

REVIEW 2022



Broadmedia & Entertainment Inter BEE
REVIEW 2022

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JEITA Japan Electronics and Information Technology Industries Association

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REVIEW 2022

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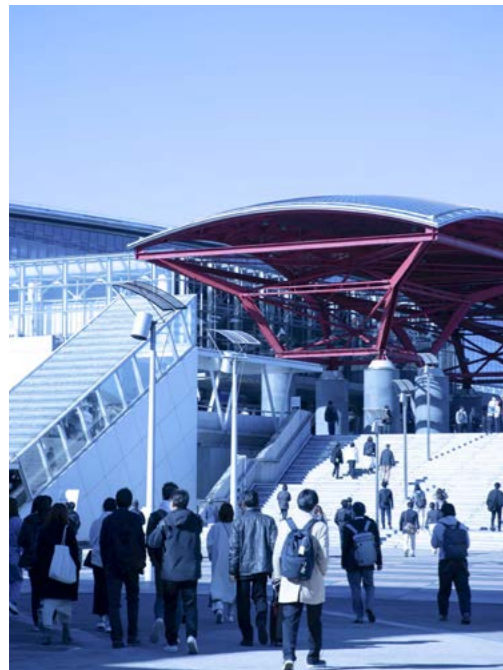
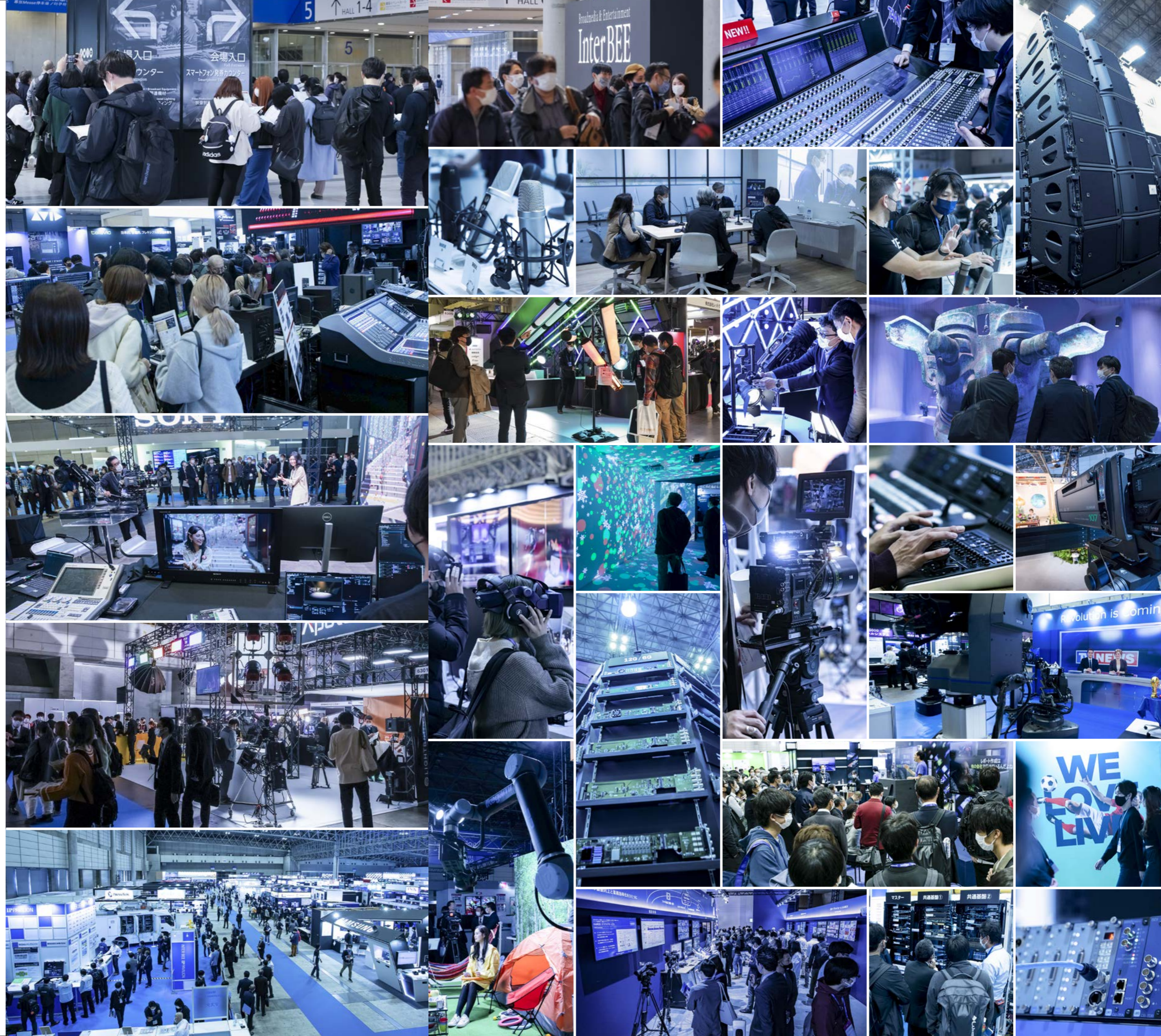


