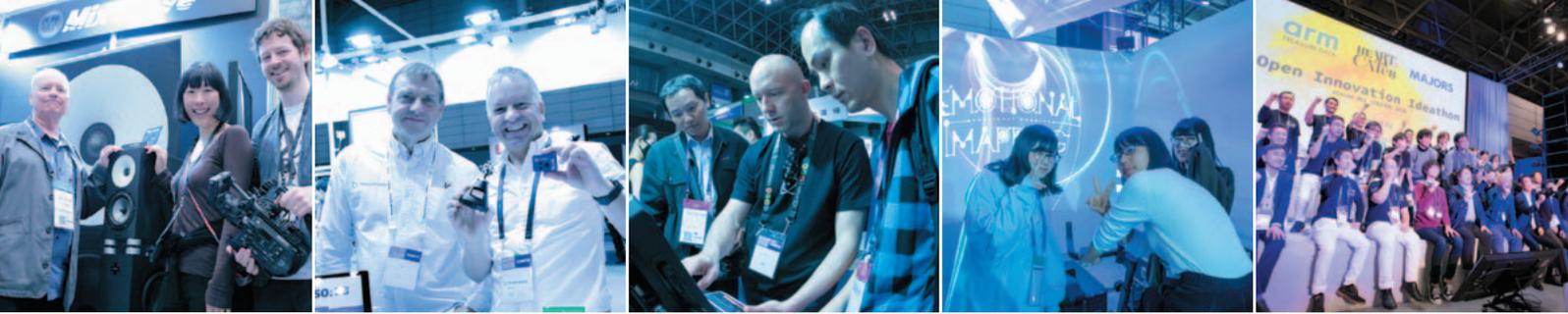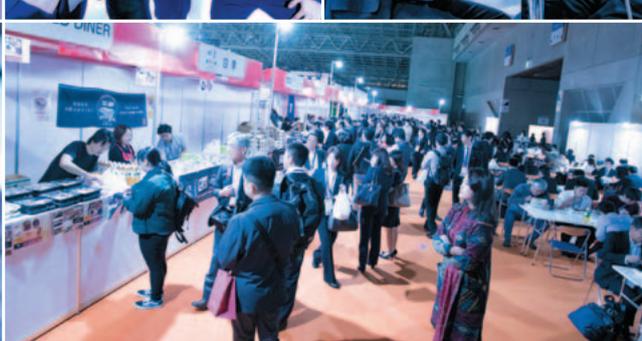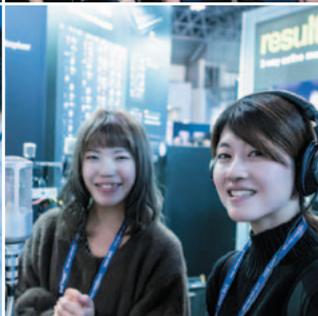Broadmedia & Entertainment
Inter BEE

REVIEW 2018

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REVIEW 2018

What will you do next?

Table of Contents

Broadmedia & Entertainment

Largest ever number of visitors: 40,839!

Hopes for and focus on the potential of IP transmission, AI, 5G and new technologies

High-quality audio systems and world-class audio experience

Start of new 4K/8K satellite broadcasting and opening the curtain of a new media age

Expansion of live entertainment and media communication

Contents business fusing with cutting-edge digital technology

1,152 company/group exhibitors (highest ever)

Jointly-held DCEXPO DIGITAL CONTENT EXPO 2018

Jointly held to strengthen Japanese content business competitiveness
Creators of VR/AR content and aiming to be VTubers gathered

As a new development of this year, the cutting-edge "Digital Content EXPO 2018" hosted by Digital Content Association of Japan (DCAJ) was held jointly with Inter BEE. Digital Content EXPO (DCEXPO) has introduced the latest Japanese artistic and content technologies over the past 10 years. It also linked up with SIGGRAPH, which is known as the world's largest CG and interactive media event, continuing excellent mutual exchange of content technologies.

The senior executive director of DCAJ, Mr. Ichihara, talks about the aim to "place emphasis on more practical business matching and hold it at an occasion with a strong B2B tone." "By creators and development partners gaining greater knowledge of leading-edge content technology, this will be a good opportunity to realize business that adopts such technology and strengthen the competitiveness of the Japanese content industry while expanding the market for companies that become development partners."

DCEXPO includes keynote speech and seminar sessions as well as screening of the latest videos and VR works. A wealth of content expression technology covering a wide range of genres such as CG, VR/AR, digital video and games was exhibited. There were also a variety of programs including "Innovative Technologies" to propose and share research-stage ideas related to content technology, and "BizTech*Match," the idea-style exhibition to propose business co-creation using content technology, which was held as part of a Ministry of Economy, Trade and Industry project.

As the keynote speech, the telexistence proponent and Professor Emeritus of the University of Tokyo, Prof. Susumu Tachi, took the stage to give a presentation on "Telexistence Today -Toward Virtual Teleportation Industry and Telexistence Society-." The Avatar robot, "MODEL H," which Prof. Tachi has developed over a long time with telexistence technology, also took the stage for a demonstration on "virtual teleportation."

At the sessions, the latest digital animation works, which had been screened at SIGGRAPH's "Computer Animation Festival (CAF)," were shown. The 26th International Collegiate Virtual Reality Contest and the VTuber Hackathon were also held and many young creators who were active on new media gathered at DCEXPO.

INTER BEE IP PAVILION

First ever IP model connection demo conducted at Inter BEE!
What will IP technology bring? Special exhibitions taking us to the next 10 years


In this current age where IP networks continue to speed up, the "INTER BEE IP PAVILION" presented IP live transmission, which realizes next-generation live video production and distribution, and IP associated companies gave exhibitions along with relay seminar presentations. Additionally, for the first time ever at Inter BEE, an IP model connection demo was conducted.

As program production continues to use higher definition images, and multi-media content and multi-device expansion, such as online video streaming, continue to advance, broadcasting stations are increasingly looking to apply IP technology to next-generation facilities. The adoption of IP technology by such stations applies not only to transmitting video footage. A total switchover of program production sites, archives and relay equipment will also be required, and changes will extend as far as machine parts.

Applying IP technology to broadcasting equipment provides many possibilities. Not only will facilities become thinner, but the management of video, sound and metadata can be integrated, and many other advantages brought about by the introduction of new functions can also be expected. However, there will also be a need to verify interconnectivity between equipment, responses to system problems, and the fostering of IP-related technical skills.

The IP model connection demo was conducted at four corners: "SMPTE ST2110 Interoperability", "SMPTE ST2022-6 Interoperability", "ARIB STD B73 Interoperability", and "Image Quality Comparison (JPEG-XS / TICO / LLVC / J2K)". IP machines installed at the "INTER BEE IP PAVILION" in Makuhari Messe International Exhibition Hall 3 were actually connected to IP machines at each exhibition booth, so visitors were able to see the demo from various angles.

Date:	Nov. 14-16
Place:	Exhibition Hall 3
Area:	234 sqm
The Number of Participant Companies	
SMPTE ST2110:	14 companies
ARIB STD B73:	7 companies
SMPTE ST2022-6:	6 companies
Image Quality Comparison:	5 companies
The Theme of Keynote Speech:	"IP Live Transmission Standards and Introduction Examples"
The Number of Sessions:	32 sessions
The Number of Audiences:	1,029 Audiences (Total)
The Number of Exhibitors:	38 exhibitors
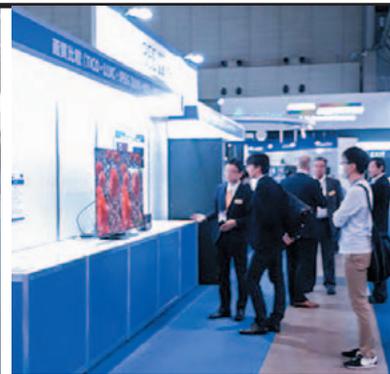
INTER BEE FORUM keynote speech 6: "IP Live Transmission Standards and Introduction Examples" was given on Friday 16th November. Future ideas about IP introduction and latest activities such as introduction examples were introduced by NHK, SKY Perfect JSAT Corporation, QVC Japan, Inc., Tokai Television Broadcasting Co., Ltd., Nara Television Co., Ltd., and Mie Television Broadcasting Co., Ltd.

Since it is said that deciding whether to stick with baseband or switch to IP will have a large impact on the following 10 years, the merits and demerits of switching to IP was the basis of discussion at the sessions and panel discussions, and such was the interest that the venue was crammed full of visitors.

INTER BEE 《《《5G》》》

High presence and immersion created by 5G's large capacity and low delay
Triggering development of new content business

5G (5th generation cellular mobile communications) pre-service due to start in Japan in 2019

By creating specifications, such as ultra-high communication speed and ultra-low delays, which go way beyond the boundaries of standard mobile communications, there are great expectations for the possibilities 5G holds for the video and contents industries.

At the "INTER BEE 5G" area provided in the exhibition hall, all eyes were on a large-scale demo bus exhibited by NTT DOCOMO INC., allowing visitors to experience a new video space realized by 5G. High-definition video was projected onto 7K (front) and 3K (bilateral) large screens inside with bus with a 4K projector, creating virtual environments such as stadia and tourist locations. 5.1ch audio equipment was also used to create a variety of spaces featuring high presence and immersion. In addition, Sony Corporation projected live images inside the bus from the camera studio in its booth in a joint demo conducted with Sony Business Solutions Corporation.

Fuji Television Network, Inc. and NTT DOCOMO INC. exhibited their jointly-developed "Diorama Stadium 2018". This uses a tablet to synthesize various data such as outside TV broadcasting video, sports games and races by AR, enabling completely new ways to watch sports. As the coverage area of 5G expands in the future, it will allow viewers to easily watch live broadcasts when out and about.

Date:	Nov. 14-16
Place:	Exhibition Hall 8
Area:	180sqm
The number of Booth Visitors:	1,134 visitors
The Theme of Keynote Speech:	5G Session 2018
The Number of Speakers:	3 speakers
The Number of Audiences:	590 audiences

At the "5G Sessions 2018" keynote speeches, the three mobile communication giants of NTT DOCOMO INC., KDDI CORPORATION and SoftBank Corporation took the stage to talk about the current status and future of 5G.

All three companies are considering investing their efforts in joint development with partner companies. This included many examples featuring broadcasting stations and video content production companies.

4K8K

Time is ripe for new era of broadcasting brought about by the start of new 4K/8K satellite broadcasting. Representatives from nine broadcasting operators took the stage to talk passionately about starting this new service

This year's Inter BEE will be held two weeks after the start of the new 4K/8K broadcasting service on December 1. 4K/8K broadcasting program production was a hot topic at Inter BEE 2018 sessions, such as keynote speeches, and at equipment exhibitions.

On Wednesday November 14, the opening day of Inter BEE 2018, Mr. Akihiko Chigono, the executive director and chief of engineering of the Japan Broadcasting Corporation gave a keynote speech entitled "New 4K/8K Era Starting: Two Weeks until Broadcasting", in which he introduced NHK's 4K/8K broadcasting programs and explained the increased sophistication of terrestrial broadcasting. In addition, Mr. Toshio Fukuda, the President of the Association for Promotion of Advanced Broadcasting Services (A-PAB) gave a speech entitled "4K/8K Broadcasting Finally Starts", in which he introduced details of support provided by A-PAB.

The keynote speeches were followed by a program entitled "Message from Nine New 4K/8K Satellite Broadcasting Operators", in which nine operators due to start 4K/8K satellite broadcasting from December 1st talked passionately about the start of this service and introduced recommended programs.

Representatives from the nine new 4K/8K satellite broadcaster

Mr. Akihiko Chigono
Executive Director, Chief of Engineering, Japan Broadcasting Corporation

Mr. Seiichi Kikuchi
President/Representative Director, Asahi Satellite Broadcasting Limited

Mr. Hiroyuki Aiko
President/Representative Director, BS-TBS Inc.

Mr. Ichiro Ishikawa
President/Representative Director, BS TV TOKYO Corporation

Mr. Chihiro Kameyama
President/Representative Director, BS FUJI INC.

Mr. Yukio Kida
President/Representative Director, Tohokushinsha Film Corporation Media Service

Mr. Ryouta Sasaki
President/Representative Director, SC Satellite Broadcasting, Inc.

Mr. Yuichiro Hanawa
President/Representative Director, QVC Satellite, Inc.

Mr. Kinya Furuya
President/Representative Director, SKY Perfect Entertainment Corporation.

At the equipment exhibition, A-PAB exhibited a booth where they introduced the latest 4K/8K technology designed to support new video expression. In addition to programs and content to be shown on the channels of the nine operators listed above, the booth also displayed TVs compatible with the new 4K/8K satellite broadcasts. Receiving methods using commercially-available receivers and receiving system devices were demonstrated, and on the floor at the entrance of the equipment exhibition venue, a large 4K/8K-compatible display was installed to constantly display 4K/8K content such as program introductions. Many visitors were stopped in their tracks by these high-definition images.

In addition to this, a variety of equipment was exhibited at the venue ranging from cameras to 4K/8K program production editing and delivery equipment. Many examples of such equipment being installed by NHK and commercial broadcasting stations were on display. A wide variety of use examples were also introduced including public viewing and digital signage utilizing high-definition 4K/8K images.
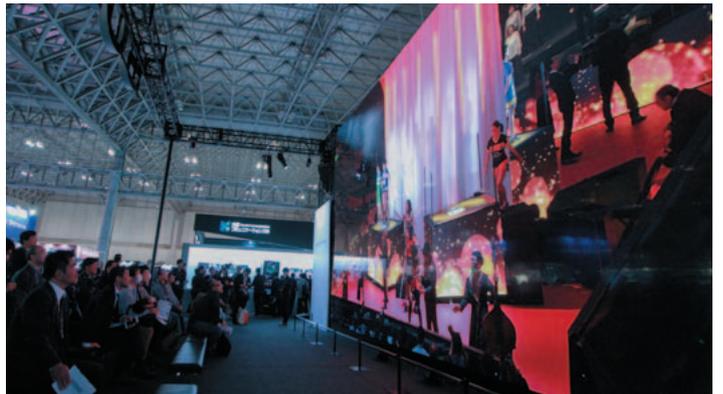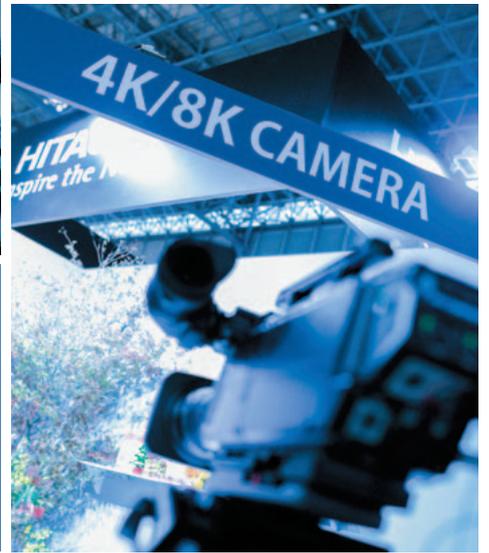
INTER BEE FORUM

Succession of topics focusing on 5G, AI and e-sports
Content business speeding up towards post-2020

40 sessions were held at INTER BEE FORUM during Inter BEE 2018, and continuing on from Inter BEE 2017, there were many times when the number of attendants at a Convention Hall A session exceeded 500 people.

In the keynote speech entitled, "Talking about the Future of Television from the Boundary of Television and the Internet", given at the annually popular, INTER BEE CONNECTED, lecturers who know the difference between Internet and TV cultures, exchanged opinions about the future of television and sent a message to the TV industry. In other keynote speeches given on the same day, a lecture entitled "Form of Broadcasting Services and Changes in Viewing Styles in the 2020s" focused on life after the 2020 Tokyo Olympics and Paralympics.

Similarly, a special session entitled, "Business Chances Seized with E-Sports" attracted a lot of attention on the opening day. The same session was attended by operators from the broadcasting industry involved with e-sports including Nippon TV Group and Tokai Television. Typical for an Inter BEE session, there were extensive discussions about the role of broadcasting in this rapidly rising e-sports business.

Date:	Nov. 14-16
Place:	International Conference Hall
Area:	1,947 sqm (5 Rooms)
The Number of Sessions:	40 sessions
The Number of Speakers:	111 speakers
The Number of Audiences:	7,355 audiences (Total)

A keynote speech given on the second day entitled, "Challenge to Smart Broadcast!" developed into an bold session in which the IPTV Chief Director, Mr. Jun Murai, and the Chief of Marketing and Sales Division of the Mitsubishi Research Institute, Mr. Shuji Nakamura, forecast broadcasts in the 2030s. In keeping with the disaster-stricken year of 2018, there was a special session on the topic of "Disaster Information Provision and AI Utilization", which drew a lot of attention. In addition, at the INTER BEE CREATIVE keynote speeches, the movie director, Mr. Shinji Higuchi, who astonished the world with the content for the Japanese-originated "Godzilla", took the stage along with Mr. Shuzo John Shiota, the President of Polygon Pictures. where they talked about the attractions and prospects of Japanese-originated content.
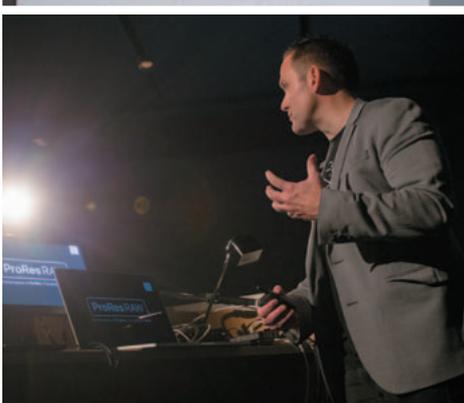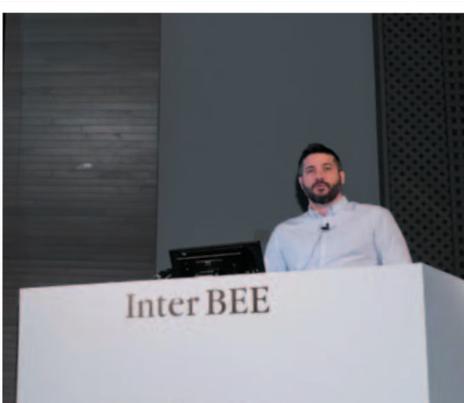
On the third day, when the INTER BEE IGNITION keynote speeches were held, the world-renowned digital art group, the "Moment Factory" took the stage. They introduced world-class entertainment projects and discussed the expandability of new Japanese urban-style entertainment.

The 5G representatives of the three major mobile communication operators (NTT DOCOMO, KDDI and Softbank) took the stage together to hold the keynote speech, "5G Session 2018". The keynote speech, "IP Live Transmission Standards and Introduction Examples", covered the adoption of IP technology in program production environments, a major ongoing issue. These speeches drew large audiences, way beyond the venue's seating capacity, and many people listened to the speeches with great interest.

INTER BEE EXPERIENCE X-Speaker

World-class SR speaker trial listening experience
Contest this year between 15 famous Japanese and overseas brand speakers

Continuing on from last year, this year's INTER BEE EXPERIENCE: X-Speaker (SR Speaker Experience Demo) contest was fought out between 15 famous Japanese and overseas brand speakers. 14 line array speakers and one point source speaker held an audio competition over a three day period.

The event hall was fully utilized again this year. All of the competing line array speakers were flown to create an impressive trial listening experience space worthy of being called a world-class event.

As a characteristic of the recent event, small-scale line array and medium/large-scale line array categories were kept as is and listening areas for adapting various live spaces to confirm their capacity were standardized. The area from the arena to the second-floor seats on the south-side was established as a listening area. Based on the idea of a large-scale hall and event space, small-scale line arrays have evolved year-by-by, and that power together with the real capabilities of medium and large-scale line arrays were promoted while displaying their respective attributes and features to the full.

Throughout the year, many concerts and musical events are held and the live entertainment market is flourishing. As a result, Inter BEE gathered a large number of top-class speakers from the most advanced sound technology areas including Europe, North America and Japan. We hope that more people will experience this firsthand in the future such as established and budding audio professional users, people interested in live entertainment, and foreign users, especially those from Asia.

Date:	Nov. 14-16
Place:	Event Hall
Area:	3,098 sqm（Arena）
The Number of Products Brands:	15 brands
The Number of Presentations:	30 presentations
The Number of Audiences:	4,227 audiences (Total)
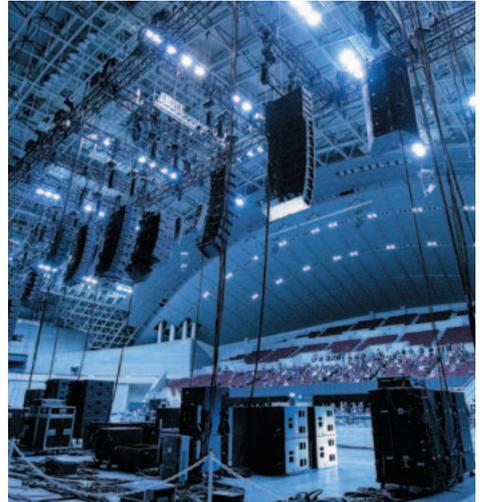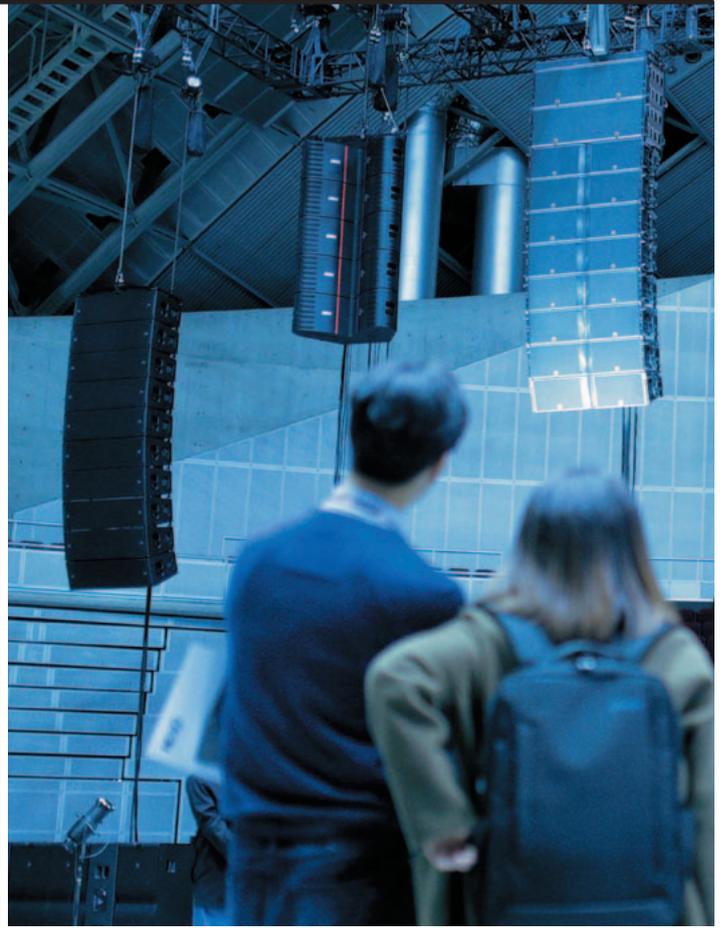
INTER BEE EXPERIENCE X-Headphone | X-Microphone

Firmly established as a place to casually and freely experience high-quality sound
Six brands participating for the first time making it the largest event ever

Now in its third year, the INTER BEE EXPERIENCE : X-Headphone X-Microphone (headphone and microphone trial listening exhibition) has become a staple event in the professional audio equipment category. This year, we added six new brands. There were 10 headphone brands and 10 booths, and 12 microphone brands and 10 booths, making it the largest event ever. Over the three-day period, it attracted over 4,300 visitors.

The newly introduced Japanese and overseas professional use brands were the hot topic at Inter BEE 2018. The six new participants were SOUNDWARRIOR, STAX and PHONON headphones and Roswell Pro Audio, Ehrlund Microphones, and Mass-Kobo microphones, each attracting a lot of attention.

A wide selection of visitors ranging from audio and broadcasting insiders to students visit X-Headphone X-Microphone every year, and people could be seen making their way around the venue and trial listening in their own ways. This year, it was held jointly with the Digital Content EXPO, so it was visited in large numbers by video production professionals, such as young creators involved with content production, and students aspiring to join that profession.

As video expression continues to diversify and improve in visual quality, such as 4K/8K and VR, sound expression, an integral part of video, is also becoming increasingly important. Microphones and headphones are indispensable tools of content production. The venue overflowed with young and budding creators seeking fresh sensitivities and expression, as they came face-to-face with seriously high-quality sound.

