

November 16, 2021

Press Release

Japan Electronics and Information Technology Association

Inter BEE 2021 will be launched November 17

This year's exhibition will be both at Makuhari Messe and Online

The Japan Electronics and Information Technology Industries Association (JEITA: Representative Director/ Chairman: Satoshi Tsunakawa, President and CEO of Toshiba Corporation) will hold the comprehensive media event "Inter BEE 2021" from November 17 (Wed.) to 19 (Fri.), 2021. The exhibition will be a three-day event held at Makuhari Messe, as well as, the official Website of Inter BEE. In addition, the Online exhibition will be accessible until December 17, 2021.

Inter BEE is widely recognized by industry professionals as one of Japan's largest comprehensive media events, bringing together not only professionals related to audio, video, broadcasting, communications, lighting, and distribution, but also technicians, creators, and stakeholders in the media and entertainment industries. Inter BEE, now in its 57th year, continues to move in step with the development of broadcast media, and with "content" at its core, providing a business space that encompasses all aspects of content creation (production), delivery (transmission), and reception (experience).

The exhibition will be held at the Makuhari Messe International Exhibition Hall and online site (<https://www.inter-bee.com/>) with a total of 495 exhibitors/organizations and 749 booths. It consists of four sections: "Professional Audio", "Visual Expression/Professional Lighting", "Video Production/Broadcasting Related Equipment", and "ICT/Cross Media". There will also be online exclusive exhibits, so please visit the online venue as well as Makuhari Messe.

■ Opening Speech & Keynote (Streamed Online)

The Opening & Keynote will be broadcasted online on Wednesday, November 17, from 10:00am to 12:00pm. Following the organizer's message, three keynote speeches will be delivered by Mr. Hiroshi Yoshida, Director General, Information Sharing Administration Bureau, Ministry of Internal Affairs and Communications, Mr. Keiji Kodama, Director and Chief Engineer, Japan Broadcasting Corporation, and Mr. Gordon Smith, Chairman, National Association of Broadcasters (NAB).

■ Conference Sessions (Streamed Online)

A variety of conferences will be held by experts in various fields from Japan and overseas share the latest trends and findings in the media and entertainment industry, and will be available online until December 17 (Fri.).

■ INTER BEE IP PAVILION 「Live demonstration of IP equipment」

"Remote Production" being the trend in recent years, IP Pavilion will be centered around

production truck (OB Van) with the latest equipment. This year, demonstrations and relay seminars will be live-streamed only using the equipment in the production truck.

■INTER BEE CREATIVE 「In-Camera VFX Demonstration」

With the environment changing in the past years, the video production industry had to adapt and evolve the In-Camera VFX (a method of filming live-action with real-time 3DCG images on LED Vision) to its latest form. In INTER BEE CREATIVE, we will set up equipment to demonstrate how the filming process will proceed with the In-Camera VFX.

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■INTER BEE EXPERIENCE 「Audio Session」

For professional audio users, there will be an audio session where leading sound engineers will discuss the forefront of industry trends such as remote audio production and stereophonic sound, as well as tutorial seminars on plug-in software at a special venue in Makuhari Messe.

Please visit <https://www.inter-bee.com/> for more details.

Name : Inter BEE 2021

Period : November 17th 2021 (Wed) - November 19th 2021 (Fri)

Venue : Makuhari Messe and Online (<https://www.inter-bee.com/>)

Admission : Free (Fee will be charged for a portion of the sessions)

Organizer : Japan Electronics and Information Technology Association (JEITA)

Management : Japan Electronics Show Association (JESA)

At Inter BEE, you can experience the world of media communication and entertainment of the near future through exhibits and presentations of the latest products by exhibitors from Japan and overseas, as well as conference sessions and hands-on events on a variety of themes. We look forward to welcoming not only broadcasters, communications companies, and video and audio production companies, but also advertising and marketing professionals from general companies and local governments, design and web production professionals, and facility and event-related businesses.

Information for media coverage (For the Press)

Members of the press wishing to cover Inter BEE 2021 at Makuhari Messe are requested to register at the Press Registration Counter on the 2nd floor of Hall 5 at Makuhari Messe. Please be sure to bring two business cards with you. A press room will be set up near the reception counter during the exhibition, so please feel free to use it. If you wish to visit the venue online, please pre-register separately and enter the venue through the official website.

【For inquiries from the media】

Japan Electronics and Information Technology Association

Public Relations, Policy and External Affairs

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