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#interbee2019

Photos by: Shinya Yashima
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"What will you do next?"
Supporting evolving visual expression and a creative environment

Company/groups exhibitors (highest ever)

1,158

Latest technology relaying sports content more appealingly and clearly

Held over 100 sessions with various themes

Recorded over 40,000 visitors!

Shared aims and rapid progression to new technologies that practically apply IP / 5G / AI

High-quality audio systems and world-class audio experience

Supporting evolving visual expression and a creative environment

1,158 company/groups exhibitors (highest ever)
SPORT×TECHNOLOGY×ENTERTAINMENT
Expanding the scope of new dimension sports content

With the Tokyo 2020 Olympics and Paralympics coming next year, this year's Inter BEE established "INTER BEE SPORT" as a new special program focusing on sports and sports content, and these topics were also reflected in keynote speeches and the exhibition. Sport is said to be one of the strongest 'killer contents', and it is gaining in influence in the areas of live viewing, broadcasting, and Internet coverage. So, what does new dimension sports content through SPORT×TECHNOLOGY×ENTERTAINMENT actually mean? It was an attempt to show the now and future in regard to sports content - content that is continuously expanding in scope.

At the keynote speech venue, the theme of all sessions on the first day was sports contents. The opening keynote speeches were given by a wide range of guests from Japan and abroad including Gordon H. Smith, the President and CEO of the National Association of Broadcasters (NAB); Daichi Suzuki, the Commissioner of the Japan Sports Agency; Kazutaka Ogata, Director of Broadcast Engineering Department of NHK; and Sotiris Salamouris, CTO of the Olympic Broadcasting Services (OBS), each talking about the future of sports and contents from their respective perspectives.

The INTER BEE CONNECTED keynote speeches from the afternoon were "Sports broadcast philosophy" in broadcasting media, followed by keynote speech 2, "Increasingly bright future of sports through digital technology", which focused on future sports content from various stages apart from broadcasting. This subject was approached from various angles at each session. The special session held at the International Conference Hall on the second day covered SVG supporting sports content production all over the world as well as the "Advanced Technology on Sports Image Production" session held by OBS, NHK, and Canon Inc.
“INTER BEE SPORT” was the first time that Inter BEE has created a category for a specific topic. This category provided information on the progress and innovation driven by technology and services in sports content production and distribution, with a view to creating new business opportunities and expanding the market. 10 companies provided booths, drawing many visitors.

Live events included a thrilling and acrobatic performance given by the professional double-dutch team, “REGSTYLE”, who have won three consecutive world championships.

The Japan Rugby World Cup finished about 10 days before Inter BEE. It was a tournament when the Japanese team made unprecedented progress, but when looking back from a content perspective, it was a sporting event in which a wide variety of new production and distribution approaches were adopted, making it really powerful as a spectacle of entertainment.

INTER BEE CONNECTED keynote speeches adopted a fresh approach by focusing on this world cup, still fresh in the minds of many, while spotlighting the philosophy of sports content with an eye on next year’s Olympics and Paralympics.

Inter BEE 2019 Graphic Report 06 07 INTER BEE SPORT

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IP conversion when constructed in total from the filming to the delivery stage may enable maximum efficiency, and Japan is gradually heading in this direction.

At the “INTER BEE PAVILION”, which introduces the increasingly large number of actual IP-based case studies, 26 companies participated in the “IP Equipment Connection Demo”

This equipment demo was conducted under the three themes of “SMPTE ST 2110 (Video/Audio) Interoperability”, “SMPTE ST 2110-30 DANTE (Audio) Interoperability”, and “SMPTE ST 2022-6 Interoperability”. Many visitors experienced the world of interoperability through a demo of IP live transmission production technology.

At the neighboring booth, Nara Television exhibited a 4K/HD full-IP outside broadcast vehicle. Visitors were free to tour the inside of the vehicle, which can be operated the same as standard outside broadcast vehicles despite the IP conversion. Adopting NMI, even for HD systems, for 4K/HD all-IP outside broadcast vehicles using IP live transmission technology enabled a video system without an SDI routing switcher and IP has also been adopted for sound.

Furthermore, at the relay technology seminar held in the INTER BEE PAVILION, there was an introduction to activities relating to companies’ IP live transmission and related technology. In addition, NIK and the NIK Science & Technology Research Laboratories gave a presentation for the first time about the basics of IP networks, monitoring IP program production systems, and ST 2110 interconnection verification.

SKY Perfect JSAT Corporation and Nara Television gave a presentation on introduction case studies. Many visitors listened intently to these presentations.

On 15th November (Friday), INTER BEE FORUM keynote speech 6 about “IP-based Broadcasting Technology and Introduction Examples” was held. The leading IP-related theme of the “INTER BEE FORUM” was how broadcasting stations are utilizing IP technology in the IP-based broadcasting era that is already upon us. Future ideas about introduction of IP and latest initiatives such as case studies were introduced by Fuji Television, Television Tokyo, NTT Plala, Abema TV, Hokkaido Cultural Broadcasting, and Kyodo Television.

Such was the interest in this event that a satellite venue had to be speedily arranged to accommodate the 800 people that had come to the 500-people capacity venue.

Despite interest in IP, attempts to introduce it have been vague and uneasy. It would seem that increasing the number of case studies and sharing information on the challenges faced will be extremely important to overcome this situation.

Date: Nov. 13-1
Place: Exhibition Hall 3
Area: 270 sqm
The Number of Participant Companies: 1
The Number of Audiences: 1,554

The Number of Sessions: 26

The Theme of Keynote Speech:
IP-based Broadcasting Technology and Introduction Examples
Inter BEE was jointly held again this year with “DIGITAL CONTENTS EXPO (DCEXPO). This is the second time both events have been held together, commencing last year with the aim to strengthen Japanese contents technology skills and turn this into business. This jointly-held exhibition attracted many kinds of visitors including digital content creators, young video creators, and people involved with the content development sector.

About 40 companies exhibited at Content & Technology Showcase (CTS), a main feature of the exhibition established to spotlight leading-edge digital content and technology. The Innovative Technologies 2019 event discovers and promotes technology and content expected to contribute to the expansion of innovative content industries, and at this year’s event, eight specially selected outstanding technologies were featured. In addition, the world’s largest CG and outstanding technologies taken from “SIGGRAPH”, the international conference on interactive technology were introduced, thrilling creators from diverse areas including AI, VR, MR, and touch and taste technologies. Further, six unique exhibition/demos selected from an open call for participants as part of the “Program to Improve the New Content Creation Environment (Content Development Business Matching Program)” promoted by the Ministry of Economy, Trade and Industry were held, as well as business matching/pitching activities, and co-held workshops, so a lot was going on throughout the venue.

A wide variety of conferences were also held. These included the DCEXPO stage in the DCEXPO venue, three sessions held at the International Conference Hall and INTER BEE FORUM on the first day, and two collaborative project sessions held at INTER BEE IGNITION on the second day. At the DCEXPO keynote speeches, Mr. Tomohiro Ishizu, a senior research fellow at the University of London, and Takashi Kawai, a professor at Waseda University gave a speech on the “Future of digital contents and neuroaesthetics”, which outlined a fresh approach to the possibilities of digital contents and media communication from a neuroaesthetics perspective. In addition, the “ASIAGRAPH2019 Tsumugi Awards and Takumi Awards” ceremony and talk sessions were held as well as sessions tackling the theme of video expression by CG/VFX. On the INTER BEE IGNITION stage, the latest VR research in Japan and the US was introduced by Ms. Danielle Belko from Facebook, who is leading the way in VR/AR research, and Michitaka Hirose, a professor at Tokyo University. There was also a talk show featuring Virtual VTuber, Megu Shinonome, and a wide variety of themes from the front line of digital contents were taken up by passionate lecturers.
Possibilities of 5G in the fields of media and entertainment
Rising expectations about the start of commercial services

5G commercial services started in 2020. Preliminary services have already started and we have finally entered the preparatory stage of fully-fledged use. It is envisaged that 5G will be used in a variety of business situations, but it is also expected to be utilized in the media and entertainment sectors. This particularly applies to the production, editing and transmission of 4K/8K rich contents.

Held for the second time as a special program, "INTER BEE 5G", was joined by the Softbank Corporation, who exhibited a trial 5G Base Station for the first time. It was an actually licensed wireless station that provided an experimental 5G communication link over a range of about 300 to 400m, so it was very authentic.