Date:	Nov. 14-16
Place:	Exhibition Hall 1
Area:	338 sqm
The Number of Products Brands:	Headphones 10 brands
	Microphones 9 brands
The Number of Visitors:	4,366 audiences (Total)

18

INTER BEE IGNITION

Possibilities created by post-digital natives
Evolving expressive world of media and entertainment
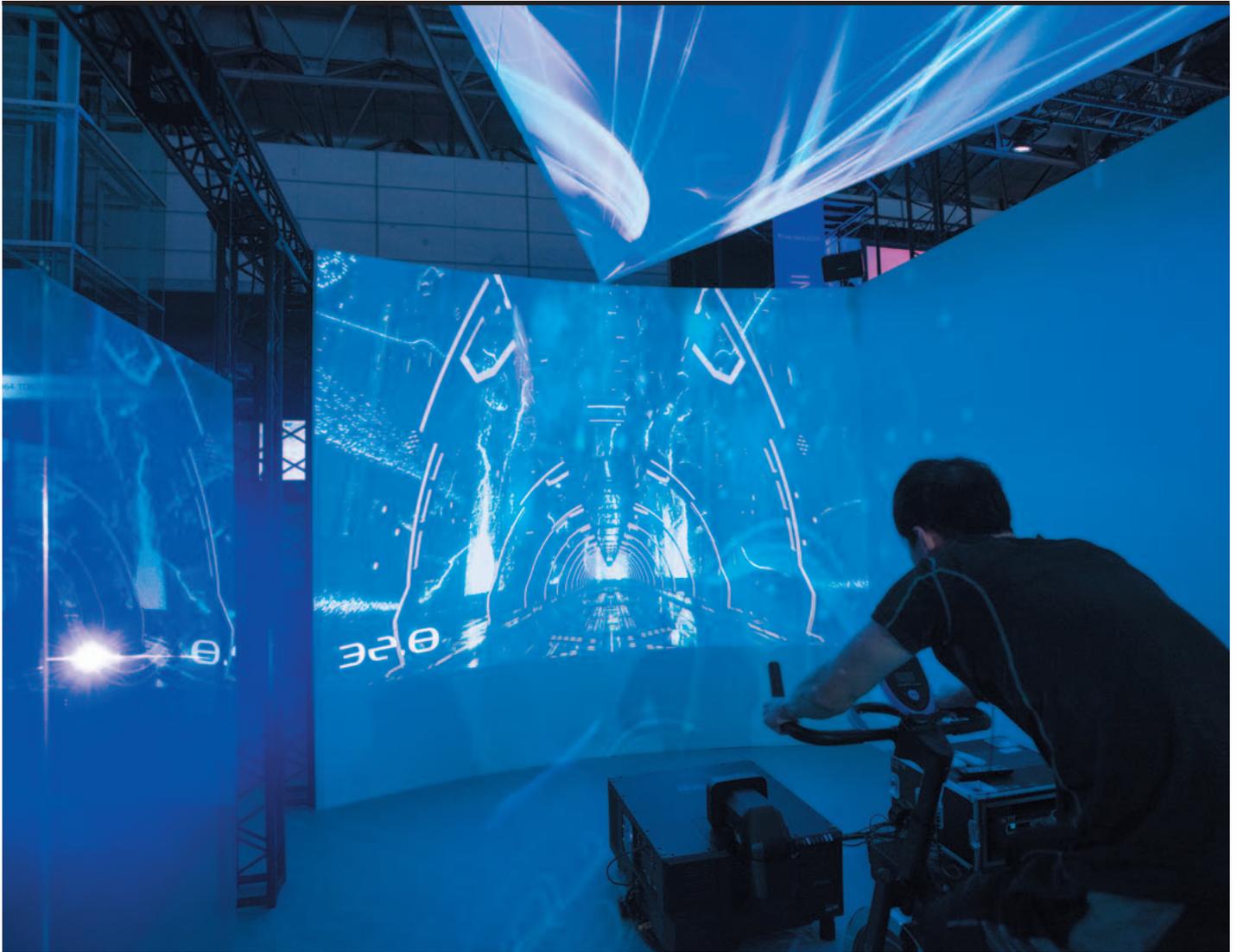
INTER BEE IGNITION provides a place to promote the new expressive world of media and entertainment and its evolving front line. Now in its third year, the theme at this event was "After the MUTEK ― BLOCK UNIVERSE: Toward an Era of Experiencing Time and Space Through Art" . In this current age of accelerating media dispersion and expressive diversification, what possibilities lay ahead of digital natives? It is difficult to approach this straight out, so the true value of INTER BEE IGNITION is to ask questions and promote the possibilities of the current day, which look simple at a glance.

To exemplify this, the stage started by holding the Advanced Imaging Society's "Lumiere Japan Award 2018" commendation ceremony, and with the public recording of J-WAVE INNOVATION WORLD, there was a wealth of content including the possibilities of media and influencers, latest trends in video expression by VR and drones, and the front line of sound and video expressive worlds.

One of the keynote speeches given on the third day of the exhibition was by Mr. Marc-André Baril, the Tokyo Office Director of the Canadian digital art group, "Moment Factory", which has performed at many events all over the world. A keynote speech and panel discussion were held about the "SAKUYA LUMINA" performance held at Osaka Castle, and the expandability of new urban-style entertainment.

The "Awarding Ceremony for ASIAGRAPH2018 Tsumugi & Takumi Awards" and associated projects were co-held with INTER BEE IGNITION at Inter BEE 2018, making this a truly event-packed three days.

Date:	Nov. 14-16
Place:	Exhibition Hall 6
Area:	634sqm
The Theme of Keynote Speech:	"Next multimedia entertainment X Experience design - New urban entertainment that brings people together"
Capacity of main stage:	120 seats
The Number of Sessions:	11 sessions
The Number of Speakers:	36 speakers
The Number of Audiences:	1,007 Audiences (Total)
The Number of Exhibitorss:	10 exhibitors

INTER BEE IGNITION where twenty and thirty-something young editors were greeted as advisory board members and modulators. Combing sessions with members of the digital native generation standing on the front-line of media and entertainment, the stage was taken by expressive people, creators and technologists of various generations and fields over the three-day period.

Following the close of the opening day, an ideathon using Japan Display's fundamental technology as materials was held, and the stage was overflowing with the energy of people from the younger generations.
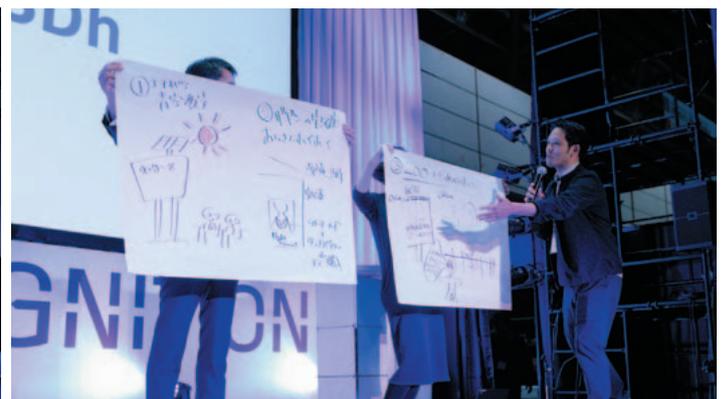
The INTER BEE IGNITION exhibition at Inter BEE 2018 was full of diversity. This exhibition gains more and more interest each time, and the number of visitors coming especially for this exhibition is increasing.

What kind of changes and influence will the latest technology such as VR, AI and robots have on future video expression and entertainment? Epson Sales Japan Corp. exhibited "Experience-style Video Attraction". It introduced a new type of communication in which video is controlled by heartbeat changes and new sensory video where video is connected with people's emotions. Many visitors enthusiastically took part in each of the exhibitions.
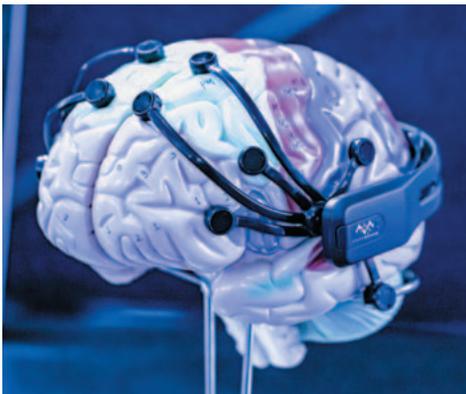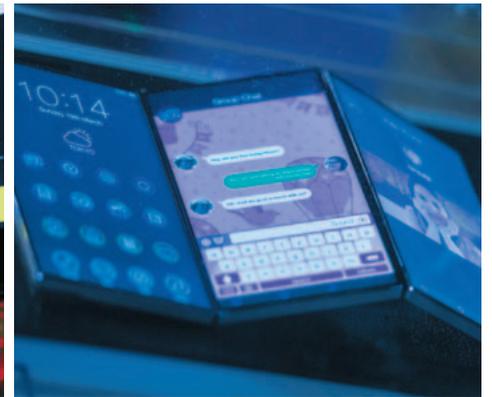
INTER BEE CONNECTED

Hot space to search for evolution and future of media communication
3-day period to experience that expanse and possibility

How will broadcasting CONNECT to society and the future, and how is media evolving. As an opportunity to disseminate information from the front-line, INTER BEE CONNECTED is now in its fifth year, and all of the sessions were overflowing with more energy than before.

The always popular CONNECTED keynote speeches attracted the interest of many listeners, such as TV station insiders, through efforts to make recommendations for the future of television from the front line of the Internet.

The themes over the three days were clear - the first day was "viewer day", the second day was "distribution day" and the third day was "contents day". On the "viewer day", people at the front line of trial listening data and log use, which currently has a lot of interest, talked and discussed the possibilities of TV from a viewer perspective focusing on young people. On the "distribution day", the current status and possibilities of constantly evolving radiko activities, SVOD services, and sports data distribution were discussed, and short animation distribution was handled as a new topic.

On the "contents day", there were sessions that approached the future of broadcasting content from different angles, such as the current status of owned media venturing into Internet use, the overseas expansion of TV programs, and the possibilities that local content is opening up for local creativity. In the final session, the role of broadcasting media in the future were discussed from a perspective of what TV should do for community problems, and the number of listeners was about twice more than the previous year. This wide area, ranging from viewing data to local creativity, and the energy from each session enabled visitors to really feel the passion of investigating the possibility of broadcasting.

Date:	Nov. 14-16
Place:	Exhibition Hall 7
Area:	594sqm
The Theme of Keynote Speech:	Talking about the Future of Television from the Boundary of Television and the Internet
Capacity of main stage:	200 seats
The Number of Sessions:	13 sessions
The Number of Speakers:	52 speakers
The Number of Audiences:	2,544 audiences (Total)
The Number of Exhibitor's Presentation:	11 sessions
The Number of Exhibitors:	13 exhibitors

Picture of multi-screen period animation audiences
- Dentsu and latest analysis by video research –

From the morning sessions on the opening day, this year's INTER BEE CONNECTED was such a success that it was standing-room only. The venue was constantly full of energy as many listeners packed into the hall over three days to listen to a variety of sessions covering the possibilities and future of broadcasting, such as "At the front line of evolving TV viewing log data".
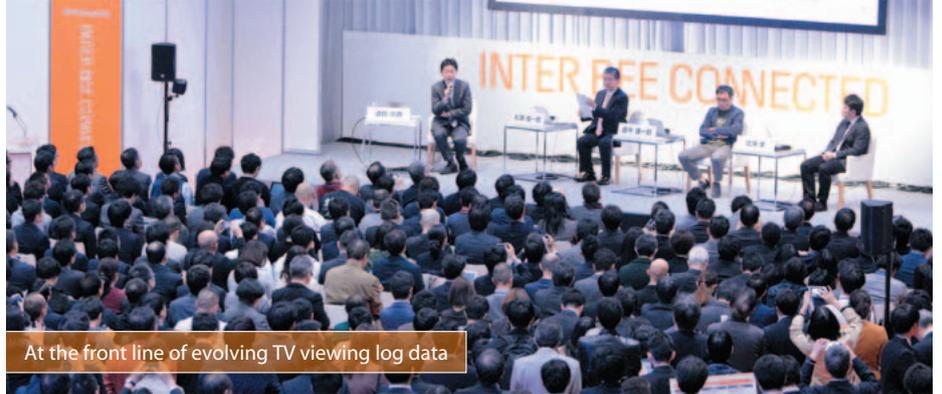
At the front line of evolving TV viewing log data

Hear directly from university students about their media lifestyles

Don't stop radio!
- Constantly evolving activities of radiko –

SVOD services started by TV stations – where are they heading?

Potential of sports media distribution in 2018
- Case studies of various developed initiatives –

Will short videos be the next battleground for TV stations?

After hours!
Considering the future of TV once again!

"After Hours! The Future of TV from a User Perspective" was conducted for the first time at the end of the second day. Completely different to normal sessions, participants sat around a round table and talked on the stage with a drink in one hand.

To consider the future of TV, there weren't just one-way lecture-like sessions. It was a night full of energy when participants proactively exchanged opinions in response to INTER BEE CONNECTED's ethos of sharing ideas.

Status of overseas expansion of TV programs

Dynamic broadcasting stations' owned media

What are the possibilities of TV in 2030?
- Role of Society 5.0 era media –

Local contents X Sustainable local creativity

INTER BEE CREATIVE

Expanding media and diversifying video creativity
Hot-topic sessions ranging from the latest technology to new-generation sensitivities
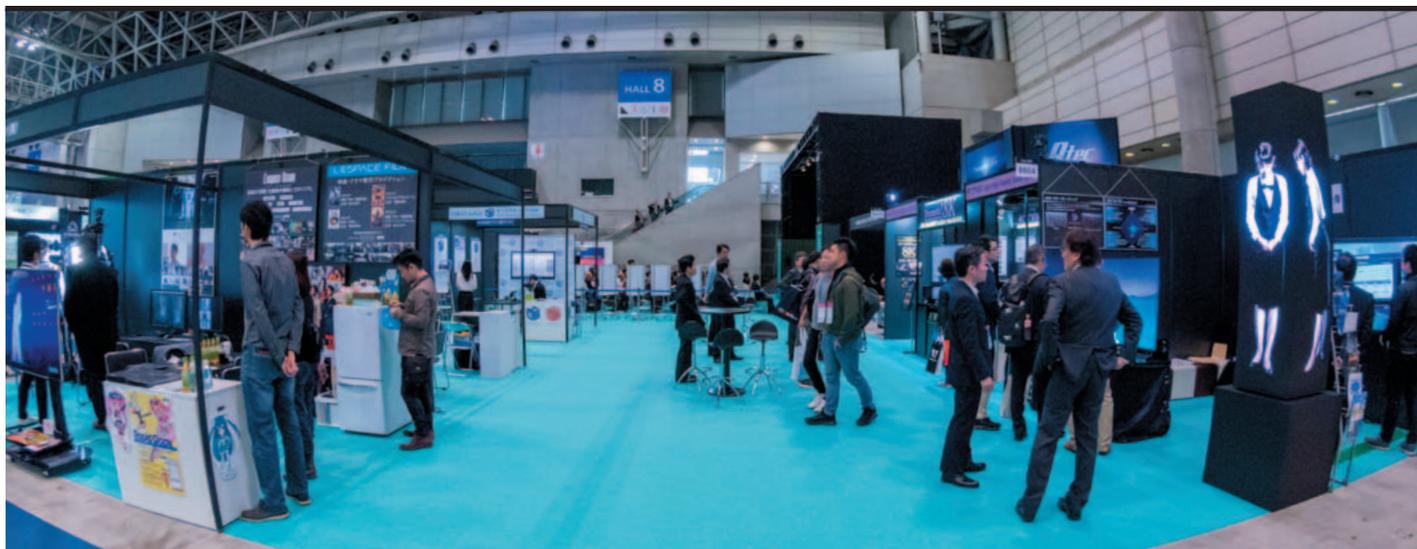
Welcome to the world of constantly expanding and evolving video creativity. Its destiny lies in an expanding range of people of all positions and generations ranging from professionals to semiprofessionals. INTER BEE CREATIVE attracts a lot of passionate listeners as a place for disseminating the latest information and promoting trends to such creators.

Keynote speeches given at the international exhibition hall on the second day included the movie director, Mr. Shinji Higuchi, who talked about the 2016 "*Shin Godzilla*", the first Godzilla movie made in Japan for about 12 years, and Mr. Shuzo John Shiota of Polygon Pictures, who talked about the animated version of *Godzilla*, which was distributed worldwide at the same time. The session was entitled "Japan Content Power Seen in Godzilla".

As media in which video expression and video entertainment are distributed expand from movie to TV and Internet, the INTER BEE CREATIVE stage held a rich variety of sessions at Inter BEE 2018. These covered the latest Hollywood VFX, what goes on behind-the-scenes at movies made by spirited movie makers, CG animation, HDR video, VR video, and video expression by micro drone.

More than previously, movie directors, video makers, millennial-generation video creators, Vimeo creators and many creators from differing positions and generations took the stage over the three-days of Inter BEE 2018, and their respective ideas and creative work left a strong impression. Video production and post-production-related booths, such as that of the Japan Post Production Association, were displayed in the exhibit area. Installed nearby again this year, INTER BEE CREATIVE MEET-UP had 'hands-on booths' displaying video and audio equipment, and these were buzzing with many creators and users.

Date:	Nov. 14-16
Place:	Exhibition Hall 8
Area:	494sqm
The Theme of Keynote Speech:	Japan Content Power as seen from GODZILLA
Capacity of main stage:	118 seats
The Number of Sessions:	19 sessions
The Number of Speakers:	42 speakers
The Number of Audiences:	1,252 Audiences (Total)
The Number of Exhibitors:	7 exhibitors
CREATIVE MEET-UP	
Date:	Nov. 14-16
Place:	Exhibition Hall 8
Area:	748sqm
The Number of Participant Companies:	20 companies
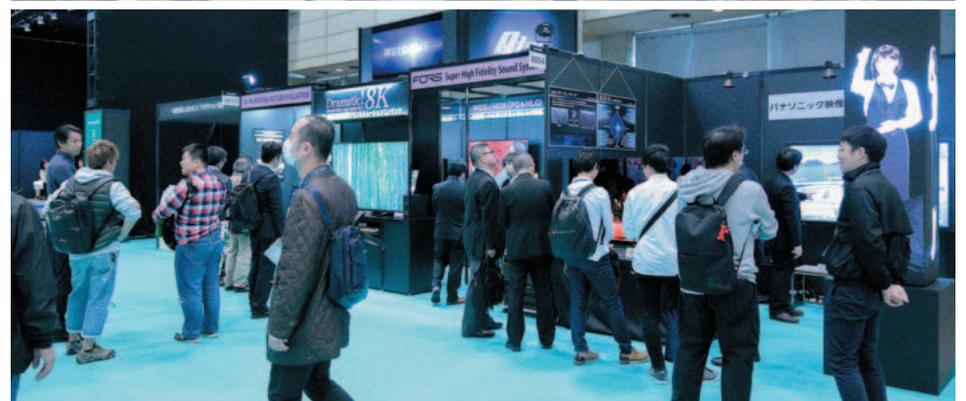
INTER BEE CREATIVE MEET-UP

Continuing on from the previous exhibition, INTER BEE CREATIVE MEET-UP was again an event for new ideas. This is now firmly established as an Inter BEE event where creators from varying positions and fields, such as video, gather to openly mix with professionals and amateurs alike.

Ranging from stage sessions disseminating the latest information and messages to exhibitions, experience and exchange activities, this event was visited by many creators at the spacious hall leading from INTER BEE CREATIVE to MEET-UP.

The original "Video Laboratory (VOOK LABO)" project was established at this year's MEET-UP. It took the latest video equipment and software displayed in large numbers at the Inter BEE venue and held a workshop over the three-day period based on the concept of providing a research place for creators to use this equipment and software from a video producer perspective. The laboratory was full every time with enthusiastic creators.

Following the micro drone session, visitors could fly a video drone for filming and there were also VR bike and VP hang glider content participatory activities, so it was an enjoyable event for visitors.

Highest number of exhibiting companies: 1,152
Inter BEE gets underway with rousing opening address

Inter BEE 2018, the comprehensive media exhibition,
was held for a three-day period at Makuhari Messe from
November 14 (Weds.) to November 16 (Fri.).
At 10 a.m. on the opening day, Inter BEE 2018 got underway with
a rousing opening address at the Convention Hall A on the 2nd floor of
the International Conference Hall, Makuhari Messe.

"Greatly changing comprehensive media event"

"In line with rapidly advancing digital technology, the world is changing greatly. In cooperation with various industries, JEITA is working to realize the Ultra-smart Society 5.0. Inter BEE is no exception. It is changing greatly to a comprehensive media event that covers "make, send and realize" by aiming to create enjoyable user experiences with a focus on contents and not just broadcasting equipment. Jointly holding Inter BEE with the DCEXPO exhibition, hosted by Digital Content Association of Japan, is a part of this."

"4K/8K satellite broadcasting will finally begin next month on December 1st. At this year's Inter BEE, there will be many exhibitions relating to the close-at-hand 4K/8K satellite broadcasting. 4K/8K keynote speeches by top management from various broadcasting operators are also scheduled. I have great hopes that Inter BEE will play a significant role as we sit on the cusp of a new era of broadcasting due to start in two weeks time."

Mr. Masaki Sakuyama
Chairman,
Japan Electronics and Information Technology Industries Association (JEITA)

"Major driving force of overall economic growth"

Mr. Kunishige spoke with great enthusiasm about the start of 4K/8K satellite broadcasts: "On December 1, 4K/8K satellite broadcasting finally gets underway. Viewers will soon be able to enjoy attractive programs made with the precise, colorful and highly-realistic images that only 4K/8K can provide. The eyes of the world will be on the 2020 Tokyo Olympics and Paralympics, so the private and public sectors have to work together to speed up the development of a promotion and receiving environment, enabling many viewers to enjoy it."

He then expressed his hopes for the economic effect of broadcasting, video and communication technologies: "I have heard that this year's Inter BEE will be introducing a wide variety of equipment and services including 4K/8K, Internet distribution, and next-generation broadcasting technology in order to tell the world about the possibilities of new media. The latest technology and products to lead the global broadcasting market will be a major driving force of overall economic growth rather than just the development of the Japanese broadcasting sector."

Mr. Toru Kunishige
Parliamentary Vice-Minister,
Ministry of Internal Affairs and Communications (MIC)

"20 years since the fusion of broadcasting and communications and linking-up with other industries"

Mr. Yoshida expressed his hopes for a link-up with industries besides broadcasting and communication technology: "Around 20 years has passed since the words 'fusion of communications and broadcasting' were first used. Since then, transmission routes have changed and 4K/8K satellite broadcasting is due to start, and the business environment including smartphones, ICT, IoT and AI has changed the fastest and greatest. The 'connected industries' concept that the Ministry of Economy, Trade and Industry came up with last year is the same for the media industry. Using new technology to link-up with other industries and create new added value has now become really necessary."

He also suggested that a business style revolution is essential for contents business to succeed: "people must take time off for leisure and short breaks to make contents succeed. And in order to achieve that, a new way of thinking is needed, such as the content itself as well as delivery types and usability".

Mr. Hiroshi Yoshida
Deputy Director-General for IT Strategy
Ministry of Economy, Trade and Industry (METI)
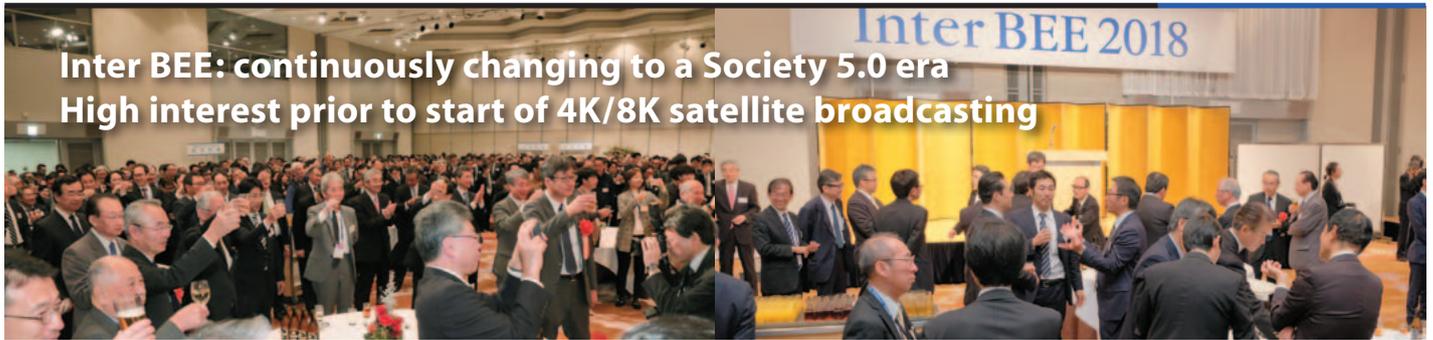
Inter BEE: continuously changing to a Society 5.0 era
High interest prior to start of 4K/8K satellite broadcasting

The "Inter BEE 2018 Reception" was held on the evening of November 14, the opening day of the exhibition, and people associated with supporting and cooperative groups as well as exhibiting companies were invited along. Brimming with people from the broadcasting, equipment manufacturing, and contents industries, this event symbolized the growing excitement concerning the start of 4K/8K broadcasts in December 2018.

"Towards a new business model aimed at realization of Society 5.0"

This year's Inter BEE was held just before the start of new 4K/8K satellite broadcasting, so it was packed full of industry insiders and a wealth of 4K/8K-related equipment was on display at the exhibition. One could sense the increasing diversification of media in line with the enhanced sophistication of broadcasting and communications.

JEITA was a sponsor of CEATEC in October and Inter BEE in November, and I have spoken about aligning the axes of these two events. The axes I talk about are the very nature of business in the Society 5.0 era. I get the feeling that 'Society 5.0' has finally become a universal phrase. It is a concept of a futuristic society presented by Japan to the world. Continuing on from the information society, Society 5.0 is a new society in which innovation is created by technology such as IoT and AI, and social problems are solved by adapting to each and everyone's needs.

At this year's Inter BEE, there were varying types of camera on display at the entrance, while at the exit there were diverse types of media and business created from the development of display devices, communication and computer technologies. Looking at this from a Society 5.0 angle, it means 'how can these types of media address the tastes of people from differing cultures and with increasingly diverse values in real-time?' Inter BEE is right in the midst of change. This year's event was jointly held with the DCEXPO exhibition hosted by the Digital Content Association of Japan, and by fusing with contents, Inter BEE became an event that can present business models aligned with each and every person's diversities. Please find a new future-minded business model that will contribute to the creation of an even more prosperous Japanese society.

Mr. Hisato Nagao
President,
Japan Electronics and Information Technology Industries Association (JEITA)

"Maximum effort to popularize 4K/8K"

Looking around Inter BEE 2018 today, my impression was that there are a lot of 4K/8K-related exhibits as we sit on the brink of new 4K/8K satellite broadcasting. With the advent of new technology such as broadcasting IP technology and the use of AI in broadcasting, I also got the impression that broadcasting technology is much broader than about a decade ago. Around 20 years has passed since the digitization of broadcasting and movements such as the fusion or link-up of broadcasting and communications, and I feel that that era has finally come.

From December 1 in about two weeks time, new 4K/8K satellite broadcasts starts. NHK will start 4K broadcasts on right-handed polarized wave channels with commercial broadcasters and it will be the first left-handed polarized wave channel to start 8K broadcasts anywhere in the world. Being able to welcome in new broadcasts like this is entirely thanks to the untiring efforts of everyone at the Ministry of Internal Affairs and Communications, A-PAB and manufacturers.

Carrying on from the previous year, we prepared a booth with JEITA. Some of you may have already seen it, but we provided a corner that introduces 4K/8K broadcast images on actual receivers, and visitors can see a sheet-type organic EL display developed in the technical research institute and an 8K theater using 22.2 multi-channel sound. We are also promoting the integrated production of 4K and 2K, a big issue at production sites, using a real outside broadcast van, so I hope that people will come and see it.

Even after starting its new 4K/8K satellite broadcasts, NHK will continue to improve its content. I also hope that maximum efforts will be made to popularize 4K/8K.

Mr. Atsushi Haruguchi
Director of Engineering Administration Department,
Deputy Chief of Engineering,
NHK (Japan Broadcasting Corporation)

"Importance of many people seeing 4K/8K by 2020"

I toured Inter BEE all day today. In the morning I listened to a session and in the afternoon I saw an exhibition. I felt that the event had more energy than normal years. The thing that left me with the greatest impression with me about the opening ceremony was that the representative of nine broadcasting stations starting new 4K/8K satellite broadcasts all got together under one roof to talk passionately about the start of these broadcasts. Comparing it to a horse-race, it's like asking about the jockey's state of mind after entering the starting gate before the start of a race. I felt the long-awaited passion. Introductions of each company's programs allowed us to see videos with such a sense of presence that it felt like we were actually there. I cannot wait until December 1, now that I know that each company is preparing its own distinctive programs.

