

Broadmedia & Entertainment
Inter BEE 2019

From Tomorrow November 13 (Wed) to 15 (Fri)!

Record High 1,158 Exhibiting Companies/Organizations in 2,125 Booths!

The Japan Electronics and Information Technology Industries Association (JEITA: Nobuhiro Endo, Chairman / Chairman of the Board of NEC Corporation) will hold Inter BEE 2019 [(55th) International Broadcasting Equipment Exhibition 2019] in Makuhari Messe (Mihama-ku, Chiba) over three days this year from November 13 (Wed) to 15 (Fri). This is a comprehensive media event that brings together the latest innovations in video, broadcasting, communications, audio, lighting and the media business under one roof.

Inter BEE – celebrating our 55th anniversary this year – is a comprehensive media event that brings together the latest innovations in video, broadcasting, communications, audio, lighting and the media business under one roof. We do this under the slogan of “conveying the possibilities of new media to the world.”

There will be a record high **1,158 exhibiting companies and organizations** in **2,125 booths**. Inter BEE will be held using the entire 54,000 m² of Makuhari Messe International Exhibition Halls 1 to 8 and the event hall in four categories: Professional Audio Equipment, Video Expression/Professional Lighting, Video Production/Broadcast Equipment and ICT/Cross Media. We expect 40,000 visitors over the three days of this event. (There were 40,839 visitors in 2018.)

■ **Showcasing the Evolving and Changing Frontline of Sports Content**

We have a full lineup of sports related sessions starting with Opening & Keynote under the theme of sports content that is evolving and changing on a daily basis as key content through broadcasting, communications and live performances. 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? We will showcase the frontline of sports content from various angles.

Furthermore, we will hold a special exhibition called INTER BEE SPORT in the exhibition hall. This will provide opportunities to create new business from various perspectives with exhibition booths, exhibitor presentations and live events.

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■ Latest IP Trends, Fusion of Broadcasting and Communications, 5G, and Expanding Media and Content Creative

We will implement special events to propose and showcase future possibilities by capturing the latest trends in media and entertainment from various perspectives in the exhibition hall. We will introduce the current state of interoperability with a real IP device demo exhibition under three themes and hold a 4K/HD-compatible full IP outside broadcasting vehicle exhibition and relay seminar in the INTER BEE IP PAVILION. We will promote the possibilities in the media and entertainment field that is expected to serve as a usage case for the fifth-generation mobile communications system (5G) in INTER BEE 5G. This will provide the opportunity for networking with 5G related operators, video producers, broadcasters, distributors, content holders and other stakeholders. 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 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 exhibition 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 be hosting this event again this year to experience the demo of speakers used in live events. This demo will bring together 18 products from 15 brands under one roof – 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.

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]

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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.



Inquiries Relating to This Matter from the Media

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*We will set up a Press Room on the 1F in Makuhari Messe Hall 5 during Inter BEE 2019. Please feel free to use it.

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