"5G Session 2019" was held at the keynote speech venue. Held for the third time, a number of key personnel in charge of technology promotion at four 5G carriers (NTT DoCoMo, KDDI, Softbank, and Rakuten Mobile) gave speeches in which they talked about their companies' aims for 5G and the possibilities and future of this technology. Additionally, some exhibitors' booths took a more specific approach to 5G use, and as far as the media and entertainment-related industries and Inter BEE are concerned, this is an area that is very much expected to take off from next year.

The Softbank booth at "INTER BEE 5G" exhibited a system that blurs in real-time people appearing in 4K video. The use of 5G in high-resolution video was promoted by, for example, conducting a demo in which images were actually transmitted and processed from the base station and displayed in real-time.

In addition to the INTER BEE 5G venue, real examples of 5G use in the video sector were proposed. For example, NHK Technologies, Inc. used a Rakuten Mobile circuit to transmit 8K live images via a 5G network, and those images were distributed to terminals in the booth from the cloud and back again via the 5G network.
All sessions at this year’s INTER BEE FORUM were a great success. The number of sessions held at the International Conference Hall was 36 and, including the special programs in the exhibition hall, more than 100 sessions were held in total, all of which were packed with enthusiastic listeners.

The “Current and Future Trends of Collaboration between Broadcasting and Internet” session held at the keynote speeches venue on the second day drew the largest crowd. Ms. Yuka Mishima, the Director of the Promotion for Content Distribution Division, Information and Communications Bureau in the Ministry of Internal Affairs and Communications, gave a speech about the online delivery of broadcasting contents and use of viewing data. At the ensuing panel discussion, speeches were given and discussions were held concerning the many issues and future outlook for collaboration between broadcasting and the Internet. These included issues regarding hybridcast, now in its 6th year, as well as competition with OTT services, local stations and monetization, Internet infrastructure problems and 5G expectations, and use of viewing data in business.

The special session, titled “Now or never, Radio Management”, attempted to take on new challenges through Internet collaboration. At the technical session, there was an “In-depth discussion about 4K/HD and 2K/SDR cross-conversion and operation”, which is key to video content production, and “Latest Audio Technology and Next-Generation Audio Creation”, which provided information about the front line of audio production. This was followed by “Total Request for Web Sound Engineers!” a request-format session, and then “Urgent program: Natural Disasters and the media 2019”. All sessions attracted many listeners. Keywords were sports, AI, 5G, IP, 4K/8K content production, and radio. How will we continue to provide content in the future amid the ever-evolving and expanding media? Whatever the session, all eyes were keenly focused on exploring the media and content of the 2020s.

Date: Nov 13-15
Place: International Conference Hall
Area: 1,947 sqm (5 rooms)
The Number of Sessions: 36 sessions
The Number of Speakers: 138 speakers
The Number of Audiences: 8,598 audiences (Total)
INTER BEE EXPERIENCE  X-Speaker

World class in reality and in name
Experience the largest-ever collection of 18 speakers featuring 15 domestic and internationally famous brands

At this year’s INTER BEE EXPERIENCE, X-Speaker (SR speaker experience demo), 18 SR speakers featuring 15 brands were used, making it the largest ever staged to date. Having this many famous domestic and international brand SR speakers all under one roof and being able to hear them firsthand is an extremely rare and valuable opportunity anywhere in the world. Indeed, this year’s event could be called a truly world-class trial listening event.

Particularly significant was the use of four point source speakers. Compared to line array speakers, point source speakers, which are designed for small spaces, have evolved remarkably. In addition to high sound quality and a sound pressure that exceeds expectations, it was an overwhelming contest between each speaker.

The line array speakers consisted of four small and ten medium/large products. Again, this year all products were flown from trusses hanging from the venue ceiling, and one could only look in awe at their majestic appearance. Some brands were new while others were making a reappearance, and over the three days of the exhibition, trial listening events were laid on to perfectly demonstrate the uniqueness and merits of these speakers.

Many visitors come to this event every year, but this year there were around 4,400 new visitors and about 6,601 in total. There has been increased interest in sound-related technologies at Inter BEE overall, and it could be said that this X-Speaker symbolizes that. As the weight of importance placed on the live entertainment market increases every year, there is continued interest in INTER BEE EXPERIENCE X-Speaker – an once a year opportunity to experience a collection of SR speakers that provide a world-class live sound.
The INTER BEE EXPERIENCE - X-Headphone X-Microphone (headphone and microphone trial listening exhibit) was held for the fourth time this year. This event has truly established itself as an opportunity to freely and casually experience professional-grade headphones and microphones. Many visitors gathered at Exhibition Hall 1 again this year, and the highest ever number of visitors (over 5,000) came over the three-day period.

Many producers involved with sound and voice production such as PA and broadcasting staff visit this venue every year to experience new products and equipment they have never used before. The increasing number of younger people such as young creators and students was particularly striking this year. This could be the effect of the digital contents EXPO co-hosted with Inter BEE since last year or the increasing number of young creators who undertake video and sound/voice production alone such as videographers. Providing a place for such people to actually experience high-quality headphones and microphones is becoming more beneficial as it is, of course, an excellent opportunity for students to become involved with next-generation sound production.

Amid growing needs for quality and volume in image and video considering the increasing amount of video content on the Internet every year and the practical application of 5G, the importance of sound and voice that appeals to the senses of viewers is required. In addition, interest in sound technology is raising again as the live entertainment sector flourishes, and production quality is advancing to the next step. This year's event showed that X-Headphone X-Microphone has become an invaluable place to interactively support creators producing next-generation content.
By proactively focusing on a world of image expression set apart from former broadcasting media, INTER BEE IGNITION started as an effort to blaze a new path for Inter BEE. In keeping with its ‘explosive’ name, the overall theme for INTER BEE IGNITION, now in its fourth year, was “Expanding media doesn’t stop at video”, a topic that we thought would generate lively discussion.

The INTER BEE IGNITION keynote speeches were held at the International Conference Hall on the second day of the exhibition. Under the title of “Activists in the Era in which Everything Outside of Film is Made into Media”, Prof. Ichiya Nakamura, a driver of various digital media projects gave a speech, which was followed by a panel discussion involving guest panelists and a video commentator.

At the INTER BEE IGNITION venue, the five keywords of “education”, “nightlife”, “urban”, “mobility”, and “niche media” were set as ignition points of the expanding media. Guest panelists from various sectors and positions were invited to take part in lively discussions about how ordinary people, society and the digital media industry would change and evolve due to various social situations being mediatized.

In addition, in keeping with the overall theme, boundless information was disseminated through a variety of events. These included the annual Awards Ceremony for the Lumière Japan Award 2019, given by the Advanced Imaging Society Japan Committee; introduction of the latest VR research in Japan and the US, which is a collaborative project held with DCEXPO; and a talk show featuring the 3DCG virtual Youtuber, Megu Shinonome.
The INTER BEE IGNITION exhibition area is probably the place where you can see the most unique exhibits in the whole of the Inter BEE venue. At this year’s exhibition, there were booths that covered new video expression and video communication, and many interested visitors took part in firsthand experiences.

Like this event’s name suggests, both the stage sessions and exhibition area are ‘points of ignition’, and it is hoped that, in this constantly diversifying and expanding media environment, INTER BEE IGNITION will continue to be a place to explore unique innovation and business generated by technology and content inspired by new ways of thinking.

At the close of the first day, there was an opening party called, “Beer Bash - INTER BEE IGNITION Masterminds Discuss Media Theory”. At this inauspicious event, the advisory board members, who had engaged in many discussions up until the holding of Inter BEE, talked with a drink in one hand in a relaxed atmosphere about their thoughts and ideas about the ever-expanding media.

This session and the previous nightlife session were streamed live via the live streaming site, “DOMMUNE”, which was presided over by panelist, Mr. Naohiro Ukawa. On that day, over 14,000 viewers were counted.
INTER BEE CONNECTED

Greatly changing media environment over the past 5 years
Enthusiastically communicating the next 5 years of broadcasting and video media

This is the sixth year that INTER BEE CONNECTED has been held as a special program. Over that period, broadcast and media environments such as television have changed greatly. Marking this milestone of five years since its inception, INTER BEE CONNECTION held a succession of enthusiastic sessions looking at the next five years ahead.

This year's keynote speeches were held at the International Conference Hall, and the topic of all the sessions on the first day was sports content. The afternoon keynote speech was titled, "Sports broadcast philosophy - Toward to Tokyo 2020", Akira Tanaka, the President of WOWOW Inc., which has enjoyed great success in broadcasting sports TV programs, was invited to be the facilitator. Many subjects, including professional baseball, the Rugby World Cup and the Tokyo Paralympics, were covered by a wide selection of guests, and the role of content created by TV in the field of sports was introduced at this session.