The Association of Radio Industries and Business (ARIB) has raised three topics concerning standardization toward 2020. The first is 4K/8K, the second is 5G, and the third is automatic driving. The first to be realized is 4K/8K. I think that December 1 will be a milestone towards 2020. It is important that a really lot of viewers see these wonderful programs ready for 2020, and I hope that the industry as a whole will work together to ensure that this happens.

Mr. Fusaki Matsui
Representative Director,
Association of Radio Industries and Business (ARIB)

"New 4K/8K broadcasts and extra support for disaster preparations"

This year's Inter BEE was held just as expectations for new 4K/8K satellite broadcasting swelled to a crescendo. Each company starting new 4K/8K satellite broadcasts has constructed broadcasting equipment and tested broadcasting signals by a very tight schedule. I think that this is thanks to the great cooperation and major efforts of equipment manufacturers. I would like to take this opportunity to pass on my sincere thanks. I hope that stations will see it through until the start of broadcasts on December 1.

This year, major disasters struck the whole of Japan, such as the July torrential rain and the Hokkaido Eastern Iburi Earthquake. I would like to express my deepest sympathies to all those affected by disasters.

Despite facing difficult situations such as typhoons, earthquakes and power failures, many commercial broadcasting stations have used their ingenuity to bring information speedily and accurately to viewers while doing their utmost to maintain broadcasting facilities.

Mr. Tadahisa Kawaguchi
Chairman of the Special Technical Committee,
The Japan Commercial Broadcasters Association (JBA)

"Hopes for even more wonderful contents with 4K/8K"

Finally, Mr. Yoichiro Kawaguchi, the Chairman of the Digital Content Association of Japan, which jointly held its DCEXPO with Inter BEE, made the following closing speech.

"Hi-vision and full CG video was produced in 1988 and announced at SIGGRAPH, the American CG festival. Using marine life as a motif, this work showed many people vibrant expressions in high-definition hi-vision images. When I saw 4K/8K images at this year's Inter BEE, I felt that the images were even more beautiful than back then. I hope that if content is produced in 4K/8K, then even more wonderful things can be made."

At the end of his speech, Mr. Kawaguchi then proposed a toast, and a hearty cheer of 'kampai' went up from all the people gathered there.

Mr. Yoichiro Kawaguchi
Chairman, Digital Content Association of Japan

Focusing on Tokyo Olympic Demand and Radio Station System Updates: Exhibit of Event Products and the Latest Audio-related Equipment

Techno House, which has celebrated its 30th anniversary since its establishment as a broadcasting, event and acoustic equipment sales agent, participated in Inter BEE 2018. The company's exhibit was focused on video and event-related products and audio related products for radio stations for which demand is expected toward the Tokyo Olympics and Paralympics in 2020.

We spoke with representatives from Techno House Inc. about their aims at exhibiting at Inter BEE and the products they want to promote this year. We talked with Mr. Yukikazu Takano, Director, Mr. Yasunori Tokudome, Public Relations Planner, Ms. Naomi Shimizu, Assistant Manager of the Engineering Department, and Mr. Haruto Hojo, Manager of the Professional Audio Section in the Information Equipment Technology Department.

Mr. Yukikazu Takano (Left)
Director
Techno House Inc.

Ms. Naomi Shimizu (Center)
Assistant Manager of the
Engineering Department
Techno House Inc.

Mr. Yasunori Tokudome (Right)
Public Relations Planner
Techno House Inc.

Introduction to 8K-compatible Presentation Switchers and the Latest Mixers for Radio Stations Aimed at New Demand

■ **What were your exhibition themes and aims?**

We participate in Inter BEE in two categories – the Video Production/Broadcast Equipment floor and the Professional Audio Equipment floor – with a focus on broadcasting equipment products every year. We exhibited the Spyder X80 4K/8K presentation switcher made by Christie as an important product on the Video Production/Broadcast Equipment floor at Inter BEE 2018. This is a product that can be used in public viewings and live viewings (e.g., sports events) for customers whose work is mainly related to events. It is aimed at the new 4K/8K satellite broadcasting which will start on December 1 this year and the Olympics / Paralympics in 2020. (Mr. Takano)

In addition, there has also been talk of system updates that include measures against disasters in radio stations. Therefore, we participated in the Professional Audio Equipment floor with a focus on a customized mixer and APT IP ISDN CODEC. The customized mixer is from a German company called DHD.audio and it can be handled efficiently by one person. The APT ID ISDN CODEC is a Hikari Denwa-compatible IP voice codec of a French company called WorldCast Systems. It

performs IP transmission from the broadcasting head offices of broadcasters to transmitting stations. (Mr. Takano)

■ We also want to promote our products for purposes other than public viewings

Spyder X80, which is a 4K/8K presentation switcher made by Christie that we exhibited as an important product at this Inter BEE, is equipped with three types of connector per input (DisplayPort 1.2 / HDMI 2.0 / 12G-SDI). It is characterized as being compatible with 4K@60p in all outputs. Camera images and computer images are input and displayed side by side on the same screen in presentations. However, it is also possible to input 4K camera image signals and 4K HDR image signals and then display the images of various signals. (Ms. Shimizu)

■ Exhibit of the MOJOPRO app that turns smartphones into relay cameras

In addition, we also exhibited MOJOPRO on the Video Production/Broadcast Equipment floor. This is an app from a French company called AVIWEST that turns smartphones into relay cameras. It is possible to immediately produce the images of smartphones by downloading the MOJOPRO app even when you encounter a situation in which you need to produce images quickly. (Mr. Tokudome)

It demonstrates its greatest performance in settings where rapidness is required. It is possible

to use this app for free by introducing the Stream Hub of the same company. This Stream Hub is a 1RU server and is a type that is basically installed in company office buildings. Nevertheless, it is also a cloud type. Accordingly, it is possible to distribute on YouTube Live at the same time. We received many questions in the booth under the assumption of using YouTube Live. It attracted a lot of attention from customers. (Mr. Tokudome)

■ Introduction before others to the latest model audio mixer popular in radio stations in Japan

We became the first in Japan to exhibit RX2 on the Professional Audio Equipment floor. This is a new customized mixer from a German company called DHD.audio that was announced at IBC this year. RX2 is the latest model upgraded to be even easier to handle and even more stylish from the 52/RX that has been introduced into many sites in Japan. All modules are equipped with large TFT touch displays to enhance visibility and operability. (Mr. Hojo)

In addition, a motor fader is equipped as standard. This reduces the burden of the operator when building a mixer that includes layers when operating it solo. It seemed that many of those interested in this were customers already using the products of DHD.audio. Many came to see the actual thing at Inter BEE. (Mr. Hojo)

■ Exhibition of the APT IP ISDN CODEC – an IP voice codec for which we received the most inquiries

We exhibited an IP voice codec for which we received the most inquiries at this Inter BEE. This IP voice codec is called APT IP ISDN CODEC. It is a Hikari Denwa-compatible IP voice codec from a French company called WorldCast Systems that makes it possible to perform IP transmission between transmitting stations from the broadcasting head offices of broadcasters. It can transmit audio without sound dropouts by using APT's own SureStream voice transmission technology. It is possible to use the EaptX algorithm that enables low delays, low compression and high sound quality. Therefore, it is possible to significantly lower running costs even compared to uncompressed transmission. (Mr. Hojo)

The Avid MediaCentral Platform is the only media platform that integrates newsroom, sports, post, and live production workflows into a single scalable user experience

For over thirty years Avid has reimagined content creation and its revolutionary nonlinear editor was the first to digitize video content. It redefined the media industry and is still the gold standard for both video editing with Media Composer and Digital Audio Workstations with Pro Tools.

Avid offers a variety of cloud solutions for creative individuals and media teams to enable collaboration from anywhere, simplify workflow logistics, and maximize efficiency, minimizing the time, cost, and stress of competing in today's demanding media production.

The company recently announced support for creative teams to deliver their best work faster and more efficiently with 4K and 8K media and other demanding formats using an intuitive end-to-end workflow spanning editing, storage, I/O acceleration and asset management.

To better answer changes in the market, Avid now partners with a vast number of 3rd party suppliers whose products integrate with the platform to extend the capability and allow customised solutions, as required.

We spoke with representatives from Avid about its efforts toward changes in the market environment. We talked with Mr. Hisaji Mitsuoka, PRO Video Channel Sales.

Mr. Hisaji Mitsuoka (Left)
PRO Video Channel Sales
Avid Technology, Inc.

Mr. Toshio Masuda (Right)
Pro Audio Sales – North APAC
Avid Technology, Inc.

Dramatic Changes to the Way of Using Works: Editing Software Also Supports Various Changes

■ **What were your exhibition themes and aims?**

There were a number of core elements to our exhibition at Inter BEE 2018. One of these was the evolution of our Media Composer and Pro Tools. These are basic tools for video and audio production – the basis of the products provided by Avid Technology. We showcased the latest state of our basic tools including support for 4K/8K editing workflows. The second was an introduction to the state of the practical application of cloud services through an exhibit and demo of Avid on Demand that is also scheduled to provide services in 2019. The third was that we made it possible to experience the industry standard Dolby Atmos mixing environment with immersive audio by building a system using Pro Tools.

Avid Technology is a manufacturer. We basically provide video and audio production systems with our in-house manufactured products. On the other hand, the progress of cloud and Internet distribution has diversified the methods of utilizing works. There are increasing opportunities to support individual requirements. We are demonstrating a direction in which it is possible to plug in the products of other companies centered on the products of Avid Technology instead of supplying systems

closed to only our in-house manufactured products to respond to such changes in the situation. This is the Avid MediaCentral platform. We are now pushing product provision as a platform that allows us to respond promptly and at low cost to a variety of demands. (Mr. Mitsuoka)

■Various exhibits of cloud and AI utilization and Dolby Atmos mixing

We exhibited cloud solutions centered on Avid On Demand. This is a software as a service (SaaS) type platform that offers media production functions. It is a system that makes it possible to use media production functions on-demand. It is compatible with 4K/8K. We demonstrated with a demo that it is possible to execute without delay from multiple 4K video production sites via a network. Test introduction of Avid On Demand is progressing close to proof of concept (PoC) and practical application on a global basis. We plan to set the price and make it possible to use it in 2019 in Japan. We demonstrated in the booth that it is possible to smoothly use Avid On Demand even in the Microsoft Azure public cloud service from Microsoft in addition to a private cloud environment installed in an office in Akasaka. We are also jointly verifying with Microsoft technology that automatically extracts meta information by recognizing images and audio from video utilizing the AI functions possessed by Azure. We believe this will lead to improved productivity through AI utiliza-

tion.
In the centre of the Avid booth was the Dolby Atmos immersive audio mix demonstration. This allowed visitors to experience the stereophonic sound of 7.1.4 channel Dolby Atmos, which was intuitively apportioned in the mixing stage using Pro Tools | Ultimate. Netflix, a major video streamer, is promoting sound production compatible with Dolby Atmos. Therefore, we believe a Dolby Atmos mixing environment is very important in Internet-based content production in addition to television-based content production. We invited an engineer of Netflix to give a guest talk in the booth of Avid Technology at Inter BEE 2018. This allowed visitors to feel the trends and realities of content production technologies.
We demonstrated 4K/8K editing workflows for video and audio production technologies and made it possible for our visitors to experience 4K/8K editing workflows through the industry standard non-linear editing tool of Media Composer, the media shared storage of Avid NEXIS, the Artist I/O series of DNxIQ, DNxIV and DNxID and MediaCentral | Editorial Management that provides new post-production workflows.

■Revitalization of the Japanese market by also focusing our efforts on Internet distribution-based solutions

We believe that we are in a position for Japan to take on the driving force and lead the world in

4K/8K solutions. In that sense, we participate at Inter BEE by positioning it as one of the most important exhibitions on par with NAB in Las Vegas in the U.S. and IBC in Amsterdam in the Netherlands.

The focus of attention alongside the spread of 4K/8K is on the rise of Internet distribution services. Even if the basics of content production do not change, the methods of watching and listening to this content are diversifying. We must think how to offer support as a provider of solutions in terms of how it is possible to distribute and monetize. Against this backdrop, we feel that there are an increasing number of IT-related and Internet-related visitors. We would like Inter BEE to increase the number of IT related and Internet visitors even more to support the uptake in the industry.

We can expect companies and visitors from different genres to further increase with an expansion in the market by becoming an exhibition spread to IT related and Internet related visitors from an exhibition closed to broadcasting and video production. We would like to continue contributing to a mutual expansion in the business of Avid and our customers by our company also proactively introducing overseas cases.

Developing video software technology not confined to broadcasting
Exhibiting next-generation video technology from 16K to AI

Involved in software R&D such as real-time image processing, AZLAB is a technology development company that does not provide finished products. Rather, it provides the seeds of technology, helping company clients to realize the solutions they need.

At Inter BEE 2018, a world-first 16K@120P uncompressed video playback system was exhibited in large scale at the front of the booth, drawing the attention of visitors.

While there were many solutions on display, not all of them will go on to become products. Asserting that AZLAB used the Inter BEE venue as a showroom for the company's technologies, we asked the company's Sales Department General Manager and executive officer, Mr. Isamu Hiyane, about the features and aims of its exhibits.

Mr. Isamu Hiyane
Executive Officer
General Manager of Sales Department
AZLAB, Inc.

Exploiting the potential of video with a myriad of real-time video processing technologies

■ **Exhibition's aims and themes?**

"AZLAB is a technological development company that provides technology to partner manufacturers and system integrators (SIer). Rather than working in the front line by, for example, selling products, we play a more back-office role in providing solutions. It could be said that our technological development is characterized by software aiming for real-time performance. In the video sector, video directly input from a camera needs to be extensively processed prior to being shown in a display. By providing software that achieves high-level video signal processing in real-time, we believe that we are extending the possibilities of video."

"High-definition video has various uses. Not held down by broadcasting framework or resolution restrictions, AZLAB provides global as well as national video solutions. We exhibited the seeds of our many technologies at Inter BEE, so we are glad that many visitors were able to find out about how these technologies could work."

■ Diversity of technology ranging from ultra-high-definition video processing to AI visual expression

"What stood out most at our Inter BEE 2018 exhibition was the world-first 16K@120P uncompressed video playback system. Ultra-high-definition video with quadruple the number of pixels of 8K are displayed in a 4-set 8K panel. This enables one to see firsthand uncompressed, 120P high-definition 16K video. A powerful hardware engine and software are required to play 16K content in real-time, and we are promoting the technology to realize that. 16K requires a vast amount of data so it may not be used for broadcasting, but as 16K120P can be played via software, we believe that ideas to use ultra-high-definition video will continue to expand"

"8K@60P real-time blending theater uses four 4K projectors to display 8K video. It calculates in real-time the overlapping parts when 8K video is divided into four 4K videos and projected onto a screen with four projectors, so it can play seamless 8K large-screen video with no visible joints."

"We exhibited an ultra-high-definition next-generation video wall. This system combines various videos in an 8K large-screen video wall by combining 16 full-HD displays. Using AI (artificial intelligence), it can automatically detect objects in a video and display video featuring cut-out human figures. In addition, video from over 30 IP cameras and 2K video can be displayed as video upgraded to

4K video and simultaneously displayed in the same video wall. Visitors were able to see firsthand 8K video, which freely laid out multiple types of content identified by the AI video analysis, being generated in a single device."

"As an exhibition of future technology in the making, our demonstration of the "A.I.TOUCH PAINTING", which automatically generates images using AI, was popular. When sky, trees, grass, and water were color coded and input to draw a simple picture, AI took previous oil painting information and automatically drew these elements in a painting-style. I hope that visitors felt that this technology has the potential to expand video expression in the future."

■ Aiming to provide a space for visitors to enjoy

"This was the 5th time we have exhibited, but this time we designed a booth as a showroom to showcase our technologies. Drinks and snacks were provided together with tables and chairs, and we took pains to create a space for visitors to feel at ease in. Inter BEE 2018 was a satisfactory exhibition for us. We got a positive feeling from customers and achieved our objectives."

"On the other hand, the many booth erection restrictions at the venue limited our booth design ideas, which was a shame. For example, two-floor booths are not permitted, so we couldn't design for an upstairs café space. Two-floor booths can be

erected at the same venue for different exhibitions, so we would be grateful if the restrictions were loosened a little. We hope that Inter BEE will take on board ideas behind "convivial space" booth creation and allow freer booth erection."

"Video wall customers include government offices in addition, of course, to partner manufacturers and SIer companies. As a result of creating a space to be enjoyed by such B2B visitors, we had many comments like 'this is great'. We very much hope to continue exhibiting as an AZLAB showroom at Inter BEE from next year onwards."

RAMSA – the Acoustic Equipment Brand – Celebrates Its 40th Anniversary: Will It Create a New Commotion in Professional Audio?

The Panasonic Group (Panasonic Corporation and Panasonic System Solutions Japan Co., Ltd.) put on a solo exhibit of RAMSA, which started as an acoustic equipment brand of Panasonic in August 1979, in the Professional Audio Equipment category for the first time in two years. We asked representatives of Panasonic Corporation and Connection Solutions Company about their participation in Inter BEE 2018 – including their intentions behind a solo exhibit in the Professional Audio Equipment category. We talked with Mr. Shogo Mitsuhashi, Product Marketing Development Market Communication Section, Integrated Marketing Center, Media & Entertainment Business Division, and Mr. Izumi Matsumoto, RAMSA Product Development Manager, Technology Center, Media Entertainment Business Division.

Mr. Izumi Matsumoto (Left)
RAMSA Product Development Manager,
Technology Center,
Media & Entertainment Business Division
Connected Solutions Company
Panasonic Corporation

Mr. Shogo Mitsuhashi (Right)
Market Communication Section,
Marketing Strategy Development,
Integrated Marketing Center,
Media & Entertainment Business Division
Connected Solutions Company
Panasonic Corporation

Aims of Promoting the Brand Power of RAMSA and Solo Exhibit in the Professional Audio Equipment Category: On-site Workflow Improvement and Proposals of Solutions for Business Optimization

■ **What were your exhibition themes and aims?**

The common themes for Panasonic this year were 「advanced technology」 and 「efficient work-style.」 We put on an exhibit focused on spatial acoustics under the concept of 「Research of Advanced Music Sound and Acoustics」 derived from RAMSA in addition to these common themes in the RAMSA booth in the Professional Audio Equipment category. RAMSA started as an acoustic equipment brand of Panasonic in August 1979. It is celebrating its 40th anniversary in 2019. Accordingly, we decided to put on a solo exhibit in the Professional Audio Equipment category. The purpose of this was to once again promote its brand power to the industry by exhibiting solutions in a form that combined products and software with the consistent stance of working on making good sounds while incorporating state-of-the-art technology. (Mr. Mitsuhashi)

We once exhibited every year in the Professional Audio Equipment category separate to the Panasonic booth. However, we exhibited RAMSA together with video equipment in the Panasonic

booth in the Video Production/Broadcast Equipment category for 10 years from 2006 and also last year. There is a difference between the customers who visit the Video Production/Broadcast Equipment category and the customers who visit the Professional Audio Equipment category at Inter BEE. Therefore, we wondered whether it would be possible to promote this brand to even more customers in the professional audio industry by putting on a solo exhibit in the Professional Audio Equipment category. This is a brand we built up together with customers on the front line of acoustics. Accordingly, a big part of our intentions for participating at Inter BEE was to exhibit products developed under the concept of being able to contribute to the professional audio industry. (Mr. Mitsuhashi)

■ Exhibit of a line array speaker, new amplifier product and acoustic simulation software

In addition to our WS-LA500A series line array speakers we released in 2017, we also exhibited our new WP-DM900 series of in-built DSP digital power amplifier products and our Panasonic Acoustics Simulation Designer (PASD) acoustics simulation software including line array speakers at Inter BEE 2018. (Mr. Matsumoto)
Our new WP-DM900 series of digital power amplifier products has a lineup of three rated output models: 1,200 W × 4 ch (WP-DM948), 600 W × 4 ch (WP-DM924) and 300 W × 4 ch (WP-DM912). These products are four channel digital power amplifiers with inbuilt high-function DSPs. They are compatible with the Dante Audio Network IP transmission protocol developed by Audinate that can transmit digital voice over a Gigabit Ethernet. The PASD acoustic simulation software is used to automatically generate acoustic adjustment parameter values through the LAN port and to automatically adjust the parameter values according to on-site measurements. This makes it possible to efficiently adjust acoustics.

This PASD is equipped with an FIR auto-tuning tool in addition to an array speaker calculator tool and 3D acoustic simulations. This makes theoretical acoustic tuning possible in advance by capturing hall, live performance venue and stadium architecture CAD data. Acoustic tuning data set with this PASD is then transferred to the digital power amplifier. Theoretical assumed acoustic tuning can then be implemented on-site without change. Moreover, differences in the characteristics obtained by actually measuring with microphones at the site are adjusted by the PASD and the adjusted data is then transferred to the amplifiers. The properties assumed to be the ideal acoustic characteristics during the simulation can be adjusted just like that in the actual site. This makes it possible to implement in a short time without occupying the venue for acoustic tuning on-site. Therefore, it is possible to improve working efficiency. Furthermore, PASD makes it possible to raise the efficiency of work from acoustic parameter setting to acoustic tuning by building a WP-DM900 series digital power amplifier network. We provide this PASD acoustic simulation software to customers who have chosen our line array speakers and new in-built DSP digital power amplifier products as their solution. (Mr. Matsumoto)

■ Important to allow customers to directly see and experience actual machines

We exhibited the WS-LA500A series of RAMSA line array speakers at INTER BEE EXPERIENCE: X-Speaker this year. However, because it was suspended high up, it was only possible to see it from a distance. Many customers who came to our booth carefully looked at the line array itself together with how to use and connect it. In addition, there were many customers who originally had an interest in our acoustic simulation software and who directly said that they had come to see it. It is possible for our customers to directly see our actual machines in this way at Inter BEE. Furthermore, they can actually operate and experience them. We would like to continue cherishing communication through such exhibitions in the future. (Mr. Mitsuhashi)

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INTER BEE (((*5G*)))

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Blackmagic design

INTER BEE CREATIVE

MEET-UP

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Visual Industry
Promotion Organization

Techno
Mathematical

8404

Microsoft
Japan

8305 **8306**

HC
Networks

8304

8303

8208
Plat-Ease/
Executive Committee of
Tokushima 4K Forum

8207
SET

8217 **8206**
ITE   ARIB

Sightron Japan

ICT/Cross-Media

8402 **8403**
RIKEI

8401
Explorer/
PALTEK

8301

Atomos
Global

8203 **8204**
Spectee

8202

CTCSP

8201
NAB
SHOW

Fiber 26
Network

MIC Associates

8001   MEDIAEDGE

INTER BEE CREATIVE

8601 OMNIBUS JAPAN
8602 D.&A. MUSIC
8603 L'espace Vision
8604 Panasonic Visuals
8605 Q-TEC
8606 Onkio Haus
8607 Japan Post Production
　　　Association
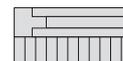
1F

2F

Hall 7

Video Production/ Broadcast Equipment
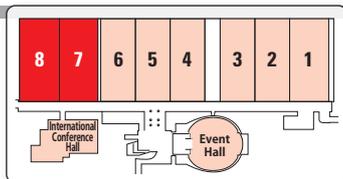
7207 Sony/ Sony Imaging Products & Solutions/ Sony Business Solutions

7513 Kyoshin Communications

7613 JVCKENWOOD

7410 TAC SYSTEM/ ADDER Technology/ TRITECH

7206 ASK

7209 ASK/ Insta360

8106 BASICTECH

7510 TAKENAKA/ Sym-Direct/ Ark Ventures

7408 Capella Systems

7409 TMS

7407 EIZO

7205 AJA Video Systems

7204 ASK/ DSTORM

7102 ITC

8105 Com Worth

8104 Research Institute of Systems Planning

7203 ERG

7202 NobbyTech

7101 Lancerlink

VENTURES

7509 A-PAB

7406 Tokyo Broadcasting System Television

7201 Visual Graphics

7208

Mellanox Technologies Japan/ Servants International

Arista Networks Japan

TOHOKUSHINSHA FILM

8103
APERI/B&M VIDEO TECH/ BEBOP TECHNOLOGY/Chroszie!/ DENSITRON TECHNOLOGIES/ DIGITAL ANARCHY/Transcriptive/ GLOOKAST/HI TECH SYSTEMS/ Imagine Communications/ NAGRA/RGBLINK/SpectraCal/ Portrait Displays/ Studio Network Solutions/ THEO TECHNOLOGIES

7609

7610

7607

VILLAGE island

7611 CCBN

7606 EVIRY

7507 Feiyu Tech

7508 JOLLY GOOD

7505

7404 Cisco Systems

7405 Hokuriku Denwa Kouji

7402

7403 MEDIA CAST

ITOCHU Techno- Solutions

Macro Image Technology

AKAMAI TECHNOLOGIES

DATABROAD

8102 IABM Pavilion

8101 YOSHIDUMI Information

7604

7603

7602

7601 MEDIA PLUS

Newmedia

7504

7503 KOBA 2019

7501 FUJIMIC

7502

7401 ELECOM/ DX Antenna/ Hagiwara Solutions

The Prudential Life Insurance

Somethingfun

7003 Digital Processing Systems Japan
7002 PlayCanvas Team Japan
7001 Memory-Tech

7005

7004 TID

KAGA Solution Network

INTER BEE CONNECTED

7301 Top Creation
7302 NHK
7303 TV Setouchi Broadcasting
7304 ATTRACTOR
7306 IPTV Forum Japan
Fuji Television Network
Kansai Television
SKY Perfect JSAT
Tokyo Broadcasting System Television
TV Asahi
7307 Multiscreen Broadcasting
Study Group
7308 HAROiD
7309 Limelight Networks Japan

7 Hall 6

7 Hall 6

8 7 6 5 4 3 2 1

International Conference Hall

Event Hall

Resting Place
Mobile Charging
Food Stand
Cafe
Restroom
ELV Elevator
Photo Spot

Business Meeting Room

FIRST AID | Secretariat

Courier Service

ELV

● **Registration**

Hall 6　　Hall 5

Video Production/ Broadcast Equipment

ROKE-BENTO Grand prix

6405 Leader Electronics

6112 NEC

5408 Panasonic/ Panasonic System Solutions Japan

7 Hall 6

6404 Nac Image Technology

6403 Carl Zeiss

6111 Photron

5606 AT Communications

Matsuura Kikai Seisakusho

5407 Cosmic Engineering

Boling Photographic Equipment

6402 Amazon Web Services Japan/ AWS Elemental

6213 Avid Technology

6110 ASACA

5702 3MIM

5701 IMAGE MATTERS

GANSUI/ LYNX Technik

5604 **5605**

5603 Gudsen Technology

5505 K-WILL

5506 **5504** EIDEN

5406 FUYOH VIDEO INDUSTRY

5405 ASCOT **5404**

SUGAWA VIDEO ENGINEERING

7 Hall 6

6309 NIXUS Hokkaido Nikko Telecommunications

6308 Nikkei/ TV TOKYO/ Sony Network Communications

6307 Zaxel

6212 Harmonic Japan

6211 Nippon Control System

6210

6108 Entaniya/ JOUER

6109 Ideal Systems Japan

6107 Western Digital Japan

Internet Initiative Japan

5602 YUASA

5601 MOUBIC

5503 ZHIYUN TECH

5502 Japan Weather Association

5501 Duplex

5403 ATEN JAPAN

5402 LINDY Sales

5401 DEMPA PUBLICATIONS

6401 NGC/ CIARA Technologies

INTER BEE IGNITION

6503 I964 TOKYO VR/NHK Enterprises
6504 EPSON SALES JAPAN
6506 Imeve
6507 TV Asahi
6508 NHK
6510 Advanced Imaging Society, Japan Committee
6511 Advanced Imaging Society Lumiere Japan Awards 2018
6512 Spark Neuro Japan
6513 SCENT/Spiritus
6514 Treasure Data