Photo by: Shigeharu Yoshihara
Akane Inagaki
Toshitaka Nakamura
SHIRO-FILM
Hitomi Watanabe
Katsumi Miyasaka





Passion returns to Makuhari Inter BEE 2022 attracts 26,901 visitors with 810 companies/organizations exhibiting at the real venue. Online event was also a great success.

Inter BEE 2022, a comprehensive media event held at Makuhari Messe from November 16 to 18, 2022, was a great success and ran through to December 23 at the online venue. The total number of visitors for the three days was 26,901, a significant increase of about 1.5 times against last year's 18,308. The number of exhibiting companies and organizations also increased significantly from 495 last year to 810, filling all five halls from Halls 4 to 8. Visitors enjoyed the event as they were able to experience the latest technologies through actual, and not only online, exhibits and by listening directly to intense discussions. For regular visitors, the event was also an opportunity to renew old friendships with people they had not seen for a long time, and who they only get to meet at Makuhari.

As well as industry professionals, there were also many young visitors in casual attire at the 2022 event. This is probably due to the fact that the hurdles to production, especially for video, have been lowered with the advancement of digital technology, and the base of creators has broadened. Equipment and technology that would have been expensive a decade ago are now affordable, and the democratization of production technology is underway. The Internet has provided a place where anyone can see what they have created, and the barriers that once limited the involvement in TV, movies, and commercials to professionals have suddenly been broken down. It seems that equipment manufacturers and technology companies are also focusing on products aimed at this segment of the market. Although people tend to talk about the contraction of the industry, the area of the media industry as a whole is actually continuing to expand and it is anticipated that the industry will be filled with even more new life in 2023 and beyond. With this in mind, there are great expectations for the future of Inter BEE.



INTER BEE FORUM

Variety of sessions connecting online to real life
 "Real" Makuhari Messe conference was buzzing with excitement for the first time in three years



After two consecutive years of online-only streaming of the INTER BEE FORUM in 2020 and 2021, this year was the first time in three years that the event was held as a real conference, attracting many enthusiastic visitors to every session.

At this event, we attempted to connect the online pre-session starting November 1 to the real sessions at Makuhari Messe on November 16, 17, and 18. The pre-session, which began with the Opening Keynote, included one session of keynote speeches and two sessions of special lectures. In the real session, eight keynote sessions, including a special keynote session, and 10 sessions of special lectures were held, for a total of nine keynote speech sessions and 12 special lecture sessions.