The INTER BEE CONNECTED sessions were opened by "Television Advertising in 10 Years: Imagined Using Viewing Data", and the ensuing sessions were a great success on all days. Particularly popular were "Casual Video Viewing by the Younger Generation" on the first day, "Discussing the Next Step in Image Media with GMAO and AbemaTV" and "Media Strategy for Attacking Key Networks" on the second day, and "Business Outside of Broadcasting at Local Stations 2.0" on the final day. Each of these sessions attracted over 300 listeners, greatly exceeding the 200-seat capacity of the venue. How will broadcasting and video media change and evolve, and what kind of strategy and business is necessary? Each session looked at the future from varying perspectives and themes, and it could be said that greater interest in these subjects has emerged.
Continuing on from last year, this was the second time we held “After Hours!” It took place at the end of the second day, and the topic this year was “Will TV Really Survive!? How Will TV Change? What Will TV Do?” At this event, participants sat with a drink in one hand around a round table and entered into a free-for-all discussion with no boundaries between those seated on or in front of the stage. This year’s provocative topic drew a great number of visitors from various industries with a vested interest in the future of TV, particularly people working at TV stations, and it was an evening full of frank discussion. The event closed with a “Wrap-Up Talk Show” where the advisory board members both marked the sixth year of INTER BEE CONNECTED and drew a curtain on this passionate three day event by discussing “The Past 5 Years and the Next 5 Years.”
At this year's INTER BEE CREATIVE, sessions approached a variety of issues such as 'what is the real power of Japanese contents?' and 'what are evolutionary young creators aiming for?' from various angles. A passionate audience numbering more than previous years assembled to address these questions over the three-day period.

The INTER BEE CREATIVE keynote speeches on the third day of the exhibition provided a fitting finale to the keynote speeches held at the International Conference Hall. The movie director, Mr. Isao Yukisada, took the stage to engage in positive exchange with the Asian film industry. Entitled "Calling All Japanese Creators! Step into a New World!", his speech covered the personal path he has followed as well as talk about the difficult challenges he faced when filming in China. He also talked passionately in a conversational style about what Japanese video creators need to make the move into the outside world.

The sessions held over the three-day period showed the current power of contents produced in Japan and Hollywood. Taking the stage for Japan was the technical production team for the NHK period drama, "Idaten", the first ever to be produced in 4K. The team introduced, among other things, the latest visual effects technology and the challenges that came with that. Taking the stage for Hollywood was Mr. Elliot Newman, the visual effects supervisor for "The Lion King", the live action film that was the talk of the town after its release this summer. Mr. Newman held a session entitled, 'The Making of the Lion King', over a two-day period from 14th to 15th November. Many other movie directors, videographers and technical creators took the stage to take part in a wide variety of sessions that introduced the latest technological trends and stimulated young creators.

In the exhibits area, the annual video production and post-production-related booths were set up by the Japan Post Production Association. At INTER BEE CREATIVE MEET-UP, workshops and hands-on experiences were conducted.
Now in its third year, INTER BEE CREATIVE MEET-UP is another special event. This new and original event aims to gather professionals and amateurs from all areas of expertise and provide opportunities for them to take part in experiences and promote interaction and network-building. It also encourages users to come up with new ideas and take on new challenges and creates exhibitions and spaces to inspire them.

Creating a place for the creators producing the next generation of contents to come together is especially important for Inter BEE.

In that respect, the workshops conducted over the three-day period attracted many participants on consecutive days and were a great success. The sessions covered leading-edge video production technology to online video marketing and effectiveness measurement, motivating young content creators such as videographers more than ever.
“Incorporating new technologies and business models and creating new broadcasting and contents in partnership with a diversity of industries”

I am delighted from the viewpoint of the Ministry of Internal Affairs and Communications that this year’s Inter BEE, exhibitions and discussions placed emphasis on themes such as 4K/8K and broadcasting and Internet collaboration. Now 4K/8K broadcasts provide images with noticeable clarity and a sense of presence, and the recent outpouring of creativity, celebration and parades and rugby world cup among others were broadcast in this format. The Tokyo Olympics and Paralympics will be held next year, and sports was a major theme at this year’s Inter BEE. I hope that the public and private sectors will work together in helping to popularize 4K/8K and put it on an infrastructure to receive such images so that they can be enjoyed by even more viewers. The broadcasting environment has changed greatly. While protecting the freedom of broadcasting itself, I hope that we can continue to push on with positive initiatives that seek to incorporate new technology and business models, and create new broadcasting and contents in partnership with various other industries.

Mr. Hiroshi Yoshida
Deputy Director-General for IT Strategy, Ministry of Internal Affairs and Communications (MIC)

“Hopes for new viewing styles and development of diverse services through more vibrant mutual exchange”

I have visited Inter BEE on numerous occasions since the digitization of broadcasting, and major developments have taken place since then. At that time, I expected that more and more people would be involved in markets created by mutual exchange between broadcasting and digital contents. At Inter BEE 2011, there were 900 company exhibitions but that number now exceeds 1100 companies. In addition, in 2011, there were 30,000 visitors but the number of visitors last year was over 40,000. That expectation has now become reality. 5G will finally start next year and 4K/8K contents will finally be distributed via the Internet. Elements such as big data and AI will be added to content distribution technology, so added value continues to increase. It is hoped that Inter BEE will inspire the development of new services and equipment from a connected industry perspective.

New and diverse viewing styles are expected for the Tokyo Olympics and Paralympics. It is hoped that mutual exchange and information-sharing between the people coming to Inter BEE today will lead to the development of new viewing styles and diverse services.

Mr. Nobutomo Endo
Chairman, Japan Electronics and Information Technology Industries Association (JEITA)

“Seeking to develop Inter BEE as a major place to get together with others and make things happen”

Thanks to your help, Inter BEE was held for the 50th time this year. It was held with the largest number of exhibitors to date - 1,158 companies. We would like to express our gratitude to all the groups that cooperated with us and to the government agencies concerned for their support.

JEITA has worked as a sponsor to change Inter BEE to a contents-centric event so that the second Inter BEE was jointly held with DC EXPO. Based on the three keywords of “make, send and recieve”, we have tried to turn Inter BEE into an exhibition that provides an abundance of experiences centered on broadcasting and digital contents, and it is actually becoming such an event. It is in our mission to further develop such things and we are seeking to develop Inter BEE into a major place to get together with others and make things happen. In particular, this year is the year of the rugby world cup and next year the major events of the Tokyo Olympics and Paralympics, so the keyword of sports played a major role this year. Amid such major social movements, we would like to make use of this year’s Inter BEE and as the sponsor we would like to initiate a variety of new movements in preparation for next year.

Mr. Hisashi Nakahara
Chair, Japan Electronics and Information Technology Industries Association (JEITA)

“Ensuring that viewers enjoy the real feeling of watching sport even more”

At this year’s Inter BEE, exhibitions focusing on new sports contents have been provided and they are attracting great interest. This year’s rugby world cup was really exciting thanks to the brilliant performance of the Japanese national team. In addition, when back at the year, Japanese sports stars from the worlds of golf, tennis, athletics, soccer and table tennis and so on have produced some excellent results.

Broadcasting stations have brought these impressive feats to viewers while actively incorporating new technology. Finally, next year, the Tokyo Olympics and Paralympics will be with us. We have been making preparations to ensure that viewers enjoy the real feeling of watching sport even more, so please look forward to that.

A large number of typhoons made landfall on the Japanese islands this year, causing catastrophic winds and repeated rains. This caused severe damage across the country including the capital. I would like to express my sympathy to the disaster victims who are still living in difficult conditions.

While facing the immediate danger, many broadcasting stations devised various ways to speedily and accurately relay the information to viewers while doing their utmost to maintain broadcasting equipment. As meteorological disasters worsen and major social movements, we would like you to make efforts and Paralympics will be with us. We have been making preparations to ensure that viewers enjoy the real feeling of watching sport even more, so please look forward to that.

Mr. Tadahisa Kawaguchi
Chair, Japan Electronics and Information Technology Industries Association (JEITA)

“Making a shift to contents and covering a wide range of sectors”

I would like to offer my heartfelt congratulations for boldly making a shift to contents a event. This year will be the 55th Inter BEE. Starting the year the previous Tokyo Olympics, Inter BEE seems to have a deep relationship with the Olympics and broadcasting. Covering an extremely wide area such as contents combining video and sound as well as transmission and distribution, the industries involved with Inter BEE are no less than the broadcasting industry. Thus, there may be a need to rename the exhibition to reflect its wide scope.