6305 TOLIFO PHOTOGRAPHIC EQPT

6306 theater-X

6304 CHAINZONE TECH. Group

6207 COBURN JAPAN

6206 Agai Trading

6208 store. POLYGONS

6205 Acme Portable

6106 TOKYO BUTAI SHOWMEI

D611 VTuberHackathon

D410 Toppan Printing

D407 DCEXPO STAGE

Video Expression/Professional Lighting

Image VISION

6302 **6303**

6301 LianTronics

JAPANESE SOCIETY OF LIGHTING DIRECTORS

6203 SHENZHEN LCF

6202 ELSA Japan

6204 SUNTECH

6104 FILMGEAR TECHNOLOGY

6102 **6101** Mile runtech

FUJI ELECTRIC LAMP INDUSTRIAL

DCEXPO 2018

Bunkyo University Faculty of Information and Communication

XVI /KKOpus

Mountain Studio

D701 ASIAGRAPH CG ART GALLERY

D601 International collegiate Virtual Reality Contest

D505 Nextremer

D507

D508 Solidray

D504 SHINFIELD

D503 K2 Vision

D509

D502 **D501**

D410 Toppan Printing

D404 BLAST

D403 **D405**

D402 Dai Nippon Printing

D406 SoftBank / Toshiba Infrastructure Systems & Solutions/ MoriX

D401 DCEXPO Information (DCAJ)

KUMONOS Corporation

Tokyo Metropolitan University, Graduate School of System Design

Tokyo Metropolitan University, Graduate School of System Design, KADEN Project 2018

6002 Morisawa

6001 ProFound

ELV

1F

Presentation Room

2F

Hall 4

| 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |

International Conference Hall

Event Hall

4 Hall 3

4 Hall 3

5207 AZLAB

4515 IKEGAMI TSUSHINKI

4314 Toshiba Group
Toshiba Infrastructure Systems & Solutions/
TOSHIBA LIGHTING & TECHNOLOGY/
TOSHIBA LIGHTING & TECHNOLOGY ENGINEERING/
Toshiba Digital Solutions/
Toshiba Memory

4207 Canon/ Canon Marketing Japan

5306 Roland

5104 SHOTOKU/ RENT ACT SHOTOKU

SHOOTEC–JAPAN/ ALADDIN

4514 IMAGENICS/ VIDEOTRON

Global Alliance

4313 hibino chromatek Div/ hibino intersound/ Studer Japan Broadcast/ ELECTORI/ hibino (Network)

Japan Communication Equipment

4206 DIGIcas

5305 BIOS

5303 SWIT Electronics

5206 Extron, Japan

5103 Nikon Systems

4612

4613 Marumi Optical

4513

4511 Turbo Systems

4413 ONLY STYLE

4411

4312 CrossImaging

4205 Japan Material/ Visual Research/ Matrox Graphics

JUNS **4105**

5304 RIP-TIE

5205 Sunmulon

5204 Techne Advance

5102 CANVASs

5101

Teledyne LeCroy Japan

4611 Kawasaki Heavy Industries

4512 Open Stack

4412 Teleforce

4311 TACHII ELECTRIC WIRE

digicom **4104**

4204 Kenko Professional Imaging/ Kenko Tokina/ SLIK

Oinu Vision **4103**

5302 TVU Networks

5203 InnoQos/ Caton Technology Japan

5201 Traffic Sim

4610 Canare Electric

AIRBUS HELICOPTERS JAPAN

4509 RATEC

4510 IBEX Technology

4410 ISHIKAWA TRUNK

4309

4310

4308

Studio Equipment **4102**

ZHANGZHOU SEETEC OPTOELECTRONICS TECHNOLOGY

5301 Star Communications

5202 Seiko Solutions

4509 **4508** Semtech

4409 INTOPIX

4408 ARMOR

Soliton Systems

4203 TOTSU INTERNATIONAL

4 Hall 3

Ohhara-Techno-Design-Art-College

SXSW

Digital Economy Industry Promotion Office

4609 **4608**

KOMINEMUSEN DENKI

GIGATRONIX SEIKOH GIKEN

D315 euphonic

D317

D204 Noitom International

D206 Pocket Queries

D115

D116 DataMesh Japan/ MX Mobiling

4606

4607

4507 Hitachi High-Tech Solutions

ANRITSU

4406

4307 TILTA

4202 Mitomo

4101 Media Partner

D313

D318 Paronym

D114

4604 DTS INSIGHT

Musashi

D111 OFFICE ZERO

D311

D308 Sato Laboratory, Osaka University

D306

D307 Silverwood

Keio University Graduate School of Media Design

D305

D119 METI "BizTech*Match" Matching zone

4603 KATO ELECTRIC INDUSTRY

4503 Network Electronics Japan

4504 ALVIX

4403 Tanaka Denki

4404

4303 ASANUMA & CO., LTD.

4304 P-tec

4301

4201 Vitec Production Solutions

D304

D309

D106 3D Medivision

D107 Apposter

D108 POPSLINE

D109 Hanbitsoft

D110 Holotive Global

4401 Sanwa Cine Equipment Rental/ Sanwa Pro Light

4302

Velbon/ MILLER

D303

D310

D105 SISTO

D104 Starship Vending-machine Company

D103 Circus Japan

D102 EpicLive Japan

D101 Pison Contents

4502 TAKE

4501

NEO KEEPR

D302

D301

MICROCOM

4602 Fuchu Giken

4601 SCENES

4402 MetaData

MIDORIYA ELECTRIC

Artificial Intelligence Laboratory, Center for Cybernics Research, University of Tsukuba
Interactive Media Laboratory, Faculty of Science and Technology, Keio University
The University of Tokyo/ Japan Science and Technology Agency (JST) / ERATO Kawahara Universal Information Network Project
Ikei Laboratory, Tokyo Metropolitan University/ NTT Communication Science Laboratories
The University of Tokyo, Graduate School of Information Science and Technology, Kituregawa laboratory/ Satoh laboratory
Media Design Lab, The University of Electro-communications.
HA–PPY "HA" means teeth in Japanese

4001 Vitec Imaging Distribution

Hiromasa Oku Laboratory Gunma University
Stanford University (from SIGGRAPH2018)

LAVAL VIRTUAL

SIGGRAPH ASIA2018

Press Room

Business Meeting Room

Meeting Room

Secretariat Office

▲ **Kaihin-Makuhari St.**

Event Hall
INTER BEE EXPERIENCE X-Speaker

Hall 3

Video Production/Broadcast Equipment

3509 FOR-A

3217 ITOCHU Cable Systems

2616 ASTRODESIGN/Delta Electronics (Japan)

2319

3508 Media Garden/KOTO ELECTRIC/KOKUSAI SHOMEI

4 Hall 3

3316 Ascent

3216 Hitachi Kokusai Electric

3113 MATSUDA TRADING

2509 Techno House

3606 JEITA Tape Storage Technical Committee

3507 FUJITSU

3413 UNITEX

3314 Tektronix Japan

3315 Mouse Computer

3215 CHIEF/Audio Visual Communications

3214

3112

2712 NHK Media Technology

2711 NHK Integrated Technology

2615 Meiko Electronics

THAMWAY

2614

2613 SHENZHEN SONIROCK TECH

2508 Backstage Equipment/Chilipepper LABS

2507 Lambda Systems

3412 EMC Japan

INTER BEE IP PAVILION

3506 Grass Valley

4 Hall 3

Forest Dyne Systems

Gizmo International

3111 IKEGAMI TSUSHINKI SANSHIN ELECTRONICS Japan Material TASCAM/TEAC Toshiba Infrastructure Systems & Solutions Fairway

3410
3411 SLPOWER

3310
3311 FilmLight

3212
3213 OA Laboratory

2611 Other World Computing

2612 WASEI

2506 Settsu Metal Industrial

Belden Japan/TOMOCA Electronics

3409 RAID

3309

3218

2609 NKK SWITCHES

2610 Advanced Media

2505 Cybernetech

2504 HONDA TSUSHIN KOGYO

MEDIA LINKS

Media Partner

3504 NKL/IDeomotor Robotics/KFX Technology/Cartoni SpA/Grip Factory Munich

Stack Electronics

BROAD DESIGN

SHIU LI TECHNOLOGY

YUAN HIGH-TECH DEVELOPMENT

BAY technologies

Broadcast Supply International/WAKIYA-GIKEN

2608 APCOT

2503 ADTECHNO

3604 Deity Japan

3603 MediaLinks LSI Lab

3602

3601 FXC

3407
3408 FUJIKOWA INDUSTRY

3306
3307

3207
3208

3108

2605 Cam Cast7

TOMOCA Electronics

3308 JAVCOM

3209 TEEMA

3105

2709
2710 Crescent

NIHON MARUKO

3406
3404

3305
3304 Keysight Technologies

3211
3210

3106 SEEDER

Y.D.S. pro shop

2708 DVC

2707 FARSEEING

2606 COMART SYSTEM

2502 ONTEC

3405 INTER-TEC

THREEM

HIROTECH

3206

3503 Nippon Video System

ADAPTERTEK TECHNOLOGY/WUNTAIX

HOSOGIKEN/Yoshimoto Kiko

EXPLUS/TEN-TRONICS

Miharu Communications

3502 ACEBIL JAPAN

GoMax Electronics

INNOTECH/QNAP

Nash Studio

2703
2704 CIS

2604 ASNICS

Kansai Broadcasting Equipment Exhibition

3402
3403

3302
3303 ATV

3203
3204

3103

3104 BLACK BOX NETWORK SERVICES

2702

2601 LSI JAPAN

3501 SANSHIN ELECTRONICS

NEP

3401 HIROSE ELECTRIC

3301 TECHNONET

LUMICA

NICCABI/Plannet

3102

PROSPER ELECTRONICS

3101 I.S.X./OptoMedia Technology

2701 CHIeru

2602

PROLYTE DOUGHTY

3202

RF-Design

3201 DAI-ICHI DENPA KOGYO

HIRAKAWA HEWTECH

2008 YOSHIMI CAMERA

2007 COMREX

2009 Microboards Technology

2006 Nippon Steel & Sumikin Welding

3001 Japan Radio

ELV

1F

Business Meeting Room

Secretariat Office

2F

Event Hall
INTER BEE EXPERIENCE *X-Speaker*

Hall 2 🚹

Hall 1 🚺 🚹

| 8 | 7 | 6 | 5 | 4 | | 3 | 2 | 1 |

International Conference Hall

Event Hall

Professional Audio Equipment

NHK/JEITA

2116
FUJIFILM

1310
hibino pro audio sales Div/
hibino intersound

1210
Yamaha Music Japan

2318
Audiobrains/
Martin Audio Japan

2217
OTARITEC

1413
ELECTORI/
Nihon Onkyo Engineering/
Hibino Arcs/
Hibino Lighting

1309
Shure Japan

1209
TAMURA

INTER BEE EXPERIENCE
X-Headphone 🎧
Headphone Trial Listening
Experience Exhibition

1120
REWIRE

1118
Shure Japan

1117
hibino

1115
STAX

1116
Audio-Technica

1114
STUDIO EQUIPMENT

1113
Yamaha Music Japan

1112
TEAC

1111
ULTRASONE

1110
Sennheiser Japan

X-Microphone 🎤
Microphone Trial Listening
Experience Exhibition

1109
OTARITEC

1108
Audiobrains

1119
MASS-Kobo

1107
Sony Marketing

1106
Tech Trust Japan

1105
Audio-Technica

1104
Sennheiser Japan

1103
Miyaji Music

1102
Roland

1101
UETAX

Acoustic Technical
Laboratory

DSP Japan

Media Integration

Media Integration

2410
S.C.
ALLIANCE

2316
digicom

2317
Dan Dugan
Sound
Design

2214
Otaritec/
Riedel
Communications

2114

2115

1516

1517
Techno
House

1412
Audio-
technica

1308
GENELEC
JAPAN

2113
We Field

1307
Synthax
Japan

2313

2213

2215
EXCEL

2112
Mix
Wave

2111
REWIRE

2409
ARTWIZ

2314
Luminex
Japan

2212
Italian
Sound
Design
Japan

2216

1515
CRYPTON
FUTURE
MEDIA

1514

1411
Cornes
Technologies

1410
Tanizawa
Seisakusho

1306
MI Seven
Japan

SHIZUKA

2211

1208
Bestec Audio/
Beetech

Yamaki
Electric

DIGITAL
LABORATORY

SOUTHERN
ACOUSTICS

ResoNetz Airfolc

Nihon Electro Harmonix

Continental
Far East

2408

2406

2311

2312

1512
Fraunhofer
IIS

1513
ACOUSTIC
FIELD

1305
ICONIC

1303
Tech Trust
Japan

2407
Denon
Professional/
RANE/
Marantz
Professional

2310
Miyaji Music

2210
Saramonic

2209

2208
KOTOBUKI

1511
AMPHENOL
AUDIO

1510
GIGAREX

1304

Crescent

1207
Panasonic/
Panasonic System
Solutions Japan

Neutrik

APPLAUSE SYSTEMS/Catch Me

1206
Bose

2404

2405
Media
Partner

2207
Bosch
Security
Systems

ANTELOPE
AUDIO

1509
TASCAM/
TEAC

1408
Hanaoka
Musen
Denki

1409
Fourbit

1302
Pioneer DJ

2109

2110
UETAX

TACHII ELECTRIC WIRE

2206
BOYA

2205
ITOCHU
Cable
Systems

2108
MORSON
JAPAN

2107
CAEL
WORKS

1508

1506
SANKEN
MICROPHONE

1407
Dream

1204
Solid State
Logic Japan

1205

1203
NTI
Japan

Laguna Hills/
DATATON

1507
Groove

EASTERN SOUND FACTORY

Takahashi-Kensetsu

MTS & PLANNING/Hokkaido Nikko Denki Tsushin

2402
AIM Electronics

2303

2304
Shenzhen
Commlite
Technology

2203
Penn
Fabrication
Japan

2204
Mogami
Wire &
Cable

2104
PULSE

2105
Fostex

1503
HEDD-Japan

1504

1404
Sigma
Systems
Engineering

1405
ZOOM

1301
Onkyo Tokki

1202
d&b audiotechnik
Japan

2401
Mitsui
Bussan
Aerospace

2302

1502
Media
Integration

1505

1406
LIVEGEAR

2206

2205

2202
TOA

2201
Audinate

2102
FBT
Elettronica
S.p.A.

2101
Comodo
Mattina

1501
AZDEN

1403
Blackloud

1401
Suyama
Dental
Laboratory

datavideo
japan/
M&I next

2301
LEAP
OPTICAL
TECHNOLOGY

1518
Rock oN

1402
MQA

1201
Sennheiser Japan

STAGE SOUND
ASSOCIATION of JAPAN

2005
Studio
Equipment

2003
Qonplus/
Japan Disc

2001
Onkyo
Marketing

1001
Sunphonix

2004
ONZU

2002
Volt Ampere

1003 Toray Plastics Precision

🔵 **Registration**

Professional Audio Equipment — Hall 1-2

1513	ACOUSTIC FIELD INC.
2213	Acoustic Technical Laboratory
1511	AMPHENOL AUDIO
2109	ANTELOPE AUDIO
2209	APPLAUSE SYSTEMS. Co.
2409	ARTWIZ Inc.
2201	Audinate Pty Ltd
1412	Audio-Technica Corporation
2318	Audiobrains Co.,ltd
1501	AZDEN CORPORATION
1208	Beetech Inc.
1208	Bestec Audio Inc.
1403	Blackloud
2207	Bosch Security Systems Ltd.
1206	Bose Corporation
2206	BOYA
2107	CAEL WORKS INC.
2209	Catch Me Co.,Ltd
2101	Comodo Mattina INC
1514	Continental Far East Inc.
1411	Cornes Technologies Limited
1304	Crescent Co., Ltd.
1515	CRYPTON FUTURE MEDIA, INC
1202	d&b audiotechnik Japan
2317	Dan Dugan Sound Design, Inc.
2406	Denon Professional
2316	digicom Ltd.
2311	DIGITAL LABORATORY, INC.
1407	Dream Inc.
2114	DSP Japan Ltd.
1508	EASTERN SOUND FACTORY Co.,Ltd.
1413	ELECTORI CO.,LTD.
2215	EXCEL INC.
2102	FBT Elettronica S.p.A.
2105	Fostex Company
1409	Fourbit Corporation
1512	Fraunhofer IIS
1308	GENELEC JAPAN Inc.
1510	GIGAREX
1507	Groove co., ltd.
1408	Hanaoka Musen Denki Co.,Ltd.
1504	HEDD-Japan
1413	Hibino Arcs Corporation
1310	hibino corporation hibino pro audio sales Div.
1310	hibino intersound corporation
1413	Hibino Lighting Inc.
1503	Hokkaido Nikko Denki Tsushin Co., Ltd.
1305	ICONIC
2212	Italian Sound Design Japan Inc.
2205	ITOCHU Cable Systems Corp.
2003	Japan Disc Corporation
2208	KOTOBUKI Co.,LTD
1406	LIVEGEAR Inc.
2314	Luminex Japan K.K
2406	Marantz Professional
2318	Martin Audio Japan Inc.
1502	Media Integration, Inc.
1516	Media Integration, Inc.
2115	Media Integration, Inc.
1306	MI Seven Japan, Inc.
2112	Mix Wave, Inc.
2310	Miyaji Music, Inc
2204	Mogami Wire & Cable Corp.
2108	MORSON JAPAN CO., LTD.
1402	MQA Ltd
1503	MTS & PLANNING Co., Ltd.
2407	Neutrik Limited
2211	Nihon Electro Harmonix K.K
1413	Nihon Onkyo Engineering Co., Ltd.
1203	NTI Japan Limited
2001	Onkyo Marketing Corporation
1301	Onkyo Tokki Ltd
2004	ONZU, Inc
2214	OTARITEC Corporation
2217	OTARITEC Corporation
1207	Panasonic Corporation
1207	Panasonic System Solutions Japan Co., Ltd.
2203	Penn Fabrication Japan INC.
1302	Pioneer DJ Corporation
2104	PULSE Co., Ltd.
2003	Qonplus Inc.
2406	RANE
2216	ResoNetz Airfolc Inc.
2111	REWIRE INC.
2214	Riedel Communications GmbH & Co. KG
1518	Rock oN
2410	S.C.ALLIANCE INC.
1506	SANKEN MICROPHONE CO., LTD.
2210	Saramonic
1201	Sennheiser Japan K.K.
2304	Shenzhen Commlite Technology
2313	SHIZUKA Inc.
1309	Shure Japan
1404	Sigma Systems Engineering Co., Ltd.
1204	Solid State Logic Japan K.K.
2312	SOUTHERN ACOUSTICS Co., Ltd.
1505	STAGE SOUND ASSOCIATION of JAPAN
2005	Studio Equipment Corporation
1001	Sunphonix Corp.
1401	Suyama Dental Laboratory Co., Ltd.
1307	Synthax Japan Inc.
1205	TACHII ELECTRIC WIRE CO., LTD
1209	TAMURA CORPORATION
1410	Tanizawa Seisakusho, Ltd.
1509	TASCAM/TEAC CORPORATION
1303	Tech Trust Japan Co., LTD.
1517	Techno House Inc.
2202	TOA Corporation
1003	Toray Plastics Precision Co., Ltd.
2110	UETAX Corporation
2002	Volt Ampere Inc.
2113	We Field
1210	Yamaha Music Japan Co.,Ltd.
2408	Yamaki Electric Corporation
1405	ZOOM CORPORATION

X-Microphone

1105	Audio-Technica Corporation
1108	Audiobrains Co.,ltd
1119	MASS-Kobo
1103	Miyaji Music, Inc
1109	OTARITEC Corporation
1102	Roland Corporation
1104	Sennheiser Japan K.K.
1107	Sony Marketing Inc.
1106	Tech Trust Japan Co., LTD.
1101	UETAX Corporation

X-Headphone

1116	Audio-Technica Corporation
1117	hibino corporation
1120	REWIRE INC.
1110	Sennheiser Japan K.K.
1118	Shure Japan Limited
1115	STAX Limited
1114	STUDIO EQUIPMENT CORPORATION
1112	TEAC CORPORATION
1111	ULTRASONE
1113	Yamaha Music Japan Co.,Ltd.

Video Production / Broadcast Equipment — Hall 2-8

3502	ACEBIL JAPAN CO., LTD
3211	ADAPTERTEK TECHNOLOGY CO., LTD.
7410	ADDER Technology
2503	ADTECHNO Inc.
2610	Advanced Media, Inc.
2402	AIM Electronics Co., Ltd.
4309	AIRBUS HELICOPTERS JAPAN CO., LTD.
7205	AJA Video Systems
4612	ALADDIN CO., LTD.
4504	ALVIX Corporation
6402	Amazon Web Services Japan K.K.
4406	ANRITSU CORPORATION
2608	APCOT Corp.
7510	Ark Ventures Inc.
4408	ARMOR Co.,Ltd
8503	Arvanics Corporation
6110	ASACA CORPORATION
4303	ASANUMA & CO., LTD.
3316	Ascent Co.,Ltd
5405	ASCOT Co.,LTD
7206	ASK
7204	ASK/DSTORM
2604	ASNICS CO., LTD.
2616	ASTRODESIGN, Inc.
5606	AT Communications K.K.
5403	ATEN JAPAN CO., LTD.
3302	ATV Corporation
2319	AVC Board, Japan Electronics and Information Technology Industries Association
6213	Avid Technology
6402	AWS Elemental
5207	AZLAB, Inc.
2508	Backstage Equipment, Inc.
8106	BASICTECH CO.,Ltd
3108	BAY technologies, Inc.
3410	Belden Japan/TOMOCA Electronics Company
5305	BIOS CORPORATION
3104	BLACK BOX NETWORK SERVICES
8216	Blackmagic design
5506	Boling Photographic Equipment Company
3307	BROAD-DESIGN Co., Ltd
2709	Broadcast Supply International Co., Ltd.
2605	CamCast7 Inc.
4610	Canare Electric Co., Ltd.
4207	Canon Inc./Canon Marketing Japan Inc.
5102	CANVASs Co.,Ltd.
7408	Capella Systems, LLC
8408	Carina System Co., Ltd.
6403	Carl Zeiss Co., Ltd.
3504	Cartoni SpA
5203	Caton Technology Japan Co., Ltd
3215	CHIEF/Audio Visual Communications Ltd.
2701	CHIeru CO., Ltd.
2508	ChilipepperLABS, Inc.
6401	CIARA Technologies
2703	CIS Corporation
8407	Cloudian KK
2606	COMART SYSTEM CO.,LTD
2007	COMREX Corporation
8105	ComWorth Co.,Ltd.
5407	Cosmic Engineering Inc.
2710	Crescent, inc
4312	CrossImaging Inc.
2505	Cybernetech Corporation
3201	DAI-ICHI DENPA KOGYO CO., LTD.
2404	DATATON
2302	datavideo japan/M&Inext, Inc
3604	Deity Japan LLC
2616	Delta Electronics (Japan), Inc.
5401	DEMPA PUBLICATIONS, INC.
4206	DIGIcas LLC
4104	digicom Ltd.
4604	DTS INSIGHT Corporation
5501	Duplex Co.,Ltd
2708	DVC Co.,LTD
5504	EIDEN Co., Ltd.
7407	EIZO Corporation
4313	ELECTORI CO., LTD.
3412	EMC Japan K.K.
4306	EMIC CO.,LTD
6108	Entaniya Co.,Ltd.
7203	ERG VENTURES CO.,LTD
3210	EXPLUS CO., LTD.
5206	Extron, Japan
2707	FARSEEING CO.,LTD
3311	FilmLight KK
3509	FOR-A COMPANY LIMITED
3310	Forest Dyne Systems Corporation
4602	Fuchu Giken Inc.
4505	Fuji Light Commercial Trading Co., Ltd
2116	FUJIFILM Corporation
3408	FUJIKOWA INDUSTRY CO., LTD.
3507	FUJITSU LIMITED
5406	FUYOH VIDEO INDUSTRY CO., LTD
3601	FXC Inc.
5604	GANSUI CORPORATION
4608	GIGATRONIX LTD
8409	GIN-ICHI
8308	GINZA JUJIYA Co.,Ltd. Dirigent Division
3212	Gizmo International Co., Ltd.
4513	Global Alliance Co.Ltd
3403	GoMax Electronics, INC.
3506	Grass Valley K.K.
3504	Grip Factory Munich GmbH
5603	Gudsen Technology Co.,Ltd
6212	Harmonic Japan G.K.
8502	HEIWA SEIKI KOGYO CO., LTD.
4313	hibino corporation hibino chromatek Div.
4313	hibino corporation (Network)
4313	hibino intersound corporation
2702	HIRAKAWA HEWTECH CORP.
3401	HIROSE ELECTRIC CO., LTD
3305	HIROTECH INC
4507	Hitachi High-Tech Solutions Corporation
3216	Hitachi Kokusai Electric Inc.
2504	HONDA TSUSHIN KOGYO CO., LTD.
3206	HOSOGIKEN Co.,Ltd
3101	I.S.X. CORPORATION
4510	IBEX Technology Co., Ltd.
6109	Ideal Systems Japan Co., Ltd.
3504	IDeomotor Robotics Co., Ltd.
8503	IDK Corporation
8314	IDX Company, Ltd.
4515	IKEGAMI TSUSHINKI CO., LTD.
5701	IMAGE MATTERS
4514	IMAGENICS
5203	InnoQos Corporation
3303	INNOTECH CORPORATION
7209	Insta360
3405	INTER-TEC Co., Ltd.
6210	Internet Initiative Japan Inc.
4409	INTOPIX SA
8309	IONTAC Inc
4410	ISHIKAWA TRUNK Co., Ltd.
7102	ITC Co.,Ltd.
8209	ITG Marketing, Inc
3217	ITOCHU Cable Systems Corp.
2319	Japan Broadcasting Corporation
4411	Japan Communication Equipment Co., Ltd.
4205	Japan Material Co.,Ltd.
3001	Japan Radio Co., Ltd.
5502	Japan Weather Association
3606	JEITA Tape Storage Technical Committee
6108	JOUER LTD
8405	JP generators CO.,LTD
4105	JUNS inc.
7613	JVCKENWOOD Corporation
5505	K-WILL Corporation
3602	Kansai Broadcasting Equipment Exhibition
4603	KATO ELECTRIC INDUSTRY Co., Ltd.
4611	Kawasaki Heavy Industries, Ltd.
4204	Kenko Professional Imaging Co., Ltd.
4204	Kenko Tokina Co., Ltd.
3304	Keysight Technologies
3504	KFX Technology
3508	KOKUSAI SHOMEI Co.,LTD.
4609	KOMINE MUSEN DENKI Co., Ltd.
3508	KOTO Electric Co.,LTD
8214	Kowa Optical Products Co., Ltd
8406	KUBOTEK Corporation
7513	Kyoshin Communications Co.,LTD.
2404	Laguna Hills, Inc.
2507	Lambda Systems Inc.
7101	Lancerlink Co.,Ltd.
6405	Leader Electronics Corporation
2301	LEAP OPTICAL TECHNOLOGY CORP.
5402	LINDY Sales Inc.
2601	LSI JAPAN CO., LTD.
3203	LUMICA CORPORATION
5604	LYNX Technik AG
4613	Marumi Optical Co., Ltd.
4205	Matrox Graphics Inc.
3113	MATSUDA TRADING CO., LTD
5605	Matsuura Kikai Seisakusho Co., Ltd
3508	Media Garden Inc.
3309	MEDIA LINKS, INC.
3603	MediaLinks LSI Lab Co., Ltd.
2615	Meiko Electronics Co., Ltd.
7208	Mellanox Technologies Japan KK
4402	MetaData
8212	METAL TOYS
2009	Microboards Technology Inc.
4501	MICROCOM LTD.
4404	MIDORIYA ELECTRIC CO., LTD.
2704	Miharu Communications Inc.
4301	MILLER
4202	Mitomo Co.,Ltd
2401	Mitsui Bussan Aerospace Co., Ltd.
5601	MOUBIC INC.
3315	MouseComputer Co.,Ltd.
4606	Musashi Co.,Ltd
4506	Musashi Optical System Co., Ltd.
6404	Nac Image Technology Inc.
3103	Nash Studio Inc.
6112	NEC Corporation
4302	NEO KEEPR
3402	NEP Inc.
4503	Network Electronics Japan Co.,
8210	NEWX Co., Ltd.
6401	NGC Corporation
2711	NHK Integrated Technology Inc
2712	NHK Media Technology, Inc.