Mr. Yamazaki, Deputy Director-General for Broadcasting, Ministry of Internal Affairs and Communications, and Mr. Kodama, Senior Director and Chief of Engineering, Japan Broadcasting Corporation, were the opening and keynote speakers in the pre-session keynote speeches, and NAB Chairman Curtis LeGeyt also gave a message. In the real sessions, special keynote speeches were organized to convey current themes in each field. The INTER BEE CONNECTED Keynote Session examined new business models for broadcasting and media with the keywords "connected TV" and "FAST (Free Ad-Supported Streaming Television)," which are the latest media keywords worldwide. The INTER BEE IGNITION x DCEXPO keynote session examined the Osaka-Kansai Expo to be held in 2025, with cutting-edge technology as a keyword, while

the INTER BEE CREATIVE keynote session discussed the challenges of the NHK Taiga historical drama "Kamakura-dono no 13-nin" (The 13 Lords of the Shogun), which was filmed using in-camera VFX. The INTER BEE IP PAVILION keynote session featured speakers from four big tech companies, who talked about the move from 'SDI to IP and Cloud' with Japanese broadcasting stations, while the keynote session in the audio section focused on the "challenge of creating new sound" amid the technological evolution toward digital and AoIP.

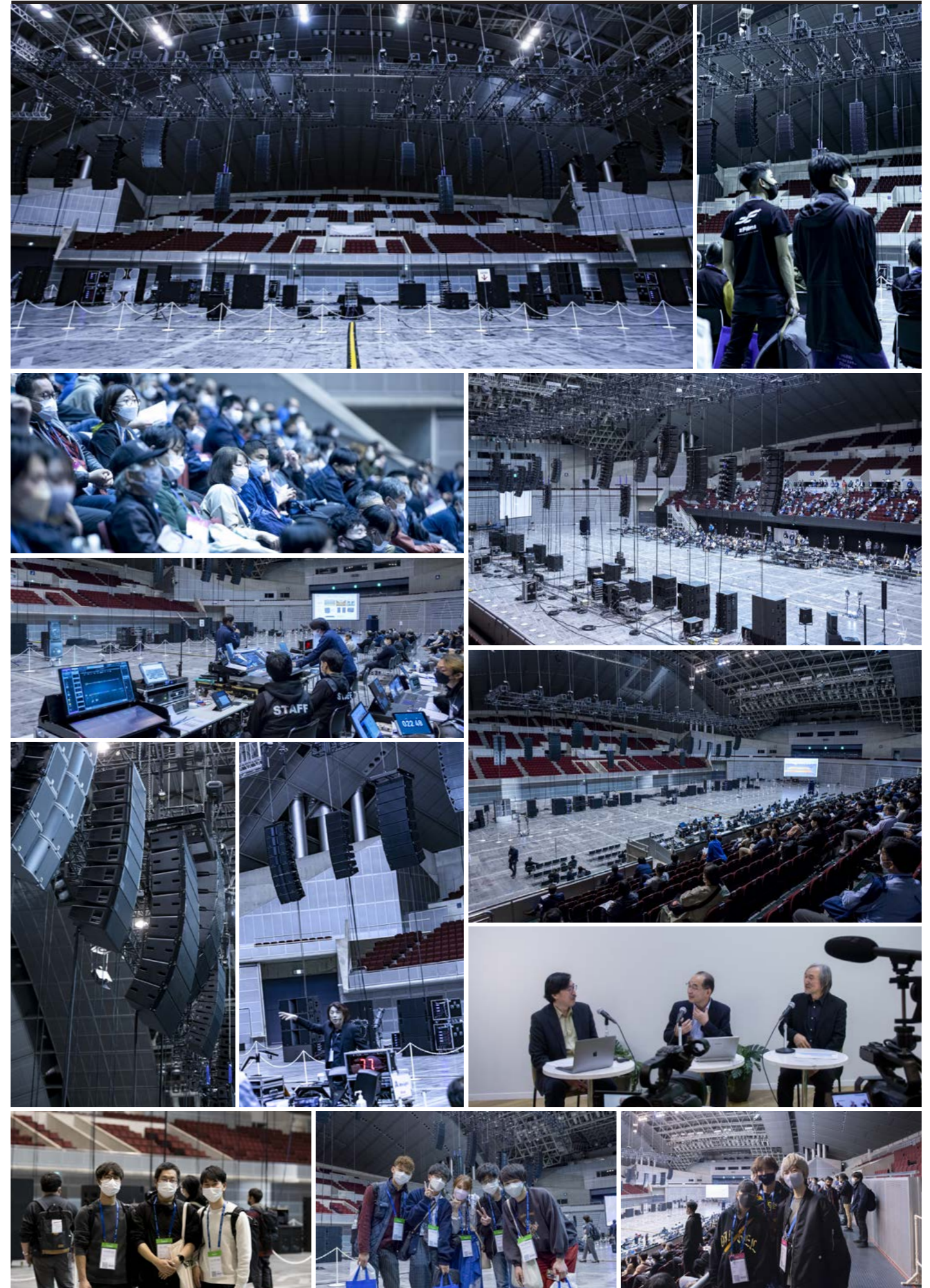
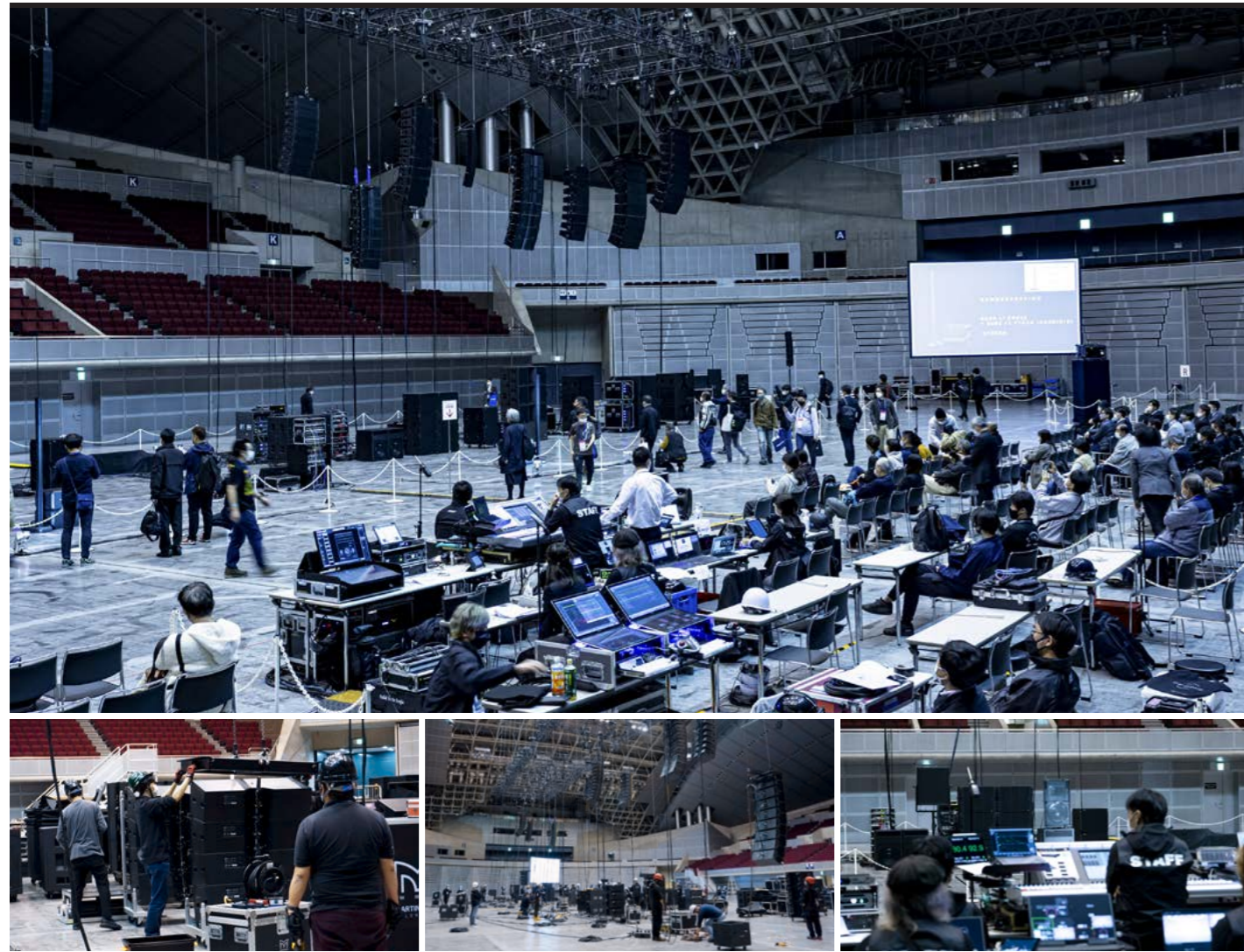
Special lectures included sessions on the future of media and expression, such as "The Future of the Broadcasting Industry, as Proposed by a Group of Gen Z Engineers", "Technology is Changing the Future of Diversity", "The Future of Radio and Business Models for Audio Media." The sessions on the theme of broadcast media and metaverse also attracted much attention, and these included "Virtual NHK" - Using the Metaverse to Create Programs" and "The Paradigm Shift in Broadcast Media: Creating New Value and Promoting Diversity through Participation-Based Digital Spaces!"