I had the honor of viewing the exhibition. It is excellent to see that Inter BEE is expanding while absorbing new technologies of engineers such as 5G, AI and IoT. I hope that the exhibition will continue to expand.

Mr. Keiji Kodama
Director, Japan Broadcasting Corporation (NHK)

“Spreading eccentric yet delicate contents”

Contents are evolving organisms. Delivering even more interesting contents that will lead the global market is vital. Software and hardware are closely connected and sport are art are two sides of the same coin. To ensure that digital contents live up Inter BEE in the future, I hope that you can deliver exquisite and original contents that express the beauties of nature.

Mr. Yuichiro Kanaguchi
Chair, Digital Content Association of Japan

2020 will be an exciting year for Japan with 4K8K

Over the past few years, I have felt that Inter BEE has been introducing the latest broadcasting equipment and facilities as well as cloud technology, cyber-security, and new video expression such as AR and VR while evolving and developing into a comprehensive media exhibition centering on broadcast- ing. While maintaining standard broadcasting technology such as video and audio baseband signal processing, mobilization and demobilization, and RF transmission technology, unifying sending and receiving, the JEITA Group has been training its engineers to have specialist skills in the IT sector in order to build a stronger organization built on such skilled workers. As the world of broadcasting continues to see major changes, I am certain that providing places for many industry insiders and experts to gather such as Inter BEE will become increasingly important in the future. The broadcasting of and public viewing throughout Japan of the rugby world cup was a great success. Next year sees the Tokyo Olympics and Paralympics. Thanks to the efforts of everyone involved, we hope to enjoy these events with everyone in Japan in 4K/8K. NHK will continue to grow to all to achieve such goals.

Mr. Masaki Matsumoto
Chairman, Association of Radio Industries and business (ARIB)
Audio-Technica was established in 1962, one year before the inaugural Inter BEE exhibition. The company provides the microphones every year for the Grammy Awards ceremony and it was the very microphones that caught the memorable “so da ne...” phrase famously uttered by the Japanese women’s curling team at the Pyeongchang Winter Olympics/Paralympics. A world-famous audio brand, Audio-Technica reinforced its corporate brand at this year’s Inter BEE by securing an exhibition space twice bigger than before, from where it provided a comprehensive showcase of its products. We spoke to Ms. Keiko Okada (Advertising Team, Advertising and Sales Promotion Section, Marketing Department) about the aims and themes of the exhibits as well as the role of Inter BEE, and Mr. Noriyuki Tsuchiya (Professional SS Section, Professional Audio Sales Division) about the aims of their Inter BEE exhibition.

Ms. Keiko Okada (left) advertising & promotion department
tokyo technical corporation
Mr. Noriyuki Tsuchiya (right) Professional audio sales & marketing division
professional audio sales & marketing division
audio-technica corporation

Exhibiting a lineup of professional audio products

Conducting demos in lifelike-sized spaces

What are the themes and aims of your exhibition?

Ms. Keiko Okada responds, “Previously, we mainly displayed conference systems, but we have gone for an exhibition that includes the professional audio division. It’s an inter-department Audio-Technica professional audio exhibition, so we have been able to show our wide product lineup and business development.” She goes on to say, “Utilizing more room this year, we have created an interactive space based on a philosophy of showing solutions by example. We have created three lifelike-sized spaces, including conference room and recording studio spaces, from where customers can test the quality and effects of our products.”

“The height of the exhibition area is higher than before allowing us to provide an interactive exhibition. This is the first time I have been involved with this exhibition, but I got the feeling that the number of visitors on the first day was higher than normal. Having such an open space had a major impact.” (Ms. Okada)

“We also laid on a coffee stand for the first time, providing visitors with freshly-made coffee, so it was a pleasant space with a delicious aroma. It also helped create an atmosphere in which our visitors could view the exhibition at leisure. We tried to create a space that drew in new customers while valuing our existing customers.”

Announcement of 5 new products

At this year’s exhibition, Audio-Technica exhibited a large product lineup and announced five new products aimed at professional users. These included a digital smart mixer co-developed with TASCAM, and an infrared boundary microphone. Mr. Tsuchiya gave us a rundown of these products’ features.

“The first one is the “ATDM-1012” digital smart mixer. Based on the basic functions of the “ATDM-504” released two years ago, we have enhanced the processing function. We simultaneously developed a DANTÉ model that incorporates the DANTE input/output power of our first DANTE. The microphone manufacturer is DANTE. Communication is easy, good expansion, and a digital signal that reduces noise. It can send DANTE signals, so it can be adapted by, for example, switching images as a tally.” (Mr. Tsuchiya (here and below))

“The second is the new “ATW-A608HH1” wall-mounted antenna. It is a wall-mounted whip antenna that is perfect for installation in conference and seminar rooms. It is effective in conference rooms with design restrictions, and it is also structured to be connected directly to "AEW-7600W" antenna booster, enabling 8-band wireless systems to be installed stress-free.”

Upgrading the ATUC Series conference system

Mr. Tsuchiya gave us a rundown of these products’ features.

“The fifth one is the “ATUC-50DUa+ATUC-VU”. This covers 470 to 990MHz and is effective at operating a wide range of frequencies including Wi-Fi and as well as ISM bands. In addition, the ATT supports 10 to 12dB and can be flexibly changed according to operation.”

“Another plus is that the exhibition application process can all be done online. Not having to submit and post documents is a great help. I also think that the booth allotment lottery method is clever. It all went smoothly without a hitch and there was no waiting time.”

Audio-Technica is a global audio brand that has achieved a great deal of success as a major player in fields such as music and sport, and the company has apparently started its preparations for the 2020 Tokyo Olympics.
Vitec Production Solutions Ltd. provides peripheral equipment, such as tripods and studio equipment, for professional videographers. At Inter BEE 2019, their booth displayed the 100mm bowl “Flowtech 100 Series” tripod system, and many visitors were able to come and try them out. The booth layout included a studio corner and a lineup of studio equipment such as pedestals and a prompter system, which visitors were free to try out.

The Vitec Production Solutions Ltd. booth was set up to allow visitors to test the products and to provide a place for communication. We asked Ms. Yuki Sawazaki, a Sales and Marketing manager at Vitec, about the aims of his company’s exhibition at Inter BEE 2019.

“Inter BEE is the largest video-related exhibition in Japan and is visited by many. We see it as a valuable place to meet consumers, we are thinking about exhibiting at Inter BEE next year as well. If we were to request something from Inter BEE, it would be to put on an event like this twice a year rather than just the once in November. I hope that you will give us more opportunities to have our products worn out by consumers while hearing their opinions.”

“Each of our brands has their own areas of strength. For Vinten, it is news reporting, for Sachtler, production, and for OCONNOR, movies. We had previously only provided Flowtech 100 for the two Vinten and Sachtler brands, but we have now released this product under the OCONNOR brand, and visitors were able to test all three brands at the booth.

“At the professional video studio corner, we exhibited our Auto Script brand prompter and our lineup of Vinten quattro pedestals. We are unable to go out and show this product lineup to places like regional broadcasting studios, so we hope that they take this opportunity to see them at Inter BEE.”

“Promoting products’ user-friendly qualities including their new tripod system

■ What were the themes and aims of your exhibition?

“We at Vitec Production Solutions Ltd. released our new “Flowtech 100 Series” tripod system in 2019. Our previous Flowtech 75 had a 75mm bowl, but the new Flowtech 100 features a 100mm bowl, enabling even heavier equipment to be used with it.

In addition, market recognition of our Flowtech 100 product is still lower than the existing Flowtech 75, so we devised a booth primarily focused on raising the profile of the Flowtech 100.”

“In addition to tripod systems, we put on a studio corner at the back of the booth. We have provided studio equipment for many years so, going back to our roots, we exhibited our lineup of studio equipment such as tripods for professional video equipment and prompter systems.”

■ Tripod system that enables efficient filming with its high-speed setting mechanism

“Our three main tripod brands (Vinten, Sachtler, OCONNOR) were on display at Inter BEE 2019, and we placed our Flowtech 100 products for the three brands at the front of the booth. We used a consistent design for the Flowtech 100 products given that they belong to the same group. In addition, each brand is distinguished by the colors of the quick release brake lever and rubber foot.

The Flowtech Series tripod system made from carbon fiber that enables the three legs to be set very easily. With most tripods, each leg is locked in two places, so the height cannot be changed without releasing and adjusting each lock. The Flowtech Series tripod system is equipped with a quick release brake, which when released allows the height of the three legs to be freely changed. In addition to a midlevel spreader and ground spreader, it can also be used without a spreader, enabling filming under a variety of conditions. The ground spreader can be adjusted simply by pressing a button on the leg, allowing it to be set without stopping.”