3204	NICCABI CORPORATION
3406	NIHON MARUKO CO.,LTD
6308	Nikkei Inc.
5103	Nikon Systems Inc.
6211	Nippon Control System Corporation
2006	Nippon Steel & Sumikin Welding Co., Ltd.
4405	NIPPON TELEGRAPH AND TELEPHONE CORPORATION
3503	Nippon Video System Co., Ltd.
6309	NIXUS Hokkaido Nikko Telecommunications, Co., Ltd.
2609	NKK SWITCHES CO., LTD.
3504	NKL Inc.
7202	NobbyTech. Ltd.
3308	NPO JAVCOM
4405	NTT Electronics Corporation
4405	NTT TechnoCross Corporation
3213	OA LABORATORY CO.,LTD.
4103	Oinu Vision Co.,Ltd.
4413	ONLY STYLE Inc.
2502	ONTEC CO., LTD.
8311	OOYALA
4512	Open Stack, Inc.
3101	OptoMedia Technology Inc.
2611	Other World Computing, Inc.
4304	P-tec Co., Ltd
5408	Panasonic Corporation
5408	Panasonic System Solutions Japan Co., Ltd.
6111	PHOTRON LIMITED
3204	Plannet Co., Ltd
2602	PROLYTE DOUGHTY Inc.
3102	PROSPER ELECTRONICS Co., LTD
3303	QNAP Inc.
3409	RAID Inc.
4605	Raritan Japan, Inc.
4509	RATEC Co.,Ltd
5104	RENT ACT SHOTOKU CORP
8104	Research Institute of Systems Planning, Inc.
3202	RF-Design Co.,Ltd
5304	RIP-TIE INC.
5306	Roland Corporation
8312	Sakura Eiki Co., Ltd.
8209	SAMSUNG JAPAN CO.
3501	SANSHIN ELECTRONICS CO., LTD.
4401	Sanwa Cine Equipment Rental Co., Ltd.
4401	Sanwa Pro Light, Inc.
4601	SCENES Co., Ltd.
3106	SEEDER
5202	Seiko Solutions Inc.
4607	SEIKOH GIKEN Co.,Ltd.
4508	Semtech Corporation
7208	Servants International Corporation
2506	Settsu Metal Industrial Co.,Ltd.
2613	SHENZHEN SONIROCK TECH CO.,LTD
3207	SHIU LI TECHNOLOGY CO., LTD.
4612	SHOOTEC-JAPAN Co., LTD.
5104	SHOTOKU CORP
8215	SIGMA CORPORATION
4204	SLIK CORPORATION
3411	SLPOWER Ltd.
4308	Soliton Systems K.K.
7207	Sony Corporation/Sony Imaging Products & Solutions Corporation/Sony Business Solutions Corporation
6308	Sony Network Communications Inc.
3306	Stack Electronics Co., Ltd.
5301	Star Communications K.K.
4313	Studer Japan Broadcast Ltd.
4102	Studio Equipment Corporation
5404	SUGAWA VIDEO ENGINEERING CO., LTD.
8211	Sumitomo Electric Industries, Ltd.
5205	Sunmulon Co., Ltd.
5303	SWIT Electronics Co., Ltd.
7510	Sym-Direct Co Ltd
4305	Synergy K.K.
7410	TAC SYSTEM, INC.
4311	TACHII ELECTRIC WIRE CO., LTD
3209	Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)
2303	Takahashi-Kensetsu Co., Ltd.
4502	TAKE INC.
7510	TAKENAKA Co Ltd
4403	Tanaka Denki Co., Ltd.
5204	Techne Advance. Co.,Ltd.
2509	Techno House Inc.
3301	TECHNONET CO., LTD.
3314	Tektronix Japan
5101	Teledyne LeCroy Japan Corporation
4412	Teleforce Co., Ltd.
3210	TEN-TRONICS CO., LTD.
2614	THAMWAY CO., LTD
5702	3MIM Co., Ltd
3404	THREEM Inc.
4307	TILTA
7409	TMS Corp.
7406	Tokyo Broadcasting System Television, Inc.
3407	TOMOCA Electronics Company
8310	Too Corporation
4314	Toshiba Infrastructure Systems & Solutions Corporation
4314	TOSHIBA LIGHTING & TECHNOLOGY CORPORATION
4314	TOSHIBA LIGHTING & TECHNOLOGY ENGINEERING CORPORATION
4314	TOSHIBA DIGITAL SOLUTIONS CORPORATION
4314	Toshiba Memory Corporation
4203	TOTSU INTERNATIONAL CO., LTD.
5201	Traffic Sim Co., Ltd.
7410	TRITECH Incorporated
4511	Turbo Systems Co., Ltd.
6308	TV TOKYO Corporation
5302	TVU Networks
3413	UNITEX Corporation
4301	Velbon Corporation
8313	VIDEO Service Co., LTD
4514	VIDEOTRON Corp
7201	Visual Graphics Inc.
4205	Visual Research Inc.
4001	Vitec Imaging Distribution KK
4201	Vitec Production Solutions K.K.
8213	Vocas Japan
2709	WAKIYA-GIKEN CO.,LTD
2612	WASEI CO., LTD.

6107	Western Digital Japan
3211	WUNTAIX CO., LTD.
3105	Y.D.S.pro shop. Inc
2008	YOSHIMI CAMERA CO., LTD.
3206	Yoshimoto Kiko
3208	YUAN HIGH-TECH DEVELOPMENT CO., LTD.
5602	YUASA CO., LTD
6307	Zaxel, Inc.
4310	ZHANGZHOU SEETEC OPTOELECTRONICS TECHNOLOGY CO., LTD
5503	ZHIYUN TECH

INTER BEE IP PAVILION

3111	FAIRWAY CORPORATION
3111	IKEGAMI TSUSHINKI CO.,LTD.
3111	Japan Material Co.,Ltd.
3111	SANSHIN ELECTRONICS CO., LTD.
3111	TASCAM/TEAC CORPORATION
3111	Toshiba Infrastructure Systems & Solutions Corporation

Video Expression / Professional Lighting Hall 6

6205	Acme Portable Corp.
6206	Agai Trading Corporation
6304	CHAINZONE TECH. Group Co., Ltd.
6207	COBURN JAPAN CORPORATION
6202	ELSA Japan Inc.
6104	FILMGEAR TECHNOLOGY LTD
6102	FUJI ELECTRIC LAMP INDUSTRIAL CO.,LTD.
6302	ImageVISION Inc.
6303	JAPANESE SOCIETY OF LIGHTING DIRECTORS
6301	LianTronics
6101	Mileruntech.co.Ltd
6002	Morisawa Inc.
6001	ProFound
6203	SHENZHEN LCF
6208	store. POLYGONS
6204	SUNTECH Co., Ltd.
6306	theater-X
6106	TOKYO BUTAI SHOWMEI
6305	TOLIFO PHOTOGRAPHIC EQPT CO.

INTER BEE IGNITION

6503	1964 TOKYO VR/NHK Enterprises
6511	Advanced Imaging Society Lumiere Japan Awards 2018
6510	Advanced Imaging Society, Japan Committee
6504	EPSON SALES JAPAN CORPORATION
6506	Imeve Inc.
6508	Japan Broadcasting Corporation
6513	SCENT/Spiritus
6512	Spark Neuro Japan, K.K
6514	Treasure Data Inc.
6507	TV Asahi Corporation

ICT / Cross-Media Hall 7-8

7504	AKAMAI TECHNOLOGIES INC
7609	Arista Networks Japan Limited.
8206	Association of Radio Industries and Businesses (ARIB)
8301	Atomos Global Pty Ltd
7611	CCBN
7404	Cisco Systems
8202	CTCSP Corporation
7604	DATABROAD CORPORATION
7003	Digital Processing Systems Japan K.K.
7401	DX Antenna Co., Ltd.
7401	ELECOM CO., LTD.
7606	EVIRY INC.
8208	Executive Committee of Tokushima 4K Forum
8401	Explorer Inc.
8501	FAIRWAY CORPORATION
7507	Feiyu Tech
8402	Fiber 26 Network Inc.
7501	FUJIMIC, INC.
7401	Hagiwara Solutions Co.,Ltd.
8305	HC Networks, Inc.
7405	Hokuriku Denwa Kouji Co., Ltd.
7402	ITOCHU Techno-Solutions Corporation
7508	JOLLY GOOD Inc.
7005	KAGA Solution Network Co., Ltd.
7503	KOBA 2019 (KOREA E & EX INC.)
7505	Macro Image Technology Inc.
7601	MEDIA PLUS CO., LTD
7403	MEDIACAST CO., LTD.
8001	MEDIAEDGE Corporation
7001	Memory-Tech Corporation
8203	MIC Associates, Inc.
8404	Microsoft Japan Co., Ltd.
8201	NAB SHOW
7502	Newmedia Inc.
8304	NPO Visual Industry Promotion Organization
8401	PALTEK CORPORATION
8208	Plat-Ease Corporation
7002	PlayCanvas Team Japan
8403	RIKEI CORPORATION
8207	SET
8303	Sightron Japan Inc.
7603	Somethingfun Inc.
8204	Spectee Inc.
8306	Techno Mathematical Co., Ltd.
7509	The Association for Promotion of Advanced Broadcasting Services
8217	The Institute of Image Information and Television Engineers
7602	The Prudential Life Insurance Company
7004	TID Limited
7610	TOHOKUSHINSHA FILM CORPORATION
7607	VILLAGE island Co., Ltd.
8101	YOSHIDUMI Information, Inc.

INTER BEE CONNECTED

7304	ATTRACTOR Co., Ltd.
7308	HAROiD Inc.
7306	IPTV Forum Japan
	Fuji Television Network, Inc.
	Kansai Television Co. Ltd.
	SKY Perfect JSAT Corporation
	Tokyo Broadcasting System Television, Inc.
	TV Asahi Corporation
7302	Japan Broadcasting Corporation
7309	Limelight Networks Japan K.K
7307	Multiscreen Broadcasting Study Group
7301	Top Creation Co.,Ltd
7303	TV Setouchi Broadcasting Co.,Ltd.

INTER BEE CREATIVE

8602	D.&A. MUSIC Inc.
8607	Japan Post Production Association
8603	L'espace Vision Co., Ltd.
8601	OMNIBUS JAPAN INC.
8606	Onkio Haus Inc.
8604	Panasonic Visuals Co., Ltd.
8605	Q-TEC, Inc.

MEET-UP Hands On Area

8611	Audio Visual Communications Ltd.
8613	FUJIFILM Corporation
8612	SCENES Co., Ltd.
8614	TASCAM/TEAC CORPORATION

INTER BEE 5G

8504	NTT DOCOMO, INC.

IABM Pavilion

8103	IABM
8103	APERI CORPORATION
8103	B&M VIDEO TECH LLC.
8103	BEBOP TECHNOLOGY
8103	Chrosziel GmbH
8103	DENSITRON TECHNOLOGIES
8103	DIGITAL ANARCHY/Transcriptive
8103	GLOOKAST
8103	HI TECH SYSTEMS LTD
8103	Imagine Communications
8103	NAGRA
8103	RGBLINK
8103	SpectraCal / Portrait Displays, Inc.
8103	Studio Network Solutions
8103	THEO TECHNOLOGIES

DCEXPO Hall 5

Exhibition

D313	ANA HOLDINGS INC.
D107	Apposter Inc.
D701	ASIAGRAPH CG ART GALLERY
D404	BLAST Inc.
D403	Bunkyo University, Faculty of Information and Communication
D103	Circus Company INC.
D402	Dai Nippon Printing Co., Ltd.
D116	DataMesh Japan Co., Ltd. / MX Mobiling Co., Ltd.
D115	Digital Economy Industry Promotion Office
D102	EpicLive Japan
D315	euphonic, Inc.
D109	Hanbitsoft
D110	Holotive Global
D118	Honeycomb Lab. Inc.
D601	International collegiate Virtual Reality Contest
D503	K2 Vision LLC
D509	KUMONOS Corporation
D203	LAVAL VIRTUAL
D405	Mountain Studio, Inc.
D505	Nextremer Co., Ltd.
D204	Noitom International, Inc.
D317	Ohhara-Techno-Design-Art-College
D318	Paronym Inc.
D101	Pison Contents, Inc.
D206	Pocket Queries, Inc.
D108	POPSLINE. Co., Ltd.
D504	SHINFIELD Co., Ltd
D113	SIGGRAPH ASIA2018
D105	SISTO CO., LTD.
D406	SoftBank Corp. / Toshiba Infrastructure Systems & Solutions Corporation / MoriX Co, Ltd.
D508	Solidray Co., Ltd
D104	Starship Vending-machine Corp.
D114	SXSW
D106	3D Medivision INC.
D501	Tokyo Metropolitan University, Graduate School of System Design, KADEN Project 2018
D502	Tokyo Metropolitan University, Graduate School of System Design
D410	Toppan Printing Co., Ltd.
D507	XVI Inc. / KKOpus

Innovative Technologies 2018

D309	Artificial Intelligence Laboratory, Center for Cybernics Research, University of Tsukuba
D305	HA-PPY Co., Ltd "HA" means teeth in Japanese
D312	Hiromasa Oku Laboratory, Gunma University
D302	Ikei Laboratory, Tokyo Metropolitan University / NTT Communication Science Laboratories
D310	Interactive Media Laboratory, Faculty of Science and Technology, Keio University
D306	Keio University Graduate School of Media Design
D304	Media Design Lab, The University of Electro-communications.
D308	Sato Laboratory, Osaka University
D307	Silverwood Co., Ltd.
D311	Stanford University(from SIGGRAPH2018)
D301	The University of Tokyo / Japan Science and Technology Agency (JST) / ERATO Kawahara Universal Information Network Project
D303	The University of Tokyo, Graduate School of Information Science and Technology, Kituregawa laboratory / Satoh laboratory

METI BizTech*Match

D208	Hapbeat LLC.
D201	IVR
D119	METI "BizTech*Match" Matching zone
D111	OFFICE ZERO Limited Liability Company
D112	SOOTH Inc.
D611	VTuberHackathon
D202	Wizme

INTER BEE FORUM

11.14 (Wed.)

Convention Hall A, 2F International Conference Hall

KN-141　Keynote Speech 1

Inter BEE 2018 Opening & Keynote

Opening Session

Greeting from Organizer Japan Electronics and Information Technology Industries Association
Greeting from Guests Ministry of Internal Affairs and Communications,
Ministry of Economy, Trade and Industry

Keynote Speech

10:00 ▼ 12:20

Latest Broadcasting Policy Trends

Toshiya Nara
Deputy Director-General of the Information and Communications Bureau,
Ministry of Internal Affairs and Communications

Contents Innovation-driven by Media Innovation

Mika Takagi
Director, Media and Content Industry Division
Commerce and Information Policy Bureau
Ministry of Economy, Trade and Industry

New 4K/8K Era Starting: Two Weeks until Broadcasting

Akihiko Chigono
Executive Director, Chief of Engineering, Japan Broadcasting Corporation

4K/8K Broadcasting Finally Starts

Toshio Fukuda
President, The Association for Promotion of Advanced Broadcasting Services

Message from Nine New 4K/8K Satellite Broadcasting Operators

Akihiko Chigono Executive Director, Chief of Engineering, Japan Broadcasting Corporation	**Seiichi Kikuchi** President/Representative Director Asahi Satellite Broadcasting Limited	**Hiroyuki Aiko** President/Representative Director BS-TBS, Inc.
Ichiro Ishikawa President/Representative Director BS TV TOKYO Corporation	**Chihiro Kameyama** President/Representative Director BS FUJI INC.	**Yukio Kida** President/Representative Director Tohokushinsha Film Corporation Media Service
Ryota Sasaki President/Representative Director SC Satellite Broadcasting, Inc.	**Yuichiro Hanawa** President/Representative Director QVC Satellite, Inc.	**Kinya Furuya** President/Representative Director SKY Perfect Entertainment Corporation.

KN-142　INTER BEE CONNECTED Keynote Speech

Talking about the Future of Television from the Boundary of Television and the Internet

13:00 ▼ 14:30

Panellists

Keizo Yoshikawa
Executive Producer, DWANGO Co., Ltd.

Masayoshi Boku
President / Creative Director, Bascule Inc.

Moderator

Jun Hori
NPO corporation representative,
Specified Nonprofit Corporation 8bitNews
CEO, GARDEN Co. Ltd.

Mikio Tsukamoto
Executive Officer & Media Strategist at Wise Media, Inc.
Standing Corporate Auditor at Fuller, Inc.

KN-143　Keynote Speech 2

Form of Broadcasting Services and Changes in Viewing Styles in the 2020s

15:30 ▼ 17:00

Broadcasting Technologies of the Future with a Focus on Post-2020

Kohji Mitani
Director, Science&Technology Reasearch Laboratories,
Japan Broadcasting Corporation

Outlook on the Broadcasting Business Post-2020

Mikio Kimura
Director of Research Institute,
The Japan Commercial Broadcasters Association

Room 201, 2F International Conference Hall

TC-141　Technical Session 1

The Impact of AI and the Block Chain on Video Media

13:00 ▼ 14:30

Panellists

Kenei Suzuki
Manager, Deloitte Tohmatsu Consulting LLC

Takeshi Shimizu
Senior Manager, Deloitte Tohmatsu Consulting LLC

Moderator

Kurosaka Tatsuya
Kuwadate, Inc.

Yasuji Eguchi
Yasuji Eguchi Office LLC.

Keynote speech venue equipment provided by **EPSON** EXCEED YOUR VISION | **TASCAM**

International Conference Room, 2F International Conference Hall

SP-141　Special Session 1

Business Chances Seized with E-Sports

Part 1: Demo Presentation – **What Is the Business in E-Sports?**

Masaru Ejiri
CEO, GamingD Co.,Ltd. / DeToNator Owner

Part 2: Panel Discussion – **Business Chances Seized with E-Sports**

10:30 ▼ 12:20

Panellists

Daisuke Kobayashi
CEO, AX Entertainment Inc.
(Nippon TV group)

Hiroshi Fukaya
MANAGER,
SPECIAL EVENTS AND
PROMOTING DIVISION
TOKAI TELEVISION
BROADCASTING CO.,LTD.

Hisayuki Hoshi
President & Representative Director,
YOSHIMOTO SPORTS
ENTERTAINMENT CO., LTD

Shingo Otomo
esports"RAGE"Producer
Executive Officer
CyberZ, inc.

Nakamura Ayuha
Twitch Japan

Shinji Kubota
President,
J.LEAGUE MARKETING INC.

Tatsuhiko Daigo
Executive Director
Sports Branding Japan Co., LTD.

Ferdinand Stoer
Director of Sales,
APAC, NewTek, Inc.

Moderator

Masaru Ejiri
CEO, GamingD Co.,Ltd. / DeToNator Owner

Isamu Yoshii
Publisher, New Media magazine

SP-142　Special Session 2　　English/Japanese Interpreting Available

Advanced Imaging University 2018

13:00 ▼ 14:30

Human Centered Design for VR Content

Takashi Kawai
Japan Committee Chair, Advanced Imaging Society

**Empowering Storytellers with Technology :
Cloud Computing, Machine Learning and
the new tools changing our industry**

Jim Chabin
President & CEO,
Advanced Imaging Society

Netflix's Approach to Image Quality & Pipeline

Haruka Miyagawa
Engineer Creative Technologies,
Netflix

Noriko Miyakawa
Post Production Manager,
International Originals, Netflix

Steven Kang
Manager, Imaging,
Creative Technologies, Netflix

SP-143　Special Session 3　　English/Japanese Interpreting Available

The business models are changing as the technology evolves, the IABM tracks the Media landscape

15:00 ▼ 15:40

Peter Bruce
Director, APAC IABM

SP-144　Special Session 4　　English/Japanese Interpreting Available

Sports Production inside the Rugby World Cup, Tokyo 2020, and Global Trends in OB design

16:00 ▼ 17:30

Ken Kerschbaumer
Editorial Director, Sports Video Group

Jochem van Apeldoorn
Production Technical Manager,
Olympic Broadcasting Services (OBS)

Chris Hope
Technical Director, Rugby World Cup 2019 RWC2019

Soames Treffry
President, NEP Australia

Room 201, 2F International Conference Hall

TC-142　Technical Session 1

Deregulation of Projection Mapping Promoted by the Ministry of Land, Infrastructure, Transport and Tourism

13:00 ▼ 14:30

Panellists

Tomohiro Watase
Ministry of Land,
Infrastructure, Transport and Tourism

Michiyuki Ishita
President, Projection Mapping Association of Japan
Creative Director

Moderator

Hideki Nagasaki
TAKENAKA.co.ltd
Sym-Direct Co Ltd

Satoshi Machida
Advisor, Projection Mapping Association of Japan
President, AmbientMedia
Content Producor

11.15 (Thu.)

Convention Hall A, 2F International Conference Hall

KN-151 Keynote Speech 3

10:30 ▼ 12:00

Bold Predictions! Smart Braodcast in 203X

IPTV FORUM JAPAN

Keynote Speech
Challenge to Smart Broadcast!

MC
Akiko Kadoya
Announcer, TV TOKYO Corporation

Moderator
Jun Murai
Chief Director of IPTV Forum / Professor,
International Center for the Internet & Society, Keio University

Shuji Nakamura
Chief of Marketing and Sales Division

KN-152 INTER BEE CREATIVE Keynote Speech

13:00 ▼ 14:30

Japan Content Power:
Shin Godzilla vs the Anime Version of GODZILLA

Moderator
Shinji Higuchi
Movie Director /
Special Effect Director

Shuzo John Shiota
President / CEO /
Executive Producer

Takafumi Yuki
Director,
INTER BEE CREATIVE

KN-153 Keynote Speech 4

15:30 ▼ 17:00

CDN Session 2018

Latest Akamai Platform Trends
Takashi Ito
Media Product Management Product Manager, Akamai Technologies GK

Introduction to the Contents Delivery Network and Amazon CloudFront
– Proceeding to Integrate with Video Distribution
Yoshihisa Nakatani
AWS Solutions Architecture Sr. Solutions Architect, Amazon Web Services Japan K.K.

CDN in the New Distribution Era
Kazunori Fukuda
Board director, JOCDN Inc.

Room 201, 2F International Conference Hall

TC-151 DCEXPO 2018 Keynote Speech

10:30 ▼ 11:30

Telexistence Today
-Toward Virtual Teleportation Industry and Telexistence Society-

Susumu Tachi
Professor Emeritus
The University of Tokyo

MODEL H
Telexistence Inc.

TC-152A DCEXPO

13:00 ▼ 14:30

SIGGRAPH Seminar "Possibility of Art as Content"

Courtney Starrett
Emerging Technologies Chair,
SIGGRAPH 2019 Assistant Professor of Seton Hall University,
Co-owner of Plural Studios

Yoichiro Kawaguchi
Artist
Professor Emeritus at the University of Tokyo

Masato Inagaki
Representative, Daisy, Inc.

Kensuke Ichihara
Senior Executive Director,
Digital Content Association of Japan

TC-153A DCEXPO

15:30 ▼ 16:30

"SIGGRAPH2018 Computer Animation Festival Travelling Show in Tokyo" and Introduction to "SIGGRAPH Asia 2018 Tokyo"

Yukio Ando
SIGGRAPH Tokyo Chapter Chair
EXA CORPORATION/Smart System Division

Room 201, 2F International Conference Hall

TC-152B DCEXPO

12:30 ▼ 13:30

SXSW Awesome

Mariko Nishimura
CEO, HEART CATCH Inc.

Masami Yokota
DENTSU INC.
Game Changer Catapult
UX Design Director

Ryosuke Sakaki
DENTSU INC.
Design Strategist
OPENMEALS Project Founder

International Conference Room, 2F International Conference Hall

SP-151 Special Session 5 English/Japanese Interpreting Available

10:30 ▼ 12:10

End to End Media Workflow in the cloud

Hitoshi Anji
Solution Architect, Amazon
Web Services Japan K.K.

Bhavik Vyas
Digital Media Partner
Ecosystem Manager, Amazon Web Services, Inc.

Takaaki Kudo
Manager, R&D Group,
Technology Development Department
IMAGICA Lab. Inc.