The 59th Technical Report Conference on Commercial Broadcasting (sponsored by the National Association of Commercial Broadcasters in Japan) was also held at the International Conference Hall for the first time in three years, with 63 sessions in seven categories and one special program session.



INTER BEE EXPERIENCE X-Speaker

Big audio reverberates through the event hall again
 First much-anticipated SR speaker demonstration in 3 years



The INTER BEE EXPERIENCE X-Speaker (SR speaker demo) was launched on the occasion of the 50th anniversary of Inter BEE in 2014. Although the event started as a one-day event, the number of participating companies and products has increased, and the event has steadily progressed into a world-class listening session featuring SR speakers from well-known brands in Japan and abroad, receiving high acclaim from many quarters.

Despite the event being unavoidably suspended in 2020 and 2021, numerous requests were received from a wide range of people in the entertainment industry, including those in the live sound industry, to resume this signature event at Inter BEE. So, in 2022, EXPERIENCE returned to the Event Hall for the first time in three years to meet the expectations of the many visitors.

Participating in this event was 11 products from 10 brands. Although the number of products was fewer than the 18 products in 2019 before the hiatus, and this year's event was only held over two days, the sight of the rows of line array speakers suspended from the high ceiling of the event hall, as always, heightened the sense of anticipation among the visitors as well as the staff and officials of the participating companies.

Then the sound began to ring out. The point source and stand-type line arrays had great powerful and excellent quality sound - unexpected given the compactness of the products themselves -

reminding us that SR speakers have evolved during the two-year hiatus. In addition, the small, medium, and large line arrays installed in a flying configuration each had their own unique sounds.

The COVID pandemic, which began in the spring of 2020, has had a severe impact on the entertainment industry, especially in the field of live entertainment. It could also be said to have prompted an unexpected shift in the sound industry, as its impact necessitated a new path for recording and online streaming during that time, and caused their technologies and methods to evolve further. However, being in a large space like this, surrounded by an air-trembling sound that can be experienced throughout the body as well as the ears, visitors were reminded once again of the joy and importance of experiencing a live performance.

Next year, 2023, will mark the 10th anniversary of the X-Speaker special event, if it continues uninterrupted. Ten years is how long this event has been one of the faces of Inter BEE, and its revival this year marks a new start for next year and beyond. This year's EXPERIENCE ended on a high note, bringing with it a sense of anticipation and expectation that another experience, the headphone/microphone listening experience, will resume next