“The Flowtech Series is a tripod system that eases the burden of setting a tripod for filming and can be set in a short time. Even when filming alone, because you do not have to reach down or adjust many places, you can set it up with little effort and in a short time, and this is something that we would like visitors to experience at the booth.”

“Visitors to Inter BEE 2019 were really curious about the new tripod system and were willing to try it out right away. From the results of our exhibition, we can see that our tripod system is being well-received. Given this, we hope that our product lineup will continue to grow and that our range of users expands even more. I think that our products can be used in Web production, by freelance video creators, by videographers, and birdwatchers among others. A variety of consumers come to Inter BEE, so we would be pleased if our products are fully tried and tested by lots of different consumers who experience firsthand their features and qualities.”

■ Valuable opportunity for customers to experience our products

“Inter BEE is the largest video-related exhibition in Japan and is visited by many. We see it as a valuable opportunity for consumers to view our lineup of products. I think it is really worthwhile because consumors can try out the product and we get to hear their impressions and feedback on how they found using it.”

“Our products have a high profile in the professional video sector. On the other hand, I hope that our range of users expands even more. I think...”
The Vtuber, “Rimu”, debuts at Inter BEE
Dialog with visitors and proposing comprehensive solutions such as stereophonic sound

Ms. Nao Masui

Takenaka and Symdirect of the Symunity Group put on a stage for their produced Vtuber, “Rimu”, at the company’s booth. Symdirect were in charge of planning and producing the event and live performances while Takenaka took control of planning video, audio and lighting, content production, and operations at the actual event.

“Rimu” made her debut at this year’s Inter BEE live stage together with various solutions including immersive audio using nine speakers on a stage created by the company, an LED panel that can be designed by combining curved lines, and real-time events using applications.

We spoke to Ms. Nao Masui, the public relations manager at Takenaka / Symdirect, about the company’s exhibition aims and the future plans for the Vtuber, “Rimu”.

**Experiences combining the real and virtual**

**Variety of performances utilizing video, sound and lighting**

**What were the themes and aims of your exhibition?**

“Takenaka is striving to be a ‘Real & Virtual Experience Provider’. In addition to spatial productions developed over many years, the company has added virtual performances and contents such as solutions using VFX and smartphones. This prompted us to think about realizing entertainment that combines the virtual and real, as a part of that we got to work on the Vtuber project.”

“We put on a stage at Inter BEE incorporating four solutions that we had developed, which we hoped would be seen by people in the industry, especially those involved in broadcasting and putting on shows such as live events. This was the first time that we had unveiled ‘Rimu’, and we hope that she will continue to appear as a Vtuber. We also hope that she will be promoted on various other stages and grow with the people in the industry.”

**Three-dimensional performance of Vtuber’s voice using immersive audio**

“At the presentation of our first solution, ‘immersive audio’, we conducted a demo that three-dimensionally changed the position of Rimu’s voice to make it sound like she was moving around the venue. This was achieved by 9.1ch audio using nine speakers. We also put on performances on the live stage that made full use of immersive audio for voice and music. In addition to technical aspects, Takenaka’s distinguishing feature is realizing entertainment that combines the virtual and real, so as part of that we got to work on the Vtuber project.”

“At the venue, by tapping on a heart shape on the web, you can send ‘energy’ to Rimu, so the more people tap the more high-spirited Rimu becomes. You can also write a comment on the web and that is reflected in real-time on the LED display.”

“Rimu reacts in real-time to visitors’ questions, this really helps to involve the customers. By reading QR code displayed at the venue, you can comment or vote from the web page without having to download an app. This ease-of-use will encourage people to use it at the venue.”

**Interactive stage performance with participants**

“We have an interactive event package called ‘Join Virtual’ for stage performances using smartphones in real-time. This package can enhance the enjoyment of an event by allowing participants to make comments or vote and those results are visualized in real-time, which is an effective way to connect the stage with visitors.”

“At the venue, by tapping on a heart shape on the web, you can send energy to Rimu, so the more people tap the more high-spirited Rimu becomes. You can also write a comment on the web and that is reflected in real-time on the LED display.”

**Stage design combining various shapes and LED**

“The second solution was a drone stage of LED displays and stage design. At this year’s event, we conducted stage design combining various shapes and types of LED such as circular, triangular and see-through, and this was the first time such LED had been displayed. Because we can build freely-shaped LED with curvy displays, they can be used for a wide range of events. We use 3D simulation software to visualize and intuitively and visually create video and lighting designs, so we can flexibly meet customers’ needs.”

“We produced a feeling of depth by installing this LED in three layers on the stage. Also, this unusual stage shape really grabbed people’s attention.”

**Praise for Inter BEE’s promotion efforts**

“As a place where many people from the industry get together, I thought that Inter BEE would be a good opportunity to debut Rimu. One area in which Inter BEE differs greatly from other exhibitions is the various ways it promotes the event. For example, there is the pre-event interview in the Inter BEE Online magazine, SNS activities, and the VOD video coverage at the venue. The number of people who took an interest after seeing us on SNS was by no means low.”

“Many people at the venue were stopped in their tracks as they clapped at the sight of Rimu’s smooth movement. The curvy LED display on the stage and stage performance features also grabbed visitors’ attention.”
Fairway is a video production company with a history dating back 33 years. From 2000, the company entered the IT business and has been providing solutions to the IT problems the company itself faces as a video production company. The company has exhibited at Inter BEE many times, and this was the fourth consecutive exhibition in recent years. At Inter BEE 2019, Fairway presented its “ixBee” and “ixPyder communication services which are centered around video transmission.”

We asked Ms. Wakako Nomuro, a director of the Planning and Promotions Department at Fairway, about the significance of a video production company providing services that extend as far as communications services, which are centered around video transmission.

“ixBee” communication service was our chief exhibit at Inter BEE 2018. ixBee is a communication service for video transmission, and it not only facilitates communication between two locations, it can also connect three or more locations. Standard and relatively low cost general lines up to 1Gbps are sometimes used as video transmission lines, but the bandwidth may be insufficient and unstable. However, if you want to use lines exceeding 1Gbps, the next option is a dedicated 10Gbps ethernet line. The cost is far higher than a 1Gbps line, so access is difficult for small and medium-sized enterprises. To find something in between, we decided to develop and provide the ixBee communication service.

“Specifically speaking, we use a patent-pending technology that bundles multiple 1Gbps lines, helping to maintain high-speed and stable communication. Additionally, we set a rate that does not rise to the same level as 10Gbps dedicated lines. In the case of a package that connects two locations, two general lines are bundled to enable speed equivalent to up to 2Gbps. To connect three or more locations, we provide a customized service configured to pass via Fairway’s data center. In this case, the number of lines to be bundled can be set flexibly.”

“What are the themes and aims of your exhibition?”

“At the previous Inter BEE 2018 exhibition, we mainly exhibited our dedicated “QANDA” editor, which makes it easier to perform mosaic processing. At Inter BEE 2019, our exhibition centered around our new communication service that achieves stable video transmission at an affordable cost. With the holding of the 2020 Tokyo Olympics and Paralympics, 4K/8K production is expanding. However, high-definition video transmission is expensive and is unusable unless you’re a major corporation. To easily facilitate the public viewing of high-definition video including 4K/8K, Fairway started a new service. And that service is “ixBee”.

“On the scale of the booth, we put our concept into writing. “When you own data it is just property, but if you share and use it with someone else it becomes an asset, from which new value emerges.” When carrying out our work as a video production company, there are times we are not very focused on our existing products and services. By presenting services that enable data to be shared and used, we hope that visitors will take the chance to create new value.”

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“On the booth stage, a video transmission demonstration using ixBee was conducted with the Fairway head office. The communication environment can be set up at Makuhari Messe when holding an exhibition. Through this demonstration, I think that we were able to show that stable video transmission is possible by bundling two or more lines. While the dedicated 10Gbps lines are fast, it is only one line and if that is disconnected, communication is also disconnected. On the other hand, ixBee bundles multiple lines so even if there is a problem with one line, communication can continue.”

“This ixBee patented technology of communicating with bundled lines is not only low-cost and stable, it also helps improve security-based reliability. Viewed from the perspective of the data sender, data is dispersed and sent via multiple lines, so even if the data is intercepted, the actual data content is not leaked. Such features are not limited to video transmission, you can also use them when secure and high-speed communication is required.”