Katsushi Takeuchi
Editing Systems Vice President & General Manager
Grass Valley

SP-152 Special Session 6 English/Japanese Interpreting Available

13:00 ▼ 14:30

Delivering monetization of live sports at scale

Rishi Varma
Media Product Management APJ Director,
Akamai Technologies GK

David Springall
CTO, Yospace Technologies Ltd

SP-153 Special Session 7

15:30 ▼ 17:00

Disaster Information Provision and AI Utilization

Evacuation Behavior Features in an Emergency and Posing Problems Related to Information Utilization
Naoya Sekiya
Associate Professor, The Center for Integrated Disaster Information Research,
University of Tokyo/GSII

Toward NHK Journalism and the Future in the Western Japan Torrential Rain Disaster
Takatoshi Hashitsume
Director, Disaster and Safety Information Center, News Department
Japan Broadcasting Corporation

Current Situation of AI Technological Development and Possibilities in Disaster Response
Osamu Sudoh
Professor, Ph.D., Graduate School of Interdisciplinary Information Studies,
The University of Tokyo

Panel Discussion: How Can AI Technology Be Utilized at Those Times?

Panellists
Kiyotaka Eguchi
Executive Officer, Lead,
Public policy department, LINE Corporation

Shingo Toride
Deputy Director of the Center for
Comprehensive Management of Disaster Information
National Research Institute for
Earth Science and Disaster Resilience (NIED)

Takatoshi Hashitsume
Director, Disaster and Safety Information Center,
News Department
Japan Broadcasting Corporation

Yosuke Yuasa
Deputy Head of News Division of Hiroshima Station
Japan Broadcasting Corporation

Moderator
Osamu Sudoh
Professor, Ph.D., Graduate School of Interdisciplinary Information Studies,
The University of Tokyo

Room 103, 1F International Conference Hall

TC-150 Technical Session 2

10:15 ▼ 12:00

Universal Design of Broadcasting Utilizing ICT:
Second Screen Subtitles Conveyed in Real-time

Migrating from a World Where It Is Possible to Hear to a World Where It Is Not Possible to Hear
– The Things Sought from Broadcasting
KARIN MATSUMORI

New Administrative Guidelines toward the Spread of Subtitle Broadcasting and Future Challenges
Kazuhiro Mita
Ministry of Internal Affairs and Communications

Proposal/Demo: "Overview Report on Efforts for Subtitle Broadcasting Utilizing the Second Screen" Sound UD Utilization

Effective Utilization of SoundUD
Shota Moriguchi
Yamaha Corporation

"Subtitle Catcher," the Broadcasting Companies Idea of Subtitle Broadcasting that Utilizes Second Screen
Hiroki Sakanashi
Multiscreen Broadcasting Conference

INTER BEE FORUM

11.16 (Fri.)

Convention Hall A, 2F International Conference Hall

KN-161 Keynote Speech 5

5G Session 2018

10:30 ▼ 12:00

Future Prospects Opened Up by 5G:
The World Fusing the Strengths of Partners

Yukihiko Okumura
Senior Manager, 5G Laboratories, NTT DOCOMO, INC.

World Realized by 5G
– Exciting Experiences

Akira Matsunaga
Mobile Network Technical Development Division, Senior Director, KDDI Corporation

5G: a platform for service delivery

Takao Okamawari
Advanced technology development unit, SoftBank Corporation

Navigator

Koji Suginuma, Ph.D.
Editorial Writer, The Eizo Shimbun
Lecturer, Nihon University

KN-162 INTER BEE IGNITION Keynote `English/Japanese Interpreting Available`

Next multimedia entertainment X Experience design
- New urban entertainment that brings people together

13:00 ▼ 14:30

Keynote

Marc-André Baril
Director, Tokyo Office, Asia Business Development, Moment Factory

Panel Discussion

Panellists

Marc-André Baril
Director, Tokyo Office,
Asia Business Development, Moment Factory

Tetsu Yoshikawa
Manager, Planning Div., Yoshimoto Kogyo Co., Ltd.

Reiko Kunieda
Director, Global Business and Producers Department,
Content Business Design Department, DENTSU INC.

Masanori Shibamoto
Senior Execution Specialist, Department Manager,
Brand Engagement Center, DENTSU TEC INC.

Moderator

Mariko Nishimura
CEO, HEART CATCH Inc.

KN-163 Keynote Speech 6

IP Live Transmission Standards and Introduction Examples

15:00 ▼ 17:00

Future Broadcasting System Considered by NHK

Atsushi Haruguchi
Director of Engineering Administration Department, JAPAN BROADCASTING CORPORATION

From IP Live Production Interconnection Verification

Shoji Kitajima
Broadcasting Engineering Department, JAPAN BROADCASTING CORPORATION

Introduction Case: "Introducing an Overview of the IP Selection Concept and Introduced System"

SKY Perfect!
4K Broadcasting System

Takashi Senzawa
General Manager Broadcasting Systems Division,
SKY Perfect JSAT Corporation

Update of Line Center with an IP Base

Shinichi Kato
Assistant Manager, Broadcasting Operations Division,
Tokai Television Broadcasting Co., Ltd.

Reasons for the Adoption of IP Transmission by QVC

Yusuke Takakura
Head of Commerce Platforms Japan, QVC Japan, Inc.

New 4K Outside Broadcasting Van/ Production Studio Sub

Takashi Asai
Deputy Director, Cross Media Division,
Nara Television Co., Ltd.

What is the Advantage of "All IP" in Local Stations? --Summary of Mie TV News/Production Studio Sub Renewal--

Toshiyuki Iwamuro
Engineering Department
Mie Television Broadcasting Co., Ltd

Moderator

Isamu Yoshii
Publisher, New Media magazine

International Conference Room, 2F International Conference Hall

SP-161 Special Session 8 `English/Japanese Interpreting Available`

10:30 ▼ 11:10

Three real world examples of how broadcasters are using Microsoft AI to power digital transformation in Media

Tony Emerson
Managing Director,
Worldwide Media & Entertainment,
Microsoft Corporation

Daiyu Hatakeyama
Principal Software Development Engineer,
Microsoft Japan, Co, Ltd.

SP-162 Special Session 9 `English/Japanese Interpreting Available`

11:30 ▼ 12:10

Revolutionizing your content supply chain

Patricio Cummins
Vice President Sales Asia Pacific and Japan, Ooyala Inc.

SP-163 Special Session 10 `English/Japanese Interpreting Available`

13:00 ▼ 14:30

Enhance your creativity with Atomos + ProRes RAW

Jeromy Young
CEO & Founder, ATOMOS

Hideki Takahashi
President/Representative Director /
Tactic Co., Ltd.

Moderator

Takayuki Yagishita
Lime Tec

KOICHI FURUYA
CINEMATOGRAPHER

Yuji Ito
President, Atomos Co., Ltd.

SP-164 Special Session 11

15:00 ▼ 17:00

Recommendations from Creative Sites Utilizing Diverse Media Characteristics

Panellists

Ayumu Goto
Contents Division Digital Production
Department Executive Manager,
NTT Learning Systems Corporation

Haruyuki Moroishi
Business Development Dept.
Producer
IMAGICA GROUP Inc.

Tomotaro Ishiawa

Moderator

Satellite Young

Seiji Kunishige
Joshibi University of
Art and Design

Room 201, 2F International Conference Hall

TC-161 Technical Session 3

10:30 ▼ 12:00

Expressing the Glare of the Sun: HDR Content Production Basics and Application

"Operation Guidelines for Program Production Using ARIB TR-B43 High Dynamic Range Video"

Tsukuru Kai
Nippon Television Network Corporation

Current Situation and Challenges with SHV 8K/4K HDR Program Production

Tatsuya Fujii
SENIOR MANAGER, Japan Broadcasting Corporation

HDR Color Grading

Noboru Yamaguchi
Data Imaging Group
Production Department Movie Production Division,
IMAGICA Lab. Corp.

TC-162 Technical Session 4

12:20 ▼ 13:20

Latest Information and Actual Operation from the Basics of Audio Over IP Technology

Panellists

Daisuke Mitomi
Product Planning Section, Planning Department,
TASCAM Sales Supervisory Department,
Audio Products Division,
TEAC CORPORATION

Kenji Ishibashi
Yamaha Music Japan Co., Ltd.

Moderator

Gregor Erlitz
Director of APAC Sales, LAWO AG

Takehiko Abe
tv asahi corporation

TC-163 Technical Session 5

13:40 ▼ 14:40

Voices from Advanced AoIP Vector and SR Sites:
Superiority of Audio Networks Seen by Mixers

Panellists

Harumi Kato
HAL SONIC Inc.

Masako Matsuda
KENNEK KNOCK

Moderator

Tomoko Ishiwata
DELTA LIVE SOUND INC

Koichi Hanzawa
President, innovation, inc.

TC-164 Technical Session 6

15:00 ▼ 17:00

International Standardization Trends in Images and Sounds

The Movement of International Standardization of Images and Multimedia

Kohtaro Asai
Senior Chief Engineer,
Communication Systems Group,
Mitsubishi Electric Corporation

The International Standardization of Audio Encoding: History, Application, and Movement

Akihiko Sugiyama
Data Science Research Laboratories,
NEC Corporation

Moderator

Tomohiro Hase
Faculty of Science
and Technology,
Ryukoku University

Conference Sponsor Session

▶ Venue: Room 104, 1F International Conference Hall

Admission Free

14 (Wed.)	10:00 ▼ 12:00	Room 104	**CS2-141** Fight against Fake News! ~ How fake news and vicious rumors are created and how we discover and protect from those. Kenjiro Murakami, CEO, Spectee Inc.
	15:00 ▼ 17:00	Room 103	**CS1-143** Key technologies for Broadcasting IP transformation / Network Control by AIMS NMOS Koichi Hyodo, SE Manager, Arista Networks Japan Limited.
	15:00 ▼ 16:00	Room 104	**CS2-143** How do you create VR contents and rich media advertisement on the Web? An overview on the Next Generation Web contents by PlayCanvas ! Ryotaro Tsuda, PlayCanvas Team Japan Technical Advisor, GMO CLOUD K.K. / Syuji Munakata, PlayCanvas Team Japan Technical Artist, GMO CLOUD K.K. / Kana Ichii, PlayCanvas Team Japan Technical Advisor, GMO CLOUD K.K.
15 (Thu.)	10:00 ▼ 12:00	Room 104	**CS2-151** Fight against Fake News! ~ How fake news and vicious rumors are created and how we discover and protect from those. Kenjiro Murakami, CEO, Spectee Inc.
	15:00 ▼ 17:00	Room 104	**CS2-153** Achieving Low Latency, Reliable, Video Streaming Over Public Networks Peter Maag, EVP & Chief Marketing Officer, Haivision Systems Inc. **Panel Discussion** Panellists: Shigeyuki Fukushima, Microsoft Japan / Matsuzawa Tomohiro, CyberAgent / Rong Chen, RIOT Games / Miyuki Fukuzawa, Explorer Moderator: Peter Maag, EVP & Chief Marketing Officer, Haivision Systems Inc.
	15:30 ▼ 17:00	Room 103	**CS1-153** Verify! Power of Dell Remote Workstation to Improve Efficiency of Producing a Movie "KINGDOM" **Field Verification of Producing a Movie "KINGDOM" Power of Dell Remote Workstation** Tetsuo Ohya, Representative Director Picture Element Inc. / Seiji Saito, Director/DI Producer/Color Grader Picture Element Inc. **FLAME Evangelist Tells the Truth! Power of Dell Products on FLAME** Hiroyuki Toba, FLAME Evangelist (Visual Graphics Inc.) **What is "IT" Required at the Field of Image Production?** Panellists: Tetsuo Ohya, Representative Director Picture Element Inc. / Seiji Saito, Director/DI Producer/Color Grader Picture Element Inc. / Hiroyuki Toba, FLAME Evangelist (Visual Graphics Inc.) Moderator: Yusuke Baba, Dell Inc.
16 (Fri.)	12:30 ▼ 14:30	Room 104	**CS2-162** Think with Google - The future of Media - Daisuke Ikeda, Google Cloud Sales Manager, Google Cloud Japan G.K. / Shoji Tsuchimoto, Partnerships Senior Strategic Partner Lead Google Japan G.K.
	13:30 ▼ 14:30 15:15 ▼ 16:15	Room 103	**CS1-162 CS1-163** MQA LiveStreaming and MQA-CD Production Bob Stuart, CTO, MQA / Mick Sawaguchi, President Mick Sound Lab Inc., UNAMAS-Label/Fellow Member of AES

CO-LOCATED EVENT

The 55th JBA Symposium of Broadcast Technology

Admission Free

▶ Venue: 3F, International Conference Hall, Makuhari Messe
▶ Sponsored by: The Japan Commercial Broadcasters Association

	Room 301	Room 302	Room 303
14 (Wed.)	10:30 ▶ 16:45 Production Engineering	10:30 ▶ 17:10 Information Technology / Network	10:30 ▶ 17:10 Sound Broadcasting / Audio
15 (Thu.)	—	10:30 ▶ 12:35 Pictorial Image Technology	10:30 ▶ 12:35 Transmission
	14:00 ▶ 16:30	Special Program Broadcasting under attack!? Facing up to cyberattacks -	
16 (Fri.)	10:30 ▶ 16:45 Production Engineering	10:30 ▶ 16:45 Datacasting / Digital Service	10:30 ▶ 15:05 Broadcast Engineering

ZENEIKYO Forum 2018 in Makuhari

Admission Free

▶ Date: Thursday, November 15
▶ Venue: Tokyo Bay Makuhari Hall, APA Hotel & Resort
▶ Organizer: National Board of Regional Visual Industry Association

INTER BEE IP PAVILION

■ IP equipment connection demo

▶ Venue: Exhibition Hall 3 (3112)

SMPTE ST2110 Inter-operability

Arista Networks Japan Limited., Cisco Systems, FAIRWAY CORPORATION, FOR-A COMPANY LIMITED, Grass Valley K.K., IKEGAMI TSUSHINKI CO., LTD., Japan Material Co.,Ltd., Leader Electronics Corporation, Matrox Graphics Inc., MediaLinks LSI Lab Co., Ltd., NEC Corporation, OTARITEC Corporation, PHOTRON LIMITED, RIEDEL Communications Japan, SANSHIN ELECTRONICS CO., LTD., Seiko Solutions Inc., Sony Business Solutions Corporation, TASCAM/TEAC CORPORATION, Tektronix Japan.
Toshiba Infrastructure Systems & Solutions Corporation

ARIB STD B73 Inter-operability

ALAXALA Networks Corporation, FOR-A COMPANY LIMITED, FUYOH VIDEO INDUSTRY CO., LTD, MEDIA LINKS, INC., Mellanox Technologies Japan KK, NEC Corporation

SMPTE ST2022-6 Inter-operability

ALAXALA Networks Corporation, FOR-A COMPANY LIMITED, FUYOH VIDEO INDUSTRY CO., LTD, MEDIA LINKS, INC., Mellanox Technologies Japan KK, NEC Corporation

Image quality comparison (JPEG-XS·TICO·LLVC·J2K)

ASK, FOR-A COMPANY LIMITED, INTOPIX, MEDIA LINKS, INC., Sony Business Solutions Corporation

■ IP-related companies exhibition

▶ Venue: Exhibition Hall 3 (3111)

Ikegami Tsushinki Co., Ltd., Sanshin Electronics Co., Ltd., Matrox / Japan Material Co., Ltd., Ltd.,TASCAM/TEAC Corporation, Toshiba Infrastructure Systems & Solutions Corporation, Fairway Corporation, New Media Co., Ltd.

■ Relay Seminars

▶ Venue: Exhibition Hall 3 (3214)

11/14 (Wed.)	Lecture theme / Exhibitor name	
12:00 ▶ 12:20	Functions needed for I/O to support IP	Japan Material Co., Ltd.
12:30 ▶ 12:50	Introduction of 25GbE SMPTE ST2110 and ST2059 IP core for M3L's 12G-SDI which achieves top broadcasting quality	Media Links LSI Lab (M3L)
13:00 ▶ 13:20	Introduction Results and Development Trend of IP Live Production System	SONY Corporation
13:30 ▶ 13:50	Video transmission revolution by LiveU Systems - Continuously evolving mobile video distribution	Sanshin Electronics Co., Ltd.
14:00 ▶ 14:20	SDI/IP system coexistence efforts	FOR-A Co. Ltd.
14:30 ▶ 14:50	Introducing Mellanox Video over IP Solution Supporting Next Generation 4K and 8K	Mellanox Technologies Japan KK
15:00 ▶ 15:20	Introduction of TASCAM Dante-supporting products and installation applications	TASCAM/TEAC Corporation
15:30 ▶ 15:50	Media Switching Network (next-generation video transmission SDN	Media Links Inc.
16:00 ▶ 16:20	High quality live encoder that maximizes advertising revenue	Capella Systems
16:30 ▶ 16:50	Video IP transmission and Leader Electronics' activities	Leader Electronics Corporation

11/15 (Thu.)	Lecture theme / Exhibitor name	
11:00 ▶ 11:20	Can live programs be made with IP systems? Overview of Ikegami Tsushinki's activities and exhibition at Inter Bee	Ikegami Tsushinki Co., Ltd.
11:30 ▶ 11:50	Introduction Results and Development Trend of IP Live Production System	SONY Corporation
12:00 ▶ 12:20	100km per hour IP transmission and 4K transmission realized by LTE	Fairway Corporation
12:30 ▶ 12:50	Introduction of 25GbE SMPTE ST2110 and ST2059 IP core for M3L's 12G-SDI which achieves top broadcasting quality	Media Links LSI Lab (M3L)
13:00 ▶ 13:20	"R2TP/F2TP " Realtime Transmission Technology on the Open Internet	Caton Technology Japan Co., Ltd/InnoQos Corporation
13:30 ▶ 13:50	4K IP live transmission (TICO/J2K/WDM)	Media Links Inc.
14:00 ▶ 14:20	IP-ization of studio facilities - Focusing on masters	NEC
14:30 ▶ 14:50	Introducing Mellanox Video over IP Solution Supporting Next Generation 4K and 8K	Mellanox Technologies Japan KK
15:00 ▶ 15:20	SDI/IP system coexistence efforts	FOR-A Co. Ltd.
15:30 ▶ 15:50	SMPTE standardization trends relating to IP-ization of broadcasting facilities	SMPTE
16:00 ▶ 16:20	4K IP production: Network control/status visualization by SDN and integrated surveillance/control by broadcast control - Introduction of embrionix/BFE/Mellanox proposals and installation case studies	DIGIcas LLC.
16:30 ▶ 16:50	Video IP transmission technology and PHOTRON's activities	PHOTRON Ltd.

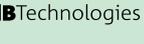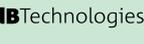| 11/16 (Fri.)	Lecture theme / Exhibitor name	
11:00 ▶ 11:20	High quality live encoder that maximizes advertising revenue	Capella Systems
11:30 ▶ 11:50	Video IP transmission technology and PHOTRON's activities	PHOTRON Ltd.
12:00 ▶ 12:20	Functions needed for I/O to support IP	Japan Material Co., Ltd.
12:30 ▶ 12:50	100km per hour IP transmission and 4K transmission realized by LTE	Fairway Corporation
13:00 ▶ 13:20	4K IP production: Network control/status visualization by SDN and integrated surveillance/control by broadcast control - Introduction of embrionix/BFE/Mellanox proposals and installation case studies	DIGIcas LLC.
13:30 ▶ 13:50	SMPTE standardization trends relating to IP-ization of broadcasting facilities	SMPTE
14:00 ▶ 14:20	"R2TP/F2TP " Realtime Transmission Technology on the Open Internet	Caton Technology Japan Co., Ltd/InnoQos Corporation
14:30 ▶ 14:50	IP-ization of studio facilities - Focusing on masters	NEC
15:00 ▶ 15:20	Video transmission revolution by LiveU Systems - Continuously evolving mobile video distribution	Sanshin Electronics Co., Ltd.
15:30 ▶ 15:50	Introduction of TASCAM Dante-supporting products and installation applications	TASCAM/TEAC Corporation

INTER BEE EXPERIENCE

X-Speaker 🔊 SR Speakers Demo & Presentation

▶ Venue: Event Hall, Makuhari Messe
▶ Supported by Stage Sound Association of Japan, Japan Stage Sound Business Cooperative
▶ Media Partners: Sound & Recording PROSOUND Stage Sound Journal SOUND
▶ Video equipment supported by ARK Ventures

Presentation Schedule
Nov. 14: 10:00am-6:30pm   Nov. 15: 10:00am-6:00pm   Nov. 16: 10:00am-4:40pm

11.14 (Wed.)	11.15 (Thu.)	11.16 (Fri.)
10:30 YAMAHA — Yamaha Music Japan Co.,Ltd.	10:30 NEXO — Yamaha Music Japan Co.,Ltd.	10:30 CODA AUDIO — hibino intersound corporation
11:20 TOA — TOA Corporation	11:10 Electro-Voice — Bosch Security Systems Ltd.	11:10 RCF — Onkyo Tokki Ltd
12:00 dBTechnologies — TEAC CORPORATION	11:50 L-acoustics — Bestec Audio Inc.	11:50 ADAMSON — REWIRE INC.
12:40 RAMSA Auditorium Series — Panasonic System Solutions Japan Co., Ltd.	12:30 EAW — Onkyo Tokki Ltd	12:30 MARTIN AUDIO — Martin Audio Japan Inc.
13:20 BOSE PROFESSIONAL — Bose Corporation	13:10 JBL PROFESSIONAL by HARMAN — hibino corporation	13:10 d&b audiotechnik — d&b audiotechnik Japan
14:20 CODA AUDIO — hibino intersound corporation	14:20 YAMAHA — Yamaha Music Japan Co.,Ltd.	13:50 NEXO — Yamaha Music Japan Co.,Ltd.
15:00 RCF — Onkyo Tokki Ltd	15:10 TOA — TOA Corporation	14:30 Electro-Voice — Bosch Security Systems Ltd.
15:40 ADAMSON — REWIRE INC.	15:50 RAMSA Auditorium Series — Panasonic System Solutions Japan Co., Ltd.	15:10 L-acoustics — Bestec Audio Inc.
16:20 MARTIN AUDIO — Martin Audio Japan Inc.	16:30 dBTechnologies — TEAC CORPORATION	15:50 EAW — Onkyo Tokki Ltd
17:00 d&b audiotechnik — d&b audiotechnik Japan	17:10 BOSE PROFESSIONAL — ボーズ合同会社	16:30 JBL PROFESSIONAL by HARMAN — hibino corporation

◯ Point source speakers   ▢ Compact line array speakers   ◇ Medium and large line array speakers

Equipment Assistance: Martin Audio Japan Inc.

Exhibiting layout (Event Hall)

Medium and large line array speakers
Compact line array speakers
Listening point for Medium and large line array speakers
Point source speakers
Listening point for Point source/ Compact line array speakers
FOH
arena stage
stands
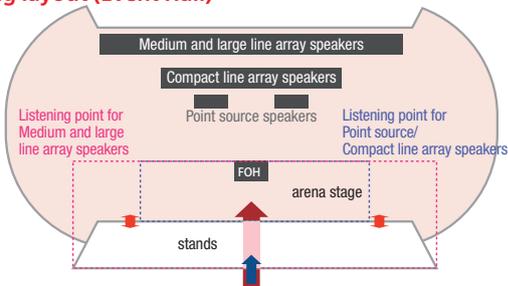
X-Headphone 🎧 | X-Microphone 🎤

Headphone Trial Listening Experience Exhibition
Microphone Trial Listening Experience Exhibition

▶ Venue: Exhibition Hall 1, Makuhari Messe

X-Microphone 🎤 Product Brand / Participant Company

No.	Company	Brand
1101	UETAX Corporation	UETAX
1102	Roland Corporation	ASTON MICROPHONES
1103	Miyaji Music.M.I.D.	TELEFUNKEN
1104	Sennheiser Japan K.K.	SENNHEISER / NEUMANN.BERLIN
1105	Audio-Technica Corporation	audio-technica
1106	Tech Trust Japan Co., LTD.	SCHOEPS Mikrofone
1107	Sony Video & Sound Products Inc.	SONY
1108	Audiobrains Ltd.	your beyerdynamic
1109	OTARITEC Corporation	ROSWELL PRO AUDIO / Ehrlund
1119	MASS-Kobo	SOUND PRODUCTS MASS-Kobo
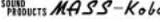
X-Headphone 🎧 Product Brand / Participant Company

No.	Company	Brand
1110	Sennheiser Japan K.K.	SENNHEISER
1111	ULTRASONE	ULTRASONE
1112	TEAC CORPORATION	your beyerdynamic
1113	Yamaha Music Japan Co., Ltd.	YAMAHA
1114	STUDIO EQUIPMENT CORPORATION	SOUNDWARRIOR
1115	STAX Limited	STAX
1116	Audio-Technica Corporation	audio-technica
1117	hibino corporationD	AKG HARMAN
1118	SHURE JAPAN LIMITED	SHURE
1120	REWIRE INC.	PHONON

Equipment Assistance: TEAC CORPORATION / Yamaha Music Japan Co.,Ltd.

Exhibiting layout (Exhibition Hall 1)

| 1120 | 1117 | 1116 | 1114 | 1112 | 1110 | 1109 | 1108 | 1107 | 1106 | 1105 | 1103 | 1102 | 1101 |
| 1118 | 1115 | | 1113 | 1111 | | | | 1119 | | | | 1104 | |

X-Headphone 🎧 INFORMATION   X-Microphone 🎤 INFORMATION
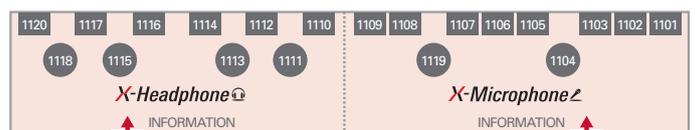
INTER BEE IGNITION

■ Keynote ▶Venue: Convention Hall A, 2F International Conference Hall

KN-162 **Next multimedia entertainment X Experience design**
- New urban entertainment that brings people together

English/Japanese Interpreting Available

11月16日（金）
13:00 ▼ 14:30

Keynote

Marc-André Baril
Director, Tokyo Office,
Asia Business Development,
Moment Factory

Panel Discussion

Moderator
Mariko Nishimura
CEO, HEART CATCH Inc.

Panellists
Marc-André Baril
Director, Tokyo Office,
Asia Business Development,
Moment Factory

Tetsu Yoshikawa
Manager, Planning Div.,
Yoshimoto Kogyo Co., Ltd.

Reiko Kunieda
Director, Global Business and
Producers Department,
Content Business Design Department,
DENTSU INC.

Masanori Shibamoto
Senior Execution Specialist,
Department Manager,
Brand Engagement Center,
DENTSU TEC INC.

■ Special Session ▶Venue: INTER BEE IGNITION Stage, Exhibition Hall 6

11.14 (Wed.)

IG-141 **Advanced Imaging Society Awards Commendation Ceremony 2018**

10:30 ▼ 12:00

Winners of this year of the Lumiere Japan Awards given to high quality 3D, 4K/8K, VR works and the Good Practice Awards given to activities to lead the field of advanced imaging will be announced.

