

November 6th, 2023

Press Release

Japan Electronics and Information Technology Industries Association

Inter BEE 2023 Announcing the outline of the special events!

Online venue opens in advance from November 6th.

[Outline] Period : Makuahri Messe Venue: November 15 (Wed) ~ 17 (Fri)

Online Venue : November 6 (Mon) ~ December 15 (Fri)

[Accepting Exhibitors] Application : March 1 (Wed), Primary Application : until May 31 (Wed)



The Japan Electronics and Information Technology Industries Association (JEITA; Representative Director/Chairman Takahito Tokita, President & CEO, Fujitsu Limited) announced today the outline of the special events in Inter BEE 2023, a comprehensive media event, at Makuahri Messe from November 15 (Wed) to 17 (Fri), 2023. The special events focus on themes and targets to convey the present and future of each field in the media and entertainment industry, including audio, video, and communications, which Inter BEE handles. They will consist of a wide range of discussions and proposals through conference sessions, exhibitions and hands-on demonstration events in line with the planned themes and will present the latest trends in the industry to a wide range of audiences.

Prior to the exhibition, the online venue opened today, 6 November (Mon). At the online venue, exhibitors can introduce their products and services, stream videos and watch various pre-sessions. (Pre-registration is required to view some content and sessions.) The online venue will be open until December 15th (Friday).

<The outline of each event>

■ INTER BEE EXPERIENCE

“INTER BEE EXPERIENCE,” an experiential demo event for audio professionals, is back in full force. Following the world-class SR speaker event INTER BEE EXPERIENCE X-Speaker (SR

speaker experience demo), the popular INTER BEE EXPERIENCE X-Headphone X-Microphone (headphone/microphone listening experience exhibition), which had to be suspended due to the Corona disaster, is back after four years. Thirteen products will participate in this year's SR speaker experience demonstration, offering a competition of sounds that are used at entertainment events around the world. In addition, seven brands from five companies will participate in the headphone/microphone listening experience exhibition, where visitors will be able to freely listen to and experience carefully selected professional equipment.

■ INTER BEE IGNITION x DCEXPO

The INTER BEE IGNITION x DCEXPO, which presents cutting-edge technologies in video and content, will continue to collaborate with DCEXPO (organised by the Digital Content Association of Japan), as it did last year, to present AI technologies, advanced content technologies and advanced video technologies that are evolving at an accelerated pace.

Starting this year, we will open a new "Startup Area" where more than 20 startup companies working on innovative innovation and business creation in the media and entertainment industry will exhibit. In addition, in the planning session, creators and entrepreneurs who are active on the front lines will talk about how new technologies such as the metaverse and generative AI will change the creative economy, and the endless possibilities it will bring to creators around the world. , experts will take the stage and dig deeper into their ideas.

■ INTER BEE IP PAVILION

The sixth edition of the INTER BEE IP PAVILION, which showcases the latest technologies for the transition to IP for broadcasters, will further develop the reproduction of broadcasters' production IP systems, and for the first time reproduce a demonstration of the linkage between multiple broadcasters and an external data center, allowing visitors to actually experience some of the systems.

We have prepared the "Messe Data Center" inside the IP PAVILION booth as collaborating data centers, the "Otemachi Data Center" provided by NTT Communications outside, and the "Ishikari Data Center" in Hokkaido provided by Sakura Internet. Through one of the world's largest collaborations that transcends boundaries between companies, we will recreate an IP connection environment within Makuhari Messe.

In addition to the relay seminars held in previous years, an 'IP PAVILION booth tour' will be held as in previous years, with IP specialists guiding visitors through the initiatives and latest information on Media over IP.

■ INTER BEE BORDERLESS

"INTER BEE CONNECTED," which has been disseminating the latest trends in broadcasting and its future, will now be renamed "INTER BEE BORDERLESS," and the content will be further evolved. As the convergence of broadcasting and telecommunications becomes a reality, expanding diverse business possibilities beyond traditional boundaries and borders, we will hold exhibitions and special sessions as a place to disseminate issues and initiatives aimed at the further evolution of broadcasting.

The special sessions will have a theme for each of the three days, and the theme for the first day of the session on 15th (Wednesday), will be "BORDERLESS DAY" discussing how senders will deal with it. Thursday 16th is "LOCAL DAY". New initiatives of local stations will be

introduced and discussed from a variety of perspectives, including from the management and creator's point of view. Friday 17 is "FUTURE DAY". We will consider the BORDERLESS future of the broadcasting industry through this session.

■ INTER BEE CREATIVE

INTER BEE CREATIVE is aimed at video production professionals and provides information on domestic and global trends. Specializing in the field of video marketing, where the market is expanding, we will establish a new "Video Marketing Lounge" where production companies, creators, marketers, corporate PR personnel, etc. can exchange information.

The keynote speech was given by Olesia Morhunets-Isaienko, a Ukrainian female director who produced the film "Carol of the Bells." A special screening of the film will be held in the 2nd floor international conference room.

More than 16 planned sessions will be held at the Open Stage. The latest video production tools and technologies will be presented, with a focus on topics such as virtual production, post-production and AI.

For details on each project, please visit the official Inter BEE website (<https://www.inter-bee.com/>).

Name : Inter BEE 2023

Period : <Makuhari Messe> November 15 ~ November 17, 2023
<Online> November 6, ~ December 15, 2023

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

Admissions : Free (Registration Required)

Organizer : Japan Electronics and Information Technology Association (JEITA)

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