“Our biggest advertising push all year is a great opportunity for interaction between exhibiting companies.”

“Appearing at Inter BEE is our biggest advertising push of the year, and it has a major effect. The last few times we have been able to put up our booth in the same place, with some visitors saying, “you were here last year weren’t you”, so this has helped raise our company profile. The Inter BEE Secretariat Office also takes care of us, which is a great help to exhibiting companies.”

Ms. Moe Yoshida (left) Planning and Promotion Department Marketing Corporation
Ms. Wakako Nomuro (right) Manager Planning and Promotion Department Marketing Corporation

News Center Pick-up 4
Inter BEE 2019 Exhibition Report

Sending video data safely and smoothly to remote locations
Presenting video transmission services that only a video production company can

Fairway

Greater speed and reliability by bundling multiple general lines
A communication service for video transmission at an affordable cost

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“One thing that sets the ixBee service apart from other products is that data is secure. When you own data it is just property, but if you share and use it with someone else it becomes an asset, from which new value emerges.”

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“On the other hand, grabbing the interest of visitors is solely down to us in the booth. Attracting visitors to your booth is by no means easy. The area between the nearest train station, Kaidanmoshi, and the Makuhari Messe venue is covered in advertisements of the major companies, and small and medium sized enterprises (SMEs) cannot compete with that. If there was a way for SMEs to get more exposure by rearranging a place on the journey between the station and the venue for low-cost outdoor advertising, then we would be able to promote ourselves better.”

“Many people from related industries come to the venue, but exhibiting companies are unable to visit other booths and communicate with them. I think that it is particularly difficult for SMEs to interact and exchange information. Exhibiting companies could become mutual customers, so if there was an opportunity for exchange and collaboration between SMEs, the effect of exhibiting would surely be higher.”
Inter BEE 2019 Exhibition Report

Exhibitor List

Professional Audio Equipment

Hall 1-2

- Audio-Technica Corporation
- Denon Professional
- ICONIC CORPORATION
- Continental Far East Inc.
- NAB SHOW
- New Japan Broadcasting Co., Ltd.
- NTT Bizlink, Inc.
- Koike Corporation Limited
- Sumitomo Electric Industries, Ltd.
- Dai Nippon Printing Co., Ltd.
- Shenzhen Liantronics Co., Ltd.
- Phoenix Contact GmbH & Co. KG
- Shenzhen Gloshine Technology Co., Ltd.
- KIC Corporation
- Film Gear (International) Ltd.
- Sony Business Solutions Corporation
- Japan Post Production Association
- SoundUC Consortium
- Movision
- IPTV Forum Japan
- Sumitomo Electric Industries, Ltd.
- Dai Nippon Printing Co., Ltd.
- TOKYO BROADCASTING SYSTEM HOLDINGS, INC.

Video Production / Broadcast Equipment

Hall 2-8

- Red Bee Entertainment
- IMAGINE EXPRESS CORPORATION
- IMAGINE EXPRESS CORP
- BMCC
- COMINIX CO., LTD
- CINEMAX CORPORATION
- Bios Corporation
- Bay Technologies, Inc.
- Wellcraft Co., Ltd.
- Traffic Sim Co., Ltd.
- TOSHIBA DIGITAL SOLUTIONS CORPORATION
- THAMWAY CO., LTD
- Synergy K.K.
- Sunmulon Co., Ltd.
- Sumitomo Electric Industries, Ltd.
- Studio Equipment Corporation
- SHENZHEN LIANTRONICS CO., LTD.
- radius co., ltd.
- Sony Business Solutions Corporation

ICT / Cross-Media

Hall 7-8

- NTT Inter BEE SPORT
- NTT Inter BEE PRO/PAID
- NTT Inter BEE Inter BEE TECH
- NTT Inter BEE UK
- NTT Inter BEE USA
- NTT Inter BEE CO., LTD
- NTT Inter BEE PRO
- NTT Inter BEE PRO/PAID
- NTT Inter BEE UK
- NTT Inter BEE USA
- NTT Inter BEE CO., LTD
- NTT Inter BEE PRO
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- NTT Inter BEE PRO/PAID
- NTT Inter BEE UK
- NTT Inter BEE USA
- NTT Inter BEE CO., LTD
- NTT Inter BEE PRO
### Conference Sponsorship

**Venue:** Room 103/104, IFP International Conference Hall

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>10:30</td>
<td>Overview the Challenges of Live and on-demand video streaming</td>
<td>Meeting Room 103/104</td>
</tr>
<tr>
<td>12:30</td>
<td>The Future of Artificial Intelligence in Broadcasting: Changes rapidly for content and generation, broadcasting and special view of broadcaster farm.</td>
<td>Meeting Room 103/104</td>
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<td>13:30</td>
<td>Broadcast Production in the Cloud with SRT Hub &amp; Microsoft Azure</td>
<td>Meeting Room 103/104</td>
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<td>14:30</td>
<td>What is &quot;Automatic Captioning&quot; should be.</td>
<td>Meeting Room 103/104</td>
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<td>15:30</td>
<td>Emergency Session: Natural Disasters and the Media 2019</td>
<td>Meeting Room 103/104</td>
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<td>16:30</td>
<td>The World’s First Video + MQA-Encoded Immersive Audio Distribution</td>
<td>Meeting Room 103/104</td>
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### Relay Session

**Theme:** IP Live stream-related technology, case study

**Venue:** Exhibition Hall 3 (2020.05.20)

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<th>Time</th>
<th>Session</th>
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<tr>
<td>10:30</td>
<td>Route to IP Networking</td>
<td>NEC Corporation, NEC Corporation, NEC Corporation</td>
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<tr>
<td>11:30</td>
<td>The bridge between NDI and NDI</td>
<td>ORCA Production, INC.</td>
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<tr>
<td>12:30</td>
<td>Broadcasting system &amp; PTP (Basic)</td>
<td>Kurion Corp., Fujitsu Ltd., Fujitsu Ltd.</td>
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<td>13:00</td>
<td>Broadcasting system &amp; PTP (Intermediate)</td>
<td>Fujitsu Ltd., Fujitsu Ltd., Fujitsu Ltd.</td>
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<td>Broadcasting system &amp; PTP (Advanced)</td>
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### Co-located Session

**The 56th JASIA Symposium of Broadcasting Technology**

**Venue:** IFP International Conference Hall, Makuhari Messa

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<td>Broadcasting system &amp; PTP (Basic)</td>
<td>Kurion Corp., Fujitsu Ltd., Fujitsu Ltd.</td>
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<tr>
<td>13:00</td>
<td>Broadcasting system &amp; PTP (Intermediate)</td>
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### Demonstration of the IP Equipping connection

**Venue:** Exhibition Hall 3 (2020.05.20)

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<th>Time</th>
<th>Demonstration</th>
<th>Company Name</th>
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<tbody>
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<td>Demonstration of the IP Live transmission technology in Japan</td>
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**INTER BEE IP PAVILION**

Demonstration of IP Live transmission technology in Japan in Todays Interoperability
**INTER BEE 2019**

**X-Speaker** SR Speakers Demo & Presentation
- Venue: Event Hall, Makuhari Messe
- Supported by Stage Sound Association Japan, Japan Stage Sound Business Cooperative
- Media Partners: Audioholics.jp

**X-Headphone | X-Microphone**
- Venue: Exhibition Hall 1 (Professional Audio Equipment)
- Free trial for High quality audio equipment
  - Special exhibit of premium head- & microphone equipment with well known brands showcasing their high quality devices.

**Presentation Schedule**

- Nov. 13: 10:00am-7:30pm
- Nov. 14: 10:00am-7:50pm
- Nov. 15: 10:00am-5:10pm

- **11:10**
  - **SR Speakers Demo & Presentation**
  - **Venue:** Exhibition Hall 1 (Professional Audio Equipment)
  - **Free trial for High quality audio equipment**
  - Special exhibit of premium head- & microphone equipment with well known brands showcasing their high quality devices.