IG-142 **Millenials**
- Media community influencers in the era of immeasurable dispersion -

13:00 ▼ 14:30

Panellists
Toshio Tsuchiya
Nippon TV Research Lab
Senior Creator
Nippon Television Network corp.

Taiki Mori
CEO, VAZ inc.

Moderator
Rina Ishii
CEO BLAST Inc.

Ryoh Hasegawa
CEO, Momentum Horse Inc.

IG-143 **J-wave Innovation World**

INNOVATION WORLD

15:30 ▼ 17:00

Navigator
Tom Kawada
AR Three Brothers

Guest
Tomokazu Yamada
Filmmaker

17:30 ▼ 20:30

Open Innovation Ideathon
powered by Japan Display Inc.

The Generation of O2O to OMO - The Ideathon to Consider the Fusion of Contents, Display, and Life

11.15 (Thu.)

IG-151 **Changing the future of entertainment business with VR**

10:30 ▼ 12:00

Panellists
Kuniyasu Komukai
General Manager,
Digital Dvelopment Dept.,
Programming Division
J-WAVE, Inc.

Yoshihisa Furukawa
Technology Department,
Broadcasting Sec.,
Media Strategy
Oita Broadcasting System, Inc.

Moderator
Atsuo Nitta
Namba Grand Kagetsu General Manager
Yoshimoto Creative Agency

Kensuke Joji
CEO, JOLLY GOOD Inc.

IG-152 **New expression opened-up by drones**

13:00 ▼ 14:30

Panellists
Katsuhiko Harada
Rhizomatiks Research,
Rhizomatiks co.,ltd.

Katsuhiko Masuda
CEO, CinemaRay Co., Ltd.

Atsushi Yokota
Japan Drone Racing Association

Katsuya Noguchi
CEO, HEXaMedia Inc.

Moderator
Yoshitaka Ando
CCN., LLC

IG-153 **Awarding Ceremony for ASIAGRAPH2018 Tsumugi & Takumi Awards**

15:00 ▼ 15:45

Tsugumi Award Winning
Mariko Hayashi
Writer and Novelist

Award
Yoichiro Kawaguchi
Artist and Professor Emeritus
at the University of Tokyo

Takumi Award Winning
Daito Manabe
Artist, Interaction Designer,
Programmer, and DJ

Takumi Award Acceptance
at the Podium
Hidenori Chiba
Rhizomatiks Co., Ltd.

IG-154 **Content Technology Changes Our Life: Future Scenes in the Latest Movies and Animation**

16:00 ▼ 17:30

Presenter
Masahiko Inami
Professor, Research Center for
Advanced Science and Technology,
The University of Tokyo

Yoshihito "GOROman" Kondoh
CEO President XVI Inc.

11.16 (Fri.)

IG-161 **After the MUTEK To an era of experiencing BLOCK UNIVERSE space through art**

MUTEK JP

10:30 ▼ 12:00

Panellists
Osamu Mizuta
KDDI CORPORATION

Moderator
Shuichirou Iwanami
Director, Mutek Japan

Junichi Takekawa
Creative Director, Mutek Japan

IG-162 **Redefining high-presence era sound and image expression techniques**

13:00 ▼ 14:30

Panellists
Takuhiro Mizuno
President CEO,
Alpha Code Inc.

Junichi OGURO
Sound Architect
Composer

Moderator
MORI Sayaka
Actress / Producer,
ONGAKUZA MUSICAL

Yasuji Eguchi

IG-163 **Audio VR – Reality arising from sound**

15:30 ▼ 17:00

Panellists
evala
Sound artist / Musician

Susumu Kunisaki
Director, Rittor Music, Inc.

Moderator
Arina Tsukada
Editor in Chief : Bound Baw

Equipment Assistance: **EPSON** EXCEED YOUR VISION

Exhibitor/Floor layout

6503
1964TOKYO VR/
NHK Enterprises
Advanced Imaging Society
Lumiere Japan Awards

6510
Advanced
Imaging Society,
Japan Committee

OPEN STAGE

BOOTH AREA

6511
Advanced Imaging
Society Lumiere
Japan Awards 2018

6504
EPSON
SALES JAPAN
CORPORATION

6508
NHK

BOOTH AREA

SCENT/
Spiritus

Spark Neuro
Japan

Imeve

6507
TV Asahi Corporation

Treasure Data Inc.

6513

6512

6506

6514

INTER BEE CONNECTED

■Special Session ▶Venue: INTER BEE CONNECTED Stage, Exhibition Hall 7

11.14 (Wed.)

Fast facts at the forefront of the heated market of audience measurement, and audience analysis. What about the business expansion of the lime light audience data? A very important day for editors, creators, and sales personnel

CN-141
Picture of multi-screen period animation audiences
- Dentsu and latest analysis by video research -

10:30 ▼ 12:00

Moderator

Ritsuya Oku
Chief Executive Director
Dentsu Media Innovation Lab,
DENTSU INC.

Akira Miwa
Director,
Media Business Innovation Department,
Dentsu Media Innovation Lab,
DENTSU INC.

Panellists

Kanehito Watanabe
HITO Lab.
Video Research Ltd.

Toshiyuki Ishimatsu
Executive Fellow,
Solution Business Division
Video Research Ltd.

KN-142
Talking about the Future of Television from the Boundary of Television and the Internet

Relayed the session from the International Conference Hall

13:00 ▼ 14:30

Moderator

Mikio Tsukamoto
Executive Officer & Media Strategist at
Wise Media, Inc.
Standing Corporate Auditor at Fuller, Inc.

Keizo Yoshikawa
Executive Producer,
DWANGO Co., Ltd.

Panellists

Masayoshi Boku
President / Creative Director,
Bascule Inc.

Jun Hori
NPO corporation representative,
Specified Nonprofit Corporation 8bitNews
CEO, GARDEN Co. Ltd.

CN-143
At the front line of evolving TV viewing log data

15:00 ▼ 16:00

Moderator

Hisaya Suga
Executive Director,
Radio TV Division DENTSU INC.

Shunichiro Matsuse
co-director, big data,
INTERNET OF TELEVISION Center,
media planning and development department,
general management department tv asahi corporation

Panellists

Ken-ichiro Tanaka
Vice President HAROiD Inc.

Manabu Saho
Network Service Dept.
Business Planning Manager
Sony Marketing Inc.

CN-144
Hear directly from students about their media lifestyles

16:30 ▼ 17:30

Moderator

Osamu Sakai
Media Consultant

Panellists

Atsushi Kogoma
School of Management,
Professor SANNO University

Students of SANNO University

11.15 (Thu.)

The Streaming War Period. What is the behind the scenes of the service everyone is wondering about? What is the movement of the common PT systematization in the industry? What about the debate of the simultaneous release? Grasping all the hot topics of streaming and its surroundings all at once

CN-151
Don't stop radio!
- Constantly evolving activities of radiko

10:30 ▼ 11:30

Moderator

Masayuki Kakehara
Technical Adviser Media Adviser /
Radio NIKKEI

Panellists

Yutaka Sakaya
Manager of Business Promotion Office
radiko Co.,Ltd

Yoichi Kaneko
Department of Radio Technology /
deputy general manager
CBC RADIO CO.,LTD.

CN-152
SVOD services started by TV stations
– where are they heading?

12:30 ▼ 14:00

Moderator

Mikio Tsukamoto
Executive Officer & Media Strategist at
Wise Media, Inc.
Standing Corporate Auditor at Fuller, Inc.

Kazuo Takaya
Director, Programming Board Member,
HJ Holdings, Inc

Panellists

Hiroaki Takasawa
Contents Division Head of Content Acquisition
Chief Producer
Premium Platform Japan, Inc

Kazuo Nomura
ASSISTANT MANAGER
CONTENT PRODUCTION OFFICE CONTENT CREATION
AND DISTRIBUTION GENERAL BUSINESS DEPARTMENT
Fuji Television Network,inc.

CN-153
Potential of sports media distribution in 2018
- Case studies of various developed initiatives -

14:30 ▼ 15:30

Moderator

Sota Suzawa
CEO, rtv inc.

Panellists

Toru Sano
PRODUCER,
SENIOR DIRECTOR SPORTS DIVISION
Nippon Television Network Corporation

Hiroshi Hatta
Executive Director
GOLF Net TV Inc.

CN-154
Will short videos be the next battleground for TV stations?

16:00 ▼ 17:00

Moderator

Kiyoyasu Ando
President, HAROID Inc.

Mizuto TANAKA
Executive producer,
NHK (Japan Broadcasting Corporation)

Panellists

Hiroo HARA
ICT STRATEGY
Nippon Television Network Corporation

Hideaki Hashimoto
Manager, Worldwide Production and
Business Development,
Fuji Television Network, Inc.

CN-155 After Hours!
Future of TV through users' eyes (provisional)

17:30 ▼ 19:30

Moderator

Toshio Kuramata
Digital Center/Senior Manager,
Japan Broadcasting Corporation

Osamu Sakai
Media Consultant

Panellists

Kiyoyasu Ando
President, HAROID Inc.

Masataka Yoshikawa
INSTITUTE OF MEDIA ENVIRONMENT,
Hakuhodo DY media partners Inc.

Shinjiro Ninagawa
Content Strategy Division
Planning Division Manager,
TV TOKYO Holdings Corporation

Daisaku Kawase
General Manager Program Eevelopment
Production Headquarters
NHK ENTERPRISES INC.

11.16 (Fri.)

Contents of TV companies with its multiple types and roles. A day with lessons of detailed practical examples and methodology to maximize its value and expand it into business

CN-161

Dynamic broadcasting stations' owned media

10:30 ▼ 11:30

Moderator

Osamu Sakai
Media Consultant

Akinori Honda
Director,
TV TOKYO Communications Corporation

Panellists

Akihiro Nishikawa
Programming Division PR Department
YOMIURI TELECASTING CORPORATION

Keitaro Hagiwara
Director, Business Devlopment dept.
Media Business div. TBS Radio, inc.

CN-162

Status of overseas expansion of TV programs

12:00 ▼ 13:00

Moderator

Goro Oba
School of Sociology,
Professor Bukkyo University

Panellists

Makito Sugiyama
Media Business Division,
Global Business Department, Chief
Tokyo Broadcasting System Television Inc.

Mikiko Nishiyama
Associate Managing Director,
International Business Development
Nippon Television Network Corp.

Takayuki Hayakawa
Fuji Television Network, Inc.

Shusaku Inoue
Managing Director,
ABC International, Inc.

CN-163

Local contents X Sustainable local creativity

13:30 ▼ 15:00

Moderator

Kunio Yoshikawa
Media Research & Studies Division,
Senior Manager,
NHK Broadcasting Culture Research Institute
Japan Broadcasting Corporation

Kazuya Goto
Creative manager Production Division
HOKKAIDO Cultural Broadcasting Co., Ltd

Panellists

Koji Ohnishi
Executive Vice President,
NANKAI BROADCASTING CO., LTD.

Ueta Masayuki
Managing Director, Kochi sunsun TV

CN-164

What are the possibilities of TV in 2030?
- Role of Society 5.0 era media –

15:30 ▼ 17:00

Moderator

Keiko Murakami
Principal Researcher,
Media Research & Studies Division,
NHK Broadcasting Culture Research Institute,
Japan Broadcasting Corporation

Panellists

Masahiro Sogabe
Graduate School of Law, Professor
HOKKAIDO Cultural Broadcasting Co., Ltd

Koji Takumi
Managing Director,
TST Tonami Satellite
communications Television

Hirohisa Hanawa
News Department SENIOR PRODUCER,
JAPAN BROADCASTING CORPORATION

Keiichiro Kiritoshi
Programming Department President
Minaminihon Broadcasting Co.,Ltd.

■ Exhibitors Presentations

▶Venue: INTER BEE CONNECTED Presentation Corner, Exhibition Hall 7

11.14 (Wed.)

13:30 ▼ 14:00
Workflow Improved by Hybrid Cloud+On-premises!
Introduction of Automatic Recording and
Multiple Distribution Solution for News Materials
Top Creation Co.,Ltd

14:30 ▼ 15:00
HAROiD xAd: The logs from TV and
Web devices open next experience of audiences
HAROiD Inc.

15:30 ▼ 16:00
Challenge to Millisecond!
Realizing Amazing Live Streaming of "Less than a Second" Delay
Limelight Networks Japan K.K

11.15 (Thu.)

11:00 ▼ 11:30
Leading Edge Streaming Technology for Hybridcast TVs And Mobile Devices
Application of Low Latency Single Format CMAF, Seamless System Design from
Studio to SSAI Server And Latest Standards of IPTV Forum Japan
IPTV Forum Japan

13:30 ▼ 14:00
A Solution "HAROiD xAd" Utilizing Logs of TV/Web Cross Devices with
Personally Identifiable Information
Top Creation Co.,Ltd

14:30 ▼ 15:00
Video news site of up-to-the-second service and information
- VNN news channel -
HAROiD Inc.

15:30 ▼ 16:00
Challenge to Millisecond!
Realizing Amazing Live Streaming of "Less than a Second" Delay
Limelight Networks Japan K.K

11.16 (Fri.)

11:00 ▼ 11:30
Formulation of technical standards for new broadcasting service
by Hybrid casting.
IPTV Forum Japan

13:30 ▼ 14:00
Workflow Improved by Hybrid Cloud+On-premises!
Introduction of Automatic Recording and
Multiple Distribution Solution for News Materials
Top Creation Co.,Ltd

14:30 ▼ 15:00
Pursue the goal of next TV. Live Entertainment "Live Channel"
HAROiD Inc.

15:30 ▼ 16:00
Challenge to Millisecond!
Realizing Amazing Live Streaming of "Less than a Second" Delay
Limelight Networks Japan K.K

Exhibitor/Floor layout

OPEN STAGE

EXHIBITOR'S
PRESENTATION

7306

7308 7307

IPTV Forum Japan
Fuji Television Network, Inc.
Kansai Television Co. Ltd.
SKY Perfect JSAT Corporation
Tokyo Broadcasting System Television, Inc.
TV Asahi Corporation

7309
Limelight
Networks
Japan K.K

HAROiD
Inc.

Multiscreen
Broadcasting
Study Group

BOOTH AREA

7304
ATTRACTOR
Co., Ltd.

7303
TV Setouchi
Broadcasting
Co.,Ltd.

7302
NHK

Top Creation Co.,Ltd

7301

INTER BEE CREATIVE

■Keynote ▶Venue: Convention Hall A, 2F International Conference Hall

KN-152 Japan Content Power: Shin Godzilla vs the Anime Version of GODZILLA

11/15 Thu   13:00 ▼ 14:30

Shinji Higuchi
Movie Director /
Special Effect Director

Shuzo John Shiota
Prersident / CEO /
Executive Producer
Polygon Pictures Inc.

Moderator

Takafumi Yuki
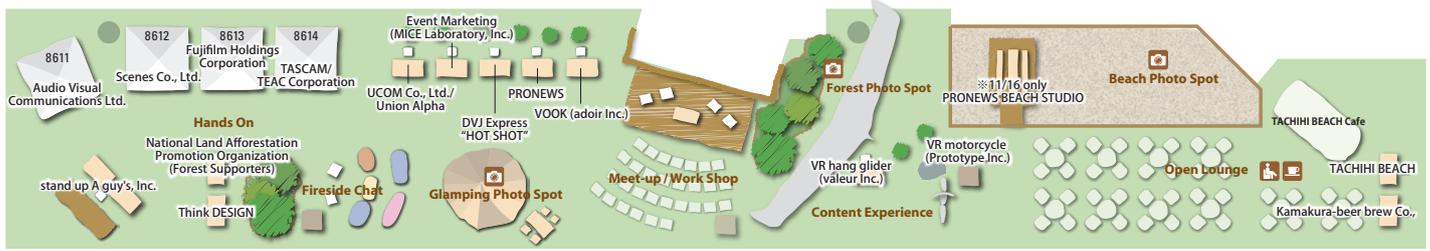Director, INTER BEE CREATIVE

Exhibitor/Floor layout

OPEN STAGE

| 8607 Japan Post Production Association | 8605 Q-TEC, Inc. | | 8604 Panasonic Visuals Co., Ltd. |

BOOTH AREA

| 8606 Onkio Haus Inc. | | 8602 D.&A. MUSIC Inc. | 8603 L'espace Vision Co., Ltd. |
| 8601 OMNIBUS JAPAN INC. | | | |
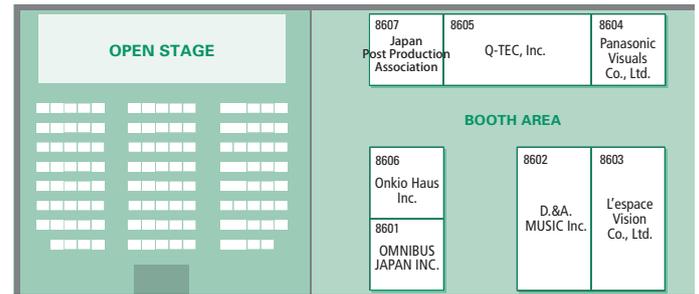
■Creative Session ▶Venue: INTER BEE CREATIVE Open Stage, Exhibition Hall 8

11.14 (Wed.)

CR-141 MEDIA × CREATIVE
"Future of New Entertainment lead by cutting edge media"

10:30 ▼ 11:15

Haruyuki Moroishi
Business Development Dept.
Producer
IMAGICA GROUP Inc.

Koichi Maruyama
Research and Development
Planning Department R&D Produce Group
Senior Manager
Nippon Telegraph and Telephone Corporation

Tetsuya Yamaguchi
Research and Development
Planning Department R&D Produce Group
Senior Manager
Nippon Telegraph and Telephone Corporation

Yuji Yamazaki
Consumer Business
Department Manager
NTT DOCOMO,INC.

Moderator

Yoko Higuchi
Monthly "Event Marketing" Editor in chief
MICE & Event Marketing Co.,Ltd

CR-142 Image Creator of Millennial Age

Presenter

11:30 ▼ 12:15

Tomokazu Yamada
Filmmaker/Film Director

Kazutoshi Inudo
Movie Director

Moderator

Hayato Sone
Representative Director
Image Director/
Cameraman/Producer
4thFILM, Inc.

Shuntaro Okamoto
adoir.inc
CEO Vook

CR-143 Vimeo Creator's Session

13:00 ▼ 13:45

Kouhei Nakama
Visual Art Director

Daihei Shibata
Video Director

CR-144 After Becoming a Movie Director
- Asking to Director of "Karankoe-no-hana"

Speaker   Moderator

14:00 ▼ 14:45

Shun Nakagawa
Movie Director

Hiroatsu Takekura
stand up A guy's,Inc.
CEO

CR-145 GODZILLA CG Making
- PPI-style Look Development -

15:00 ▼ 15:45

Masaki Taga
Polygon Pictures Inc.
Producer/Executive Director

CR-146 Backstage of Shooting a Movie "TOWER OF THE SUN"

Presenter

16:00 ▼ 16:45

Kosai Sekine
Film Director

Senzo Ueno
Director of Photography / Director

Moderator

Tsutomu Arai
Editor,Commercial Photo Magazine
GENKOSHA Co.

11.15 (Thu.)

CR-151 DigiCon6 ASIA 20th Anniversary Session

10:30 ▼ 11:45

Became a Smash Hit All Over the World!
Global Strategy of "Aggretsuko" and Short Animations

Speaker   Moderator

Akira Takayama
Representative Director
Fanworks Inc.

Nobuhiro Azuma
DigiCon6 ASIA Producer

CR-152 Development of Human Resources for Images (Movies) in the 21st Century

Moderator

12:00 ▼ 12:45

Hayato Sone
Representative Director
4thFILM, Inc.
Image Director/
Cameraman/Producer

Shuntaro Okamoto
CEO Vook
Shuntaro Okamoto

CR-153 MOTION LOUNGE Part1

13:00 ▼ 13:45

Sayaka Nakane

Azumi

Nagako Hayashi

CR-154 MOTION LOUNGE Part2

14:00 ▼ 14:45

Sayaka Nakane
Azumi
Nagako Hayashi

CR-155 Future of Image Expression by Micro Drone

Presenter

15:00 ▼ 15:45

Katsuhiko Masuda
President
CinemaRay Co., Ltd.

Atsunori Toshi
Director President, A4A Inc.

Moderator

Yasushi Kawamoto
Managing Editor,
Commercial Photo Magazine
GENKOSHA Co.

CR-156 English/Japanese Interpreting Available
The latest VFX from Disney's "The Nutcracker and the Four Realms"
〜MPC Film VFX Supervisor talks about
the latest cutting edge VFX used in Disney's
"The Nutcracker and the Four Realms" Part 1

16:00 ▼ 16:45

Mr.Max Wood
VFX Supervisor
MPC Film

11.16 (Fri.)

CR-161 English/Japanese Interpreting Available
The latest VFX from Disney's "The Nutcracker and the Four Realms"
〜MPC Film VFX Supervisor talks about
the latest cutting edge VFX used in Disney's
"The Nutcracker and the Four Realms" Part 2

10:30 ▼ 11:15

Mr.Max Wood
VFX Supervisor
MPC Film

CR-162 Latest VR video creation workflow developments! - Utilizing Adobe Creative Cloud from filming and editing to output -

11:30 ▼ 12:15

Naoto Somese
photographer

Mitsuru Sakurai
Digital Media System Sales
Department Technical Director,
Too Corporation

CR-163 Dramatic 8K: Challenge to Uncompressed 8K

13:00 ▼ 13:45

Makoto Imatsuka
Senior Colorist,
Postproduction Department
Q-TEC, INC.

Toshihisa Koike
Senior Colorist,
Postproduction Department
Q-TEC, INC.

CR-164 Best practice and R&D
[In-house Developed Server / Large-capacity LTO
Archive Business System]

14:00 ▼ 14:45

Yosuke Kuboe
Systems Manager
L'ESPACE VISION CO.,LTD

Kengo Sawatsu
Systems Manager
L'ESPACE VISION CO.,LTD

CR-165 Challenge to the Advanced technology Part 3 [4K HDR HLG]
-Just before Starting HDR Broadcasting! From
the Field of Image Production (HLG version)

15:00 ▼ 15:45

Akihiro Takeuchi
Technology Group
Panasonic Visuals Co., Ltd

Kouki Nakagaki
Technology Group
Panasonic Visuals Co., Ltd

CR-166 Japan and China Collaborative Production Film Surpassing Hollywood Scale! VFX Secret Story of the Film "Legend of the Demon Cat"

16:00 ▼ 16:45

Hiroshi Nishida
OMNIBUS JAPAN INC.
VFX supervisor

Hirokazu Aoyama
OMNIBUS JAPAN INC.
CG supervisor

INTER BEE CREATIVE MEET-UP

Exhibitor/Floor layout

Event Marketing (MICE Laboratory, Inc.)
8612
8613 Fujifilm Holdings Corporation
8614
TASCAM/ TEAC Corporation
8611 Audio Visual Communications Ltd.
Scenes Co., Ltd.
UCOM Co., Ltd./ Union Alpha
PRONEWS
VOOK (adoir Inc.)
DVJ Express "HOT SHOT"
Forest Photo Spot
※11/16 only PRONEWS BEACH STUDIO
Beach Photo Spot
Hands On
National Land Afforestation Promotion Organization (Forest Supporters)
VR motorcycle (Prototype Inc.)
TACHIHI BEACH Cafe
stand up A guy's, Inc.
Fireside Chat
Glamping Photo Spot
Meet-up / Work Shop
VR hang glider (valeur Inc.)
Open Lounge
TACHIHI BEACH
Think DESIGN
Content Experience
Kamakura-beer brew Co.,

A Festival for Creators! Let's Meet-Up, Let's Start Creating

Meet-up / Work Shop Area

We have developed a place for networking between those in attendance, bringing together people who want to talk with others, get to know others, and start something together.

■ MEET-UP original plan "Video Lab" (VOOK LABO)

"Video Lab" was established within the MEET-UP as a place to research the equipment, products and software being launched at Inter BEE. There are so many items on show at Inter BEE that many people have been at a loss about what to look at and how to view different items. Also, since there are exhibits for each manufacturer and piece of equipment, sometimes it is not clear where and how to use the equipment on show. VOOK LABO launched "Video Lab" to produce a place for research of new equipment appearing at Inter BEE from the viewpoint of producers, regardless of the manufacturer or equipment in question.

Nov. 14   VR Day   VR (360° Video)

Inspected VR equipment in collaboration with Toru Watanabe.

13:00▶14:00   VR camera trends overseas & workflow with the talked-about "Insta 360 2" and "ObsidianS" VR cameras
14:15▶15:00   45-minute round-up of the most talked-about VR equipment & peripherals at InterBEE
16:00▶17:00   VR productions to watch in 2018: - Learn from watching many VR productions -

Nov. 15 PostProduction Day   PostProduction & Premiere Pro User Group

Collaboration with Adobe Premiere Pro user group.
Collaboration seminar dedicated to software and editing equipment was held.

11:00▶13:00   Adobe User Group Meeting
13:30▶14:30   How to make boutique post-production
14:45▶15:25   Post-production workflow
15:30▶15:50   [Post-production and Cinema4D] What has changed with R20?
16:00▶17:00   Boris FX plug-in update demonstration

Nov. 16 Videographer Day   VIDEOGRAPHER & Next Filmmaker's Summit

Various equipment was inspected, focusing on systems ranging from cameras to lenses and tripods, etc.

13:00▶14:00   Mirrorless cameras (DSLR)
14:30▶15:30   Cinema cameras
15:45▶16:30   Vook in Inter BEE

Hands On/Content Experience Area

An experience and exhibition corner featuring video cameras, audio recorders, VR hang glider, VR motorcycle, etc.

[Hands-on exhibitors]
Audio Visual Communications Ltd.
Scenes Co., Ltd.
TASCAM/TEAC Corporation
Fujifilm Holdings Corporation
[Content experience area]
VR hang glider (valeur Inc.), VR motorcycle (Prototype Inc.)

Fireside Chat - INTER BEE CREATIVE

Fireside Chat was held as an opportunity for an exchange with INTER BEE CREATIVE speakers. This made it possible to interact with speakers close-up, including with offstage talks and Q&As that were not part of their main addresses.

Nov. 14

◆MEDIA x CREATIVE: Future of new entertainment opened up by cutting-edge media
◆Movie directors' aims: A talk with the director of "Kalanchoe no Hana"

Nov. 15

◆DigiCon6 ASIA 20th event commemorative session
◆"How to train video personnel in the 21st century"
◆Business trip MOTION LOUNGE   Part 1, 2
◆Future of image expression from micro-drones

Nov. 16

◆New VR footage that TV industry members should know about
◆Advanced video technology challenge, Part 3: From the HDR video production scene directly before start of HDR broadcasting! (HLG)

Open Lounge - Sandy beach appears behind greenery!

