

April 1st, 2022

Press Release

Japan Electronics and Information Technology Industries Association

**Announcing 『INTER BEE IGNITION×DCEXPO』**  
**INTER BEE IGNITION will merge with the Digital Content Expo**



The Japan Electronics and Information Technology Industries Association (JEITA; Representative Director/Chairman: Satoshi Tsunagawa, Chairman of the Board of Directors, Toshiba Corporation) will hold a special exhibition at Inter BEE 2022, a comprehensive media event organized by JEITA, featuring content technologies that provide new experiences in video expression and live entertainment technology. The "INTER BEE IGNITION x DCEXPO" is a special project that combines the "INTER BEE IGNITION" project and the "Digital Content EXPO" (organized by the Digital Content Association of Japan), an international event focusing on cutting-edge technology and content. The company has been working on a new project to promote the development of the new business.

INTER BEE IGNITION is one of the projects implemented at Inter BEE since 2016 and has developed around the theme of the latest video technology and creativity based on it. The Digital Contents Expo has been held concurrently with Inter BEE since 2018, and has developed a variety of exhibits to experience cutting-edge technologies and content. Inter BEE IGNITION and the Digital Contents Expo will be combined in a new project, INTER BEE IGNITION x DCEXPO aims to be an opportunity to create new business opportunities for the content and entertainment industries, to communicate the future and possibilities of new media, including attempts to contribute to the advancement of society and communities through advanced technologies in the field of expression, and to showcase diverse and pioneering expressive technologies and The event will be developed as a place to experience content.

At the venue, we plan to introduce advanced video technology and cutting-edge content production technology that will generate innovation and business for the content and entertainment industries, experience the world of the Metaverse, and offer seminars by leading creators, researchers, and experts. The possibilities of media and entertainment will be presented to a more diverse range of business users than ever before. Applications for exhibitors will be accepted from Friday, April 1, and the deadline for applications is Thursday, June 30.

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#### 【Inter BEE 2022】 Overview

Name: Inter BEE 2022

Period: <Makuhari Messe> November 16 (Wed) ~ November 18 (Fri), 2022

<Online> November 1 (Tue)~ December 23 (Fri), 2022

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

Admission: Free (Registration required)

Organizer: Japan Electronics and Information Technology Industries Association (JEITA)

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#### 【INTER BEE IGNITION×DCEXPO】 Overview

Exhibit Name: INTER BEE IGNITION×DCEXPO

Co-organization: Digital Content Association of Japan(DCAJ)

Period: November 16 (Wed) ~ November 18 (Fri), 2022

Venue: Makuhari Messe (within Inter BEE 2022)

Admission: Free (Registration required)

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#### 【Inquiries for Press and Media personnel】

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