**Media Partners:**
- Yamaha Music Japan Co., Ltd.
- d&b audiotechnik Japan K.K.
- ONKYO TOKKI LTD.
- Bestec Audio Inc.
- Bose Corporation
- beetech Inc.
- REWIRE INC

**Booth Area**
- **Booth 101:**
  - Product Brand / Participant Company: Sony
  - Brand: Sony

- **Booth 102:**
  - Product Brand / Participant Company: UETAX Corporation
  - Brand: UETAX

- **Booth 103:**
  - Product Brand / Participant Company: SANKEN MICROPHONE CO., LTD.
  - Brand: SANKEN

- **Booth 104:**
  - Product Brand / Participant Company: Roland Corporation
  - Brand: Roland

- **Booth 105:**
  - Product Brand / Participant Company: Tech Trust Japan Co., LTD
  - Brand: Tech Trust

- **Booth 106:**
  - Product Brand / Participant Company: MI Seven Japan, Inc.
  - Brand: MI Seven

- **Booth 107:**
  - Product Brand / Participant Company: Sennheiser Japan K.K.
  - Brand: Sennheiser

- **Booth 108:**
  - Product Brand / Participant Company: OTARITEC Corp.
  - Brand: OTARITEC

- **Booth 109:**
  - Product Brand / Participant Company: Shure Japan Limited
  - Brand: Shure

**World Stage**
- **10:30**
  - **Keynote Speech**
  - **Presenter:** Yoshitaka Ando
  - **Panelist:** Arina Tsukada
  - **Panelist:** Taichi Sugiura
  - **Panelist:** Daisuke Asano
  - **Panelist:** Naohiro Ukawa
  - **Panelist:** Ichiya Nakamura
  - **Panelist:** Mariko Nishimura

- **11:10**
  - **Keynote Speech**
  - **Presenter:** Keio University
  - **Panelist:** Iku Arino
  - **Panelist:** Danielle Belko
  - **Panelist:** Hisayoshi Mizutani
  - **Panelist:** Hisakazu Koyama
  - **Panelist:** Ken Takahashi
  - **Panelist:** Yuka Nakatsukasa

- **13:00**
  - **Awards Ceremony for Lumière Japan Award 2019**
  - **Advanced Imaging Society Japan Committee**
  - **Chairmen:** Yoshitaka Ando
  - **Chairmen:** Naohiro Ukawa
  - **Chairmen:** Ichiya Nakamura
  - **Chairmen:** Mariko Nishimura

- **17:00**
  - **Keynote Speech**
  - **Presenter:** Yoshitaka Ando
  - **Panelist:** Arina Tsukada
  - **Panelist:** Taichi Sugiura
  - **Panelist:** Daisuke Asano
  - **Panelist:** Naohiro Ukawa
  - **Panelist:** Ichiya Nakamura
  - **Panelist:** Mariko Nishimura

- **20:00**
  - **Keynote Speech**
  - **Presenter:** Yoshitaka Ando
  - **Panelist:** Arina Tsukada
  - **Panelist:** Taichi Sugiura
  - **Panelist:** Daisuke Asano
  - **Panelist:** Naohiro Ukawa
  - **Panelist:** Ichiya Nakamura
  - **Panelist:** Mariko Nishimura

**Booth Addresses**
- **Booth 101:**
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- **Booth 102:**
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  - **Contact:** UETAX Japan

- **Booth 103:**
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  - **Contact:** SANKEN Japan

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  - **Contact:** OTARITEC

- **Booth 109:**
  - **Address:** Shure Japan Limited
  - **Contact:** Shure Japan

**Exhibitor/Floor layout**
- **Open Stage**
  - **Booths:**
    - **Booth 101:**
    - **Booth 102:**
    - **Booth 103:**
    - **Booth 104:**
    - **Booth 105:**
    - **Booth 106:**
    - **Booth 107:**
    - **Booth 108:**
    - **Booth 109:**

**Supported by** Stage Sound Association Japan, Japan Stage Sound Business Cooperative
- **Media Partners:** Audioholics.jp

**Supported by**
- Stage Sound Association Japan
- Japan Stage Sound Business Cooperative
- Media Partners: Audioholics.jp

**Record breaking 18 products from 15 brands**
- The event’s largest SR speaker store will be launched again this year. Gathering information not only as well as overseas, this exhibit has 18 products from 15 brands making it the largest world-class listening demonstration.

**Venue:**
- **Event Hall, Makuhari Messe**
- **Supported by:**
  - Stage Sound Association Japan
  - Japan Stage Sound Business Cooperative
  - Media Partners: Audioholics.jp

**Supported by:**
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- d&b audiotechnik Japan K.K.
- ONKYO TOKKI LTD.
- Bestec Audio Inc.
- Bose Corporation
- beetech Inc.
- REWIRE INC

**Line Array Speakers**
- **Medium and Large**
  - **Booth Addresses:**
    - **Booth 103:**
      - **Address:** SANKEN MICROPHONE CO., LTD.
      - **Contact:** SANKEN Japan
    - **Booth 104:**
      - **Address:** Roland Corporation
      - **Contact:** Roland Japan
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      - **Contact:** OTARITEC
    - **Booth 109:**
      - **Address:** Shure Japan Limited
      - **Contact:** Shure Japan

**Point Source Speakers**
- **Compact Line Array Speakers**
  - **Booth Addresses:**
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      - **Contact:** UETAX Japan
    - **Booth 104:**
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      - **Contact:** Roland Japan
    - **Booth 105:**
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- **Point Source Speakers**
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      - **Contact:** OTARITEC
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Exhibitors Presentations

**Exhibit/Floor layout**

### 11.13 (Wed.)

- **Television Advertising in 10 Years: Imagined Using Viewing Data**
  - **Moderator**
  - **Presenters**
  - **National Broadcasting Corporation**
  - **NHK**
  - **Nippon Television Network Corporation**
  - **TBS**
  - **TV Asahi Corporation**
  - **Fuji Television Network, Inc.**
  - **MBS**
  - **TVQ**
  - **TOKYOłóTV**

### 11.14 (Thu.)

- **Sports broadcast philosophy - Toward to Tokyo 2020**
  - **Presenters**
  - **Tokyo Broadcasting System**
  - **NHK**
  - **TBS**
  - **Fuji Television Network, Inc.**
  - **TVQ**
  - **TOKYOłóTV**

### 11.15 (Fri.)

- **Impact of 5G on the Broadcasting Business**

- **Media Strategy for Attacking Key Networks**
  - **Presenters**
  - **NHK**
  - **TBS**
  - **Fuji Television Network, Inc.**
  - **TVQ**
  - **TOKYOłóTV**

- **Overseas Expansion of Broadcast Content: Is Streaming the Next Step?**

### Venue: Exhibition Hall 7

- **How Should Advertisers and the Television Industry Respond to Changes in Consumer Behavior?**
  - **Moderator**
  - **Presenters**
  - **NHK**
  - **TBS**
  - **Fuji Television Network, Inc.**
  - **TVQ**
  - **TOKYOłóTV**

- **Clarification Through Data! -- The Latest Trend for “Quality and Value” When Viewing Sports Programs!**
  - **Moderator**
  - **Presenters**
  - **NHK**
  - **TBS**
  - **Fuji Television Network, Inc.**
  - **TVQ**
  - **TOKYOłóTV**

- **After Hours! Will TV Really Survive? How Will TV Change? What Will TV Do?**

The advisory members of Inter BEE CONNECTED

- **Mikko Takakuzu**
  - Managing Director, InfoCity Inc.
  - President, INFOCITY Inc.

- **Hiroshi Sato**
  - President, NHK

- **Osamu Sakai**
  - Executive Officer & Media Strategist, NHK

- **Shinjiro Ninagawa**
  - Director, NHK Global Media Services, Inc.

- **Hirosuke Usui**
  - Chief Executive Officer, NHK

- **Mikio Tsukamoto**
  - Executive Officer, NHK

- **Goro Oba**
  - Professor, Department of Broadcasting, Keio University

- **Mikio Takakuzu**
  - Managing Director, InfoCity Inc.
  - President, INFOCITY Inc.

- **Ranking Executive Officer & Media Strategist, NHK**

- **Katsuyoshi Ikeda**
  - Technology Bureau General Manager, NHK

- **Yusuke Tanaka**
  - Executive Officer, NHK

- **Takashi Kurosaki**
  - General Manager, NHK

- **Takeshi Katsume**
  - Chief Producer, NHK

- **Toshio Kuramata**
  - Chief Producer, NHK

- **Jun Iwata**
  - President, NHK

- **Mika Goto**
  - Senior Officer, NHK

- **Shinjiro Ninagawa**
  - Director, NHK Global Media Services, Inc.

- **Hirosuke Usui**
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  - Professor, Department of Broadcasting, Keio University

- **Mikio Takakuzu**
  - Managing Director, InfoCity Inc.
  - President, INFOCITY Inc.
**Creative Session**

11:13 (Wed.)

16:00 - Introducing the Latest VFX as Seen in Idaten, Challenge of 8K Drama

16:45 - NHK’s First-ever Taiga Drama Filmed in 4K

**Workshop Area**

- Hands On Area
- Meet-up Hawaii Cafe / Open Lounge / Beach Stage

**Meet-up**

A free area to lounge and relax to meet up with friends. The Meet-up Area was an island-themed area with a free area to lounge and relax to meet up with friends.

