total of over 100 sessions with various themes will be held during

Inter BEE 2019

the three days of Inter BEE 2019.

We are now accepting advance reservations to attend the various sessions of INTER BEE FORUM and the special exhibition and stage sessions to be held in the exhibitions hall on the official Inter BEE 2019 website.

*This excludes some mini stages.

■ Largest Ever! Global Scale High-quality Speaker Experience

INTER BEE EXPERIENCE has now become an established event of Inter BEE. We will again this year hold an experience demo of speakers used in live events. This demo will bring together under one roof 18 products from 15 brands – the largest ever number on record – in the large arena of Makuhari Messe Event Hall. This will make it possible to experience that quality with a loud sound. In addition, we will set up an area to experience microphones and headphones for professional users in the exhibition hall. This will be a valuable opportunity to see high-quality products lined up for which there are few chances to listen and compare.

It is possible to experience the world of media communication and entertainment in the near future at Inter BEE through exhibitions and presentations of the latest products by participating companies from Japan and overseas as well as conference sessions and experience events with various themes. We are looking forward to seeing many people at Inter BEE. This includes those in charge of advertising and marketing in general companies and local companies, design and web production personnel and facility and event-related personnel in addition to broadcasting and communication operators and video and audio production personnel.

Please see the official website for the latest information and details.

www.inter-bee.com

Overview of Inter BEE 2019

- Name: Inter BEE 2019 / (55th) International Broadcasting Equipment Exhibition 2019
- Dates: 10 a.m. to 5:30 p.m. on November 13 (Wed) and 14 (Thu) and 10 a.m. to 5 p.m. on November 15 (Fri), 2019
- Venue: Makuhari Messe (Exhibition Halls 1 to 8, Event Hall and International Conference Hall) 2-1 Nakase, Mihama-ku, Chiba-shi, Chiba
- Admission: Free (Registration system)
- Organizer: Japan Electronics and Information Technology Industries Association (JEITA)
- Supporters: Ministry of Internal Affairs and Communications (MIC) and Ministry of Economy, Trade and Industry (METI) [Listed in ministry order]
NHK, The Japan Commercial Broadcasters Association (JBA), Association of Radio Industries and Businesses (ARIB), Digital Content Association of Japan (DCAJ) and The Association for Promotion of Advanced Broadcasting Services (A-PAB) [Listed in no particular order]

Inquiries Relating to This Matter from the Media

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