The Open Lounge could be used for various purposes such as dining, rest and appointments, and in addition to light meals and coffee, etc., the Inter BEE exclusive craft beer "INTER BEER" was also on offer.
Plus, on the 16th there was a public live broadcast and recording of "Quickly learn about Inter BEE 2018 just by listening! PRONEWS BEACH RADIO".

MEET-UP special cooperation (alphabetical order)
DVJ Express "HOT SHOT", Event Marketing (MICE Laboratory, Inc.), Hana to Midorisha, Kamakura-beer brew Co., National Land Afforestation Promotion Organization (Forest Supporters), PRONEWS, stand up A guy's, Inc., TACHIHI BEACH, UCM Co., Ltd./Union Alpha, VOOK (adoir Inc.)

INTER BEE ROKE-BENTO Grand prix

▶Venue: Exhibition Hall 5   Cooperation: Location Japan / Locanavi!

Location Bento Grand Prix - a great success this year as well!

Twelve stores participated in the Location Bento Grand Prix held in Exhibition Hall 5, making it a great success this year as well. Many location bento fans came to the venue from the first day, when each store started lining up its boxed lunches, and stores were sold out after the peak hours at lunchtime. The Location Bento Grand Prix is another firm fixture at Inter BEE. This year too it entertained a number of attendees across three days.

[Popularity contest results/Participating stores]
◆Grand Prix: SOMY'S DELI Lunchbox Kitchen   ◆Silver: Dolphin   ◆3rd place: Ginza WORLD DINER
Other participating stores: Asian Shokudo Altoto, GALETTE STAND TOKYO, Kitchen Brillante, Kitchen Himawari, Loce-ben Hungry, Shiki, Shiokoji Bento Kamoshido, SUNDY, yokohama uotoki

Result: Publication and Promotion

■ Publicity activities
(Actual distribution of press releases)

＊Notification of start of exhibitor recruiting (3/1)
＊Notification of start of pre-admission registration (9/26)
＊Announcement of the outline of INTER BEE EXPERIENCE (10/4)
＊Announcement of the outline of INTER BEE CONNECTED (10/12)
＊Announcement of the outline of INTER BEE IP PAVILION (10/25)
＊Announcement of the outline of INTER BEE IGNITION (10/30)
＊Announcement of the outline of INTER BEE CREATIVE (11/8)
＊Announcement of the opening (11/13)
＊Set up press room (11/14-16)
＊Reported completion (11/16)

■ Newspapers and Magazines Articles in Japan

B-maga
Broadcasting Engineering
Camera Times
Dempa Shimbun
Dempa Times
Eizo Shimbun
EVENT MARKETING
FDI (Full Digital Innovation)
FILM and Digital TIMES
HOSO JOURNAL
Kaden Ryutsu Shinbun
Kyodo News
KAHOKU SHIMPO PUBLISHING
The To-o Nippo Press
Yamagata Shinbun
IWATE NIPPO
CHIBA NIPPO
Osaka Nichinichi Shinbun
Nihonkai Shinbun
Nara newspaper
The Ise Shimbun
The Yamaguchi Shinbun
THE SHIKOKU SHIMBUN
Saga Shimbun
Kumamoto nichinichi Shimbun
Miyazaki Nichinichi Shimbun
etc.
Mac Fan
Net hanbai
NEW MEDIA
NIKKAN KOGYO SHIMBUN
Nikkei Sangyo Shimbun
PRONEWS
SENDENKAIGI
Sound & Recording Magazine
SOUND DESIGNER
Stage Sound Jounal
The Japan Exhibition News
The Science News
VIDEO JOURnAL
Video Tsushin
Video SALON
etc.

■ News Media Representative

433 **Record-high**
people (12 from overseas)

■ Number of articles in the printed media

	Inter BEE 2018
Before the show	**135**
During the show	**25**
After the show	**211**
Total	**371**

※as of 2019.1.30

■ WEB News

@Press
47NEWS
4Gamer.net
ASCII.jp
AV Watch
AXIS web Magazine
BIGLOBE NEWS
CAPA CAMERA WEB
CGWORLD.jp
DEJIKAME Watch
DroneTimes
EVENT MARKETING
Eventr.jp
EXHIBITION & MICE
feedclass News
FRESH LIVE
GIZMODO
IGN JAPAN
INTERNET Watch
IT media
Livedoor NEWS
Mac Fan
moovoo (The Asahi Shimbun)
NEWS SHOOTER
Newsdoga
NIKKEI Shinbun (Online)
NIKONIKO NEWS
PANORA VIRTUAL REALITY JAPAN
PC Watch
PHILE WEB
PR TIMES
PRONEWS
SankeiBiz
Screens
Smart NEWS
Social VR Info
Sports Video Group NEWS
Stereo Sound ONLINE
THE BRIDGE
TV Technology
ValuePress!
Video SALON
Vook
VR Digest Plus
VRonWEBMEDIA
VRTIMES
Walker Plus
YAHOO! JAPAN NEWS
etc.

■ On-air media

Domestic

Date	Broadcast station	Program
Nov.14	NHK	NHK NEWS
Nov.14	TV TOKYO / BS TV TOKYO	World Business Satellite
Nov.14	Fuji Television Network	PRIME NEWS
Nov.14	TV TOKYO / BS TV TOKYO	NIKKEI Plus10
Nov.14	Chiba TV	NEWS Chiba600 / NEWS Chiba930
Nov.14	Abema-TV	Abema News
Nov.14	Radio Nippon	Smart News (Keiko Iwase)
Nov.16	TV TOKYO / BS TV TOKYO	World Business Satellite
Nov.16	NHK WORLD-JAPAN	NEWSLINE/ NEWSROOM TOKYO
Nov.17	Fuji Television Network	New-Weekly FujiTV Comments

Overseas

Date	Broadcast station	Program
Nov.16	NHK WORLD/jitv	NEWSLINE
Nov.16	NHK WORLD/jitv	NEWSROOM TOKYO

■ Inter BEE Official Mail Magazine

Approx. 103,000

*The number of data instances that can be distributed

■ Inter BEE Official Website

Page views:

240,013 views

(From November 1st to November 30th)

Number of articles posted before the show	27
Number of video clips posted during the show (Inter BEE TV)	162

■ Official Facebook

Number of Likes received post conference:

4,859 Likes **(an increase of 108% from the previous year)**

Number of page transfers from the Facebook page to the Official Website:

8,682

■ Official Twitter

Number of Twitter Followers:

1,519 followers **(an increase of 133% from the previous year)**

■ Official Instagram

Number of Instagram Followers:

462 followers **(an increase of 375% from the September, 2018)**

■ List of publication

Domestic

Broadcast Engineering	MOTION PICTURE AND TELEVISION ENGINEERING
CG WORLD+digital video	NEW MEDIA
Dempa Shimbun	PRN Magazine
Dempa Times	PROSOUND
Eizo Shimbun	Sound & Recording Magazine
FDI (Full Digital Innovation)	SOUND DESIGNER
FORN	Stage&Sound Jounal
HOSO JOURNAL	The Japan Commercial Broadcasters
HOT SHOT	VIDEO JOURNAL
LOCATION JAPAN	Video SALON

Overseas

APB-Asia Pacific Broadcasting (Asia)
NAB DAILY NEWS (USA)
IBC DAILY NEWS (UK)
etnews (Korea IT NEWS)

■ Media partners

Related industry journals and magazines helped support Inter BEE as media partners, graciously publishing many articles on the exhibitors.

Result: Visitor Profile

■ Breakdown of registered visitor number

	11.14 (Wed.)	11.15 (Thu.)	11.16 (Fri.)	TOTAL
Domestic	13,999	12,892	13,177	40,068
Overseas	526	137	108	771
TOTAL	14,525	13,029	13,285	40,839

\ Record-high /

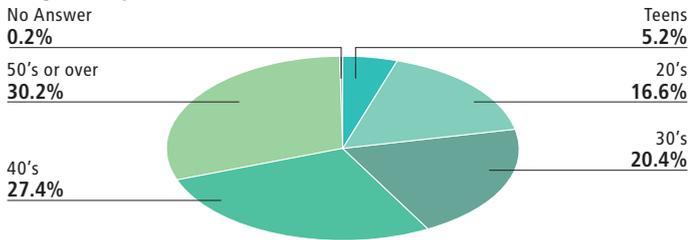No. of visitor: **40,839** people

■ Breakdown of registered visitors

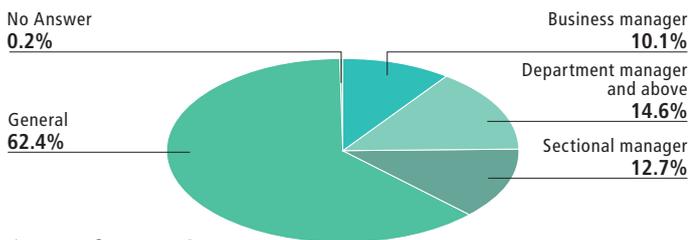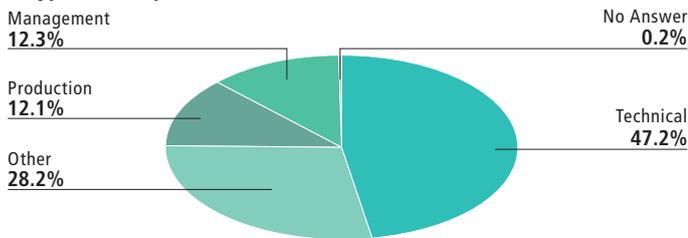| Area	Number of countries & region / Number of visitors	Breakdown of visitors by country & region
Domestic	1 country / 40,068	Japan 40,068
Asia	11 countries & regions / 647	Korea 310 / China 125 / Taiwan 90 / Thailand 32 / Indonesia 29 / Hong Kong 28 / Singapore 20 / Philippines 6 / Malaysia 3 / Vietnam 2 / India 2
North, Central and South America	2 countries / 54	U.S.A. 45 / Canada 9
Oceania	2 countries / 10	Australia 7 / New Zealand 3
Middle East / Africa	1 countries / 1	South Africa 1
Europe	11 countries / 25	Germany 7 / U.K. 5 / France 4 / Italy 2 / Spain 1 / Denmark 1 / Belgium 1 / Switzerland 1 / Czech 1 / Austria 1 / Latvia 1
Unknown		34
	28 countries & regions	40,839

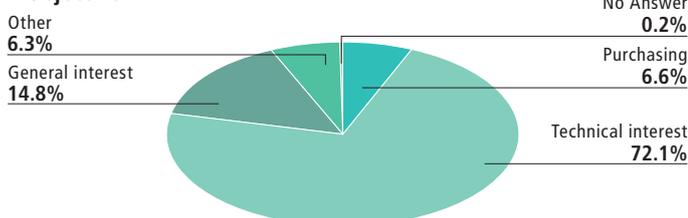## ■ Visitor demography

◆ Age Group

- No Answer 0.2%
- Teens 5.2%
- 20's 16.6%
- 30's 20.4%
- 40's 27.4%
- 50's or over 30.2%

◆ Job title

- No Answer 0.2%
- Business manager 10.1%
- Department manager and above 14.6%
- Sectional manager 12.7%
- General 62.4%

◆ Type of occupation

- Management 12.3%
- No Answer 0.2%
- Production 12.1%
- Other 28.2%
- Technical 47.2%

◆ Objective

- Other 6.3%
- No Answer 0.2%
- General interest 14.8%
- Purchasing 6.6%
- Technical interest 72.1%

◆ Type of Business

Equipment Manufacture	12.0%	Telecommunications Carrier	3.3%
Other User	9.4%	Related Internet Business	3.3%
Commercial TV Broadcaster	9.0%	Related Staging, Art and Lighting	2.7%
Other Guest	8.7%	Related CATV	2.1%
Student	7.8%	Government Office, Organization	2.0%
Post Production	6.7%	Facilities and Stores	1.5%
Film and Video Production Company	5.9%	Content Delivery Network	1.3%
Trading Company	5.7%	Ad Agency	1.3%
Related Content Creation	4.0%	Video Software Production Company	0.7%
Production	3.9%	Radio Station	0.7%
Related PA Equipment	3.9%	Recording Compan	0.5%
Public Broadcast Station	3.4%	No Ansuer	0.2%

◆ Interest (Multiple answers accepted)

Video Equipment	53.4%	Microphone	9.8%
Audio Equipment	31.6%	VTRs, Memory Cards, Optical Disks	8.2%
Camera	25.2%	Output System	7.9%
Editing and Production Equipment	16.9%	Transmission Systems	8.5%
VR, AR, 3D	18.1%	Multimedia System	7.0%
Electronic Display	15.1%	Stand-by and Peripheral Products	6.8%
Digital Contents	13.9%	Lighting Equipment	7.5%
Speaker	10.8%	Digital Cinema	6.5%
PublicViewing, Projection Mapping, DigitalSignage	12.4%	Measuring Equipment	5.1%
Servers, Storage	9.4%	OTT, SNS, Second Screen	4.5%
Software	10.6%	Production Management Systems	4.4%
Mixer	10.2%	Art and Staging	4.2%
Relay System	10.1%	Electronic Power Unit	3.1%
Cloud Services	10.2%	Other	4.1%

■Visitor Questionnaire result

◆What was your goal in coming to "Inter BEE 2018"?
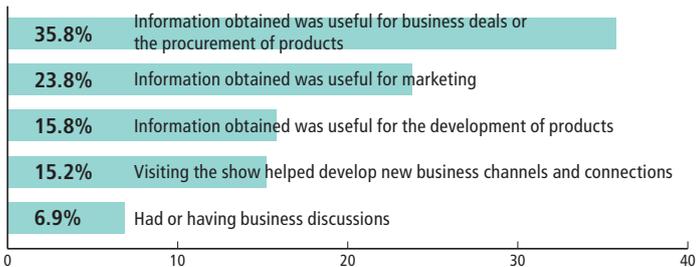(Multiple answers accepted)

%	
50.0%	To obtain the latest information on products and technologies
28.5%	To get a handle on industry trends
8.0%	General interest
5.4%	To make a preliminary examination concerning introduction of devices and technologies
4.2%	To interact with and improve friendly relations with business partners
1.2%	To obtain rival company information
1.2%	Other
0.7%	Business Meeting
0.7%	To develop a new business route

◆How long did you spend a time in "Inter BEE 2018"?

- other 4.8%
- 1 hours 1.0%
- 2 hours 9.8%

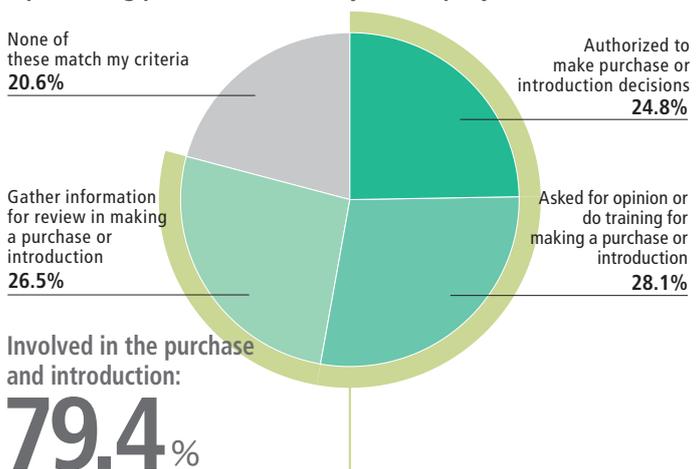| 3 hours 18.0%	4 hours 17.7%	over 5 hours 17.7%	over 6 hours 31.0%

66.4% of visitors stay for more than 4 hours.

◆Was your visit to Inter BEE 2018 valuable?
(Multiple answers accepted)

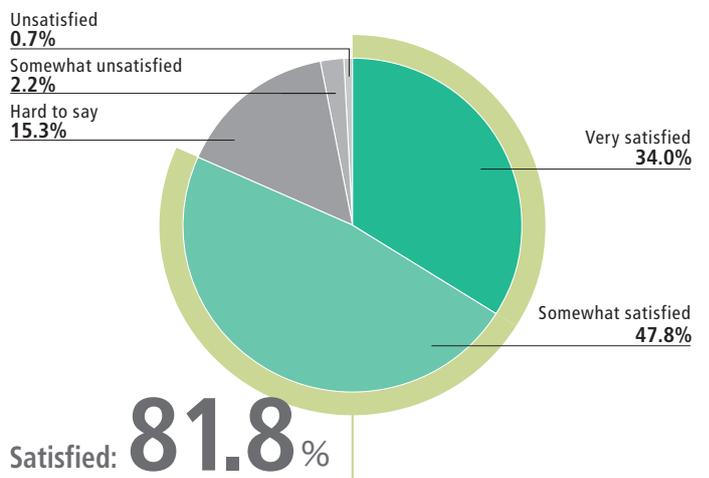| %	
35.8%	Information obtained was useful for business deals or the procurement of products
23.8%	Information obtained was useful for marketing
15.8%	Information obtained was useful for the development of products
15.2%	Visiting the show helped develop new business channels and connections
6.9%	Had or having business discussions

◆To what degree are you involved in the process of purchasing products/services in your company?

None of these match my criteria
20.6%

Gather information for review in making a purchase or introduction
26.5%

Authorized to make purchase or introduction decisions
24.8%

Asked for opinion or do training for making a purchase or introduction
28.1%

Involved in the purchase and introduction:

79.4%

◆How much is annual budget you are involved in the process of purchasing products/services?

%	
20.1%	Less than 2.5 million yen
7.9%	Between 2.5 to 5 million yen
8.7%	Between 5 to 10 million yen
8.4%	Between 10 to 50 million yen
3.9%	Between 50 to 100 million yen
5.0%	More than 100 million yen
30.0%	Not involved
16.0%	Unknown
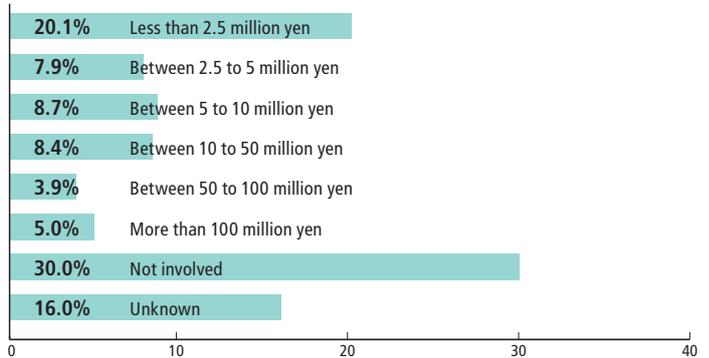
◆How satisfied are you with Inter BEE 2018

Unsatisfied
0.7%

Somewhat unsatisfied
2.2%

Hard to say
15.3%

Very satisfied
34.0%

Somewhat satisfied
47.8%

Satisfied: **81.8%**

◆Do you plan to visit Inter BEE 2019?

No plan to visit
0.3%

Undecided
6.9%

Plan to visit
26.3%

Definitely plan to visit
66.5%

Planned to visit Inter BEE 2019: **92.8%**
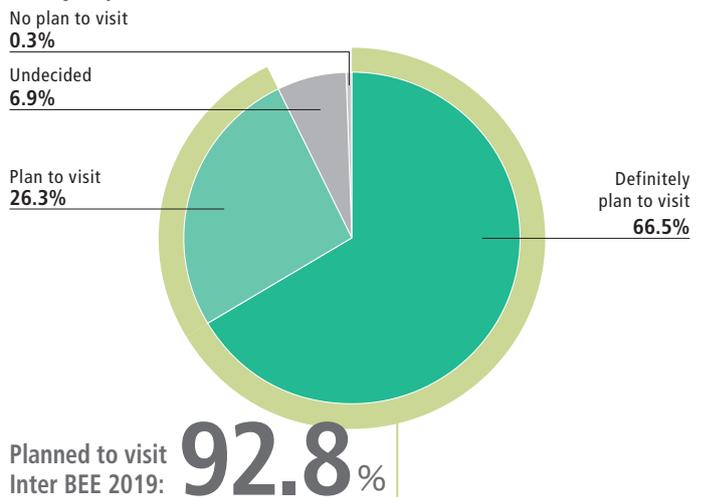
Result: Exhibitor Profile

■ Number of exhibitors

Exhibition category	No. of exhibitors	No. of booth
Professional Audio Equipment	**333**	**402**
Video Expression/Professional Lighting Equipment	**50**	**67**
Video Production/Broadcast Equipment	**642**	**1,412**
ICT/Cross Media	**127**	**173**
Total	**1,152**	**2,054**

■ Breakdown of exhibitors
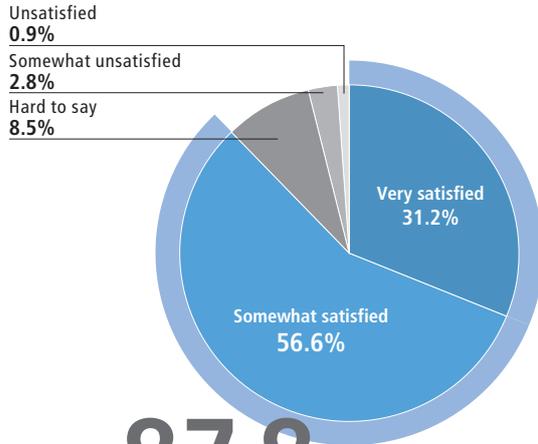
Area	Number of countries / region Number of exhibitors	Breakdown of exhibitors by country & region
Domestic	1 country / 506	Japan 506
Asia	6 countries and regions / 116	China 50 / Korea 28 / Taiwan 33 / Hong kong 3 / Malaysia 1 / India 1
North, Central and South America	3 countries / 229	U.S.A. 210 / Canada 18 / Brazil 1
Oceania / Middle East	3 countries / 18	Australia 8 / New Zealand 1 / Israel 9
Europe	22 countries / 283	Germany 72 / U. K. 77 / France 24 The Netherland 15 / Italy 16 / Sweden 12 / Switzerland 12 / Spain11 / Belgium 7 / Denmark 7 / Norway 4 / Austria 5 / Bulgaria 4 / Finland 2 / Hungary 2 / Latvia 2 / Turkey 4 / Portugal 1 / Russia 2 / Slovakia 2 / Lichtenstein 1 / Greece 1
	35 countries and regions	1,152

\Record-high/

Exhibitors: **1,152** companies

■ Exhibitors Questionnaire result

◆ What were your main objectives for exhibiting at Inter BEE 2018? (Multiple answers accepted)

81.1%	Sales promotion of products and/or technologies	
75.5%	Promotion of new products and technologies	
69.8%	Collecting information from visitors	
65.1%	Seeking new clients in Japan	
50.0%	Strengthening relations with business clients	
28.3%	Achieving business agreements	
10.4%	Creating new overseas clients	

◆ How satisfied to accomplish your goal?

Unsatisfied **0.9%**
Somewhat unsatisfied **2.8%**
Hard to say **8.5%**

Very satisfied **31.2%**
Somewhat satisfied **56.6%**

Satisfied: **87.8**%

■ Floor plan

1F

Hall **8** | Hall **7**
INTER BEE (((5G)))
INTER BEE CREATIVE MEET-UP
ICT / Cross Media
INTER BEE CREATIVE | INTER BEE CONNECTED

Hall **6** | Hall **5** | Hall **4**
ROKE-BENTO Grandprix
Video Production / Broadcast Equipment
Video Expression / Professional Lighting
INTER BEE IGNITION | DCEXPO DIGITAL CONTENT EXPO 2018

Hall **3** | Hall **2** | Hall **1**
INTER BEE IP PAVILION
Professional Audio Equipment
INTER BEE EXPERIENCE
X-Headphone
X-Microphone

Secretariat FIRST AID | Presentation Room
Management Secretariat | Press Room | Meeting Room
Secretariat

2F
Cloak
Cloak
●Registration
Registration●

International Conference Hall
INTER BEE FORUM
Session Vennue

Event Hall
INTER BEE EXPERIENCE
X-Speaker

Broadmedia & Entertainment
Inter BEE 2018

Outline

■Name
International Broadcast Equipment Exhibition 2018
(a.k.a. Inter BEE 2018)

■Period
Wednesday, November 14th – Friday, November 16th (3 days)

■Exhibition hours
November 14th (Wednesday) 10:00 a.m. to 5:30 p.m.(*10:00 a.m. to 5:50 p.m.)
November 15th (Thursday)　　10:00 a.m. to 5:30 p.m.(*10:00 a.m. to 6:00 p.m.)
November 16th (Friday)　　　　10:00 a.m. to 5:00 p.m.(*10:00 a.m. to 5:10 p.m.)
*Schedule for X-Speakers Demo & Presentation (Event Hall)

■Location
Makuhari Messe
Exhibition Hall 1-8 / International Conference Hall / Event Hall

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

■Supported by
Ministry of Internal Affairs and Communications (MIC)
Ministry of Economy, Trade and Industry (METI)
*Listed by date established
Japan Broadcasting Corporation (NHK)
The Japan Commercial Broadcasters Association (JBA)
The Association of Radio Industries and Bussinesses (ARIB)
Digital Content Association of Japan (DCAJ)
The Association for Promotion of Advanced Broadcasting Services (A-PAB)
*No particular order

■Global Partners

■Partners
Advanced Imaging Society Japan Committee
Association of Media in Digital
Camera & Imaging Products Association
Digital Signage Consortium
IPDC Forum
IPTV FORUM JAPAN
JAPAN AD.CONTENTS ASSOCIATION
Japan Association of Audiovisual Producers, Inc.
Japan Association of Lighting Engineers & Designers
Japan Association of Professional Recording Studios
Japan Association of Video Communication
Japan Audio Society
Japan Cable and Telecommunications Association
Japan Cable Television Engineering Association
JAPAN POST PRODUCTION ASSOCIATION
Japan PublicViewing Association
Japan Satellite Broadcasting Association
JAPAN STAGE SOUND BUSINESS COOPERATIVE
Japanese Society of Cinematographers
JSL
Mobile Broadband Association
MOTION PICTURE and TELEVISION ENGIREERING SOCIETY of japan, Inc.
MULTISCREEN BROADCASTING STUDY GROUP
National Theatrical & Television Lighting Industrial Cooperative
Next Generation Contents Distribution Forum
Projection Mapping Association of Japan
Radio Engineering & Electronics Association
Specified Radio microphone User's Federation
Stage Sound Association of Japan
State of the Art Technologies Expression Association
The Association of Japanese Animations
The Institute of Image Information and Television Engineers
Theatre and Entertainment Technology Association, Japan
3D Consortium
Ultra-Realistic Communications Forum
Visual Industry Promotion Organization

■Managed by
Japan Electronics Show Association (JESA)
5F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo
100-0004, Japan
Tel: +81-3-6212-5231

Broadmedia & Entertainment
Inter BEE 2019
11.13 Wed. ≫≫15 Fri. Makuhari Messe

WHAT WILL YOU DO NEXT?
Conveying the possibilities of new media to the world.

#interbee2019

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