**Inter BEE CREATIVE**

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Inter BEE 2019 Results

Publication and Promotion

Result: Publication and Promotion

**Publicity activities (Actual distribution of press releases)**

- Notification of start of exhibitor recruiting (2/28)
- Announcement of the outline of INTER BEE EXPERIENCE (1/10)
- Announcement of the outline of INTER BEE IP Pavilion (1/10)
- Announcement of Opening (11/12)
- Set-up of press room (11/13-15)
- Reported completion (11/15)

**Number of articles in the printed media**

<table>
<thead>
<tr>
<th>Inter BEE</th>
<th>Before the show</th>
<th>During the show</th>
<th>After the show</th>
<th>Total</th>
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<tr>
<td>Inter BEE 2019</td>
<td>153</td>
<td>26</td>
<td>231</td>
<td>410</td>
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**News Media Representative**

**WEB NEWS**

- Event Marketing
- News Shooter
- Youth Video Group
- Stereo Sound ONLINE
- The Asahi Shimbun Digital
- The SANKEI NEWS
- TV Technology

**Newspapers and Magazine Articles in Japan**

- Eizo Shimbun
- EVENT MARKETING
- NET HANBAI Monthly
- NEW MEDIA
- Nikon Business Daily
- PRN Magazine
- PRONEWS
- PROSOUND
- TOSHIBA
- Science News
- SOUND & RECORDING MAGAZINE
- SOUND DESIGNER Magazine

**List of publication (Domestic)**

- Eizo Shimbun
- Sound & Recording Magazine
- PROFILIGHT
- NEW MEDIA
- Broadcast Engineering
- PRONEWS
- Video Touchin
- CGWORLD + digital video
- VIDEO SALON
- Motion Picture & TV Engineering

**List of publication (Overseas)**

- ABU (Technical Review)
- KOBIA Guide Book
- AJEM Journal
- IBC DAILY NEWS
- Motion Picture & TV Engineering

**Number of articles on Online Magazine:**

- During the show (Inter BEE TV):
  - Number of video clips posted: 294
  - Number of page transfers from the Facebook page to the Official Website:
  - Total video played throughout the year: 5,276

**Official Website**

- Page views (From January to November 2019):
  - Number of article posted on Online Magazine:
  - Number of video clips posted during the show (Inter BEE TV):
  - Total video played throughout the year:

**Official Twitter**

- Numbers of Twitter Followers:
  - 2,619 (an increase of 172% from the previous year)
  - Twitter:
  - 347
  - Annual Impression:
  - 2,426,097

**Official Instagram**

- Numbers of Instagram Followers:
  - 828 (an increase of 179% from the previous year)
  - Number of Posts:
  - 193 (including Stories)
  - @Interbee2019
  - Hashtag posted:
  - 948 times (by other users within Instagram)

**Media Partners**

Related industry journals and magazines helped support Inter BEE as media partners, graciously publishing many articles on the exhibitors.
Inter BEE 2019 Results
Visitor Profile

Details of Visitors by region and country

<table>
<thead>
<tr>
<th>Area</th>
<th>Country/Region</th>
<th>Number of Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>1 Country</td>
<td>39,354</td>
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<tr>
<td>Asia</td>
<td>15 Countries/Region</td>
<td>88 visitors</td>
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<tr>
<td>North America</td>
<td>3 Countries/Region</td>
<td>96 visitors</td>
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<tr>
<td>Latin America</td>
<td>5 Countries/Region</td>
<td>8 visitors</td>
</tr>
<tr>
<td>Europe</td>
<td>18 Countries/Region</td>
<td>92 visitors</td>
</tr>
<tr>
<td>Middle East</td>
<td>Africa</td>
<td></td>
</tr>
<tr>
<td>Oceania</td>
<td>3 Countries/Region</td>
<td>10 visitors</td>
</tr>
<tr>
<td>Asia</td>
<td>11.13</td>
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<td>Domestic</td>
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<tr>
<td>Foreign</td>
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<tr>
<td>Visitors</td>
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<td>40,375</td>
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</tbody>
</table>

Total Registered Visitors: 40,375

Visitor Survey

- What was your goal in coming to Inter BEE 2019?
  - Information on products and technologies: 51.9%
  - Getting an handle on Industry trends: 25.2%
  - General information: 8.0%
  - Preliminary examination on device and technology: 5.5%
  - Improving relations with business partners, Networking: 4.3%
  - Other: 1.6%

- Visitor Survey
  - Information was useful for business deals and procurement: 18.4%
  - Information was useful for the development of products: 12.9%
  - Helped create a base for business deals on the exhibited product: 5.3%
  - Helped develop new business channels and connections: 5.3%
  - Information was useful for business deals and procurement: 18.4%
  - Information was useful for the development of products: 12.9%
  - Helped create a base for business deals on the exhibited product: 5.3%
  - Helped develop new business channels and connections: 5.3%

Visitor Survey

- How long did you spend your time in "Inter BEE 2019"?
  - Less than 1 hour: 34.6%
  - 1 hour: 17.2%
  - 2 hours: 13.4%
  - Over 2 hours: 19.3%
  - Over 5 hours: 16.8%
  - Over 6 hours: 29.2%

- How satisfied are you overall with Inter BEE 2019?
  - Very satisfied: 33.4%
  - Somewhat satisfied: 56.8%
  - Satisfied: 84.2%
  - Unsatisfied: 0.8%
  - Somewhat unsatisfied: 3.0%
  - Unsatisfied: 0.8%
  - Hard to say: 12.0%

- Do you plan to visit Inter BEE 2020?
  - No plan: 9.6%
  - Yes: 61.6%
  - Undecided: 9.3%
  - Definitely plan to visit: 29.1%

- How much is your annual budget on purchasing products/services?
  - Less than 2.5 million yen: 19.2%
  - Between 2.5 to 5 million yen: 8.4%
  - Between 5 to 10 million yen: 8.2%
  - Between 10 to 50 million yen: 6.7%
  - Between 50 to 100 million yen: 3.3%
  - More than 100 million yen: 3.3%

- Visitor Survey
  - Planned to visit: 90.1%
  - For planning: 22.1%
  - Authorization to make purchase or introduction: 20.0%
  - Gathering information for making a purchase or introduction: 26.8%
  - Involved in the purchase and introduction: 77.9%
**Exhibitors Survey**

- What were your main objectives for exhibiting at Inter BEE 2019?
  - Exhibit Profile
  - Overseas Exhibitor by region and country

- How satisfied are you with your goal as an Exhibitor?
  - Over 50%
  - Satisfied:
    - Over 50%
    - Somewhat satisfied
    - Somewhat unsatisfied
    - Hard to say

**Floor plan**

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**Overseas Exhibitor by region and country**

- Asia
  - Total Country Region: 38
  - Foreign Exhibitor: 632

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**Result: Exhibitor Profile**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Total Exhibitors</th>
<th>Booths*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Audio</td>
<td>335</td>
<td>416</td>
</tr>
<tr>
<td>Video Expression / Professional Lighting</td>
<td>52</td>
<td>95</td>
</tr>
<tr>
<td>Video Production / Broadcast Equipment</td>
<td>635</td>
<td>1,427</td>
</tr>
<tr>
<td>ICT / Cross Media</td>
<td>136</td>
<td>187</td>
</tr>
<tr>
<td>Total</td>
<td>1,158</td>
<td>2,125</td>
</tr>
</tbody>
</table>

**International Broadcast Equipment Exhibition 2019**

**Organizer**

- Japan Electronics and Information Technology Industries Association (JEITA)
- Japan Broadcasting Corporation (NHK)
- Ministry of Internal Affairs and Communications (MIC)

**Support by**

- Ministry of Economy, Trade and Industry (METI)
- 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
- Swiss Broadcasters Association
- Swiss Radio & Television Broadcasting Association
- Switzerland Radio & Television Broadcasting Association

**Managed by**

- Japan Electronics Show Association (JESA)
- 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
- Swiss Broadcasters Association
- Swiss Radio & Television Broadcasting Association
- Switzerland Radio & Television Broadcasting Association

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**Partners**

- The Association of Radio Industries and Businesses (ARIB)
- The Japan Commercial Broadcasters Association (JBA)
- The Association for Promotion of Advanced Broadcasting Services (A-PAB)
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**Inter BEE 2020**

November 18-20 | Makuhari Messe, Tokyo

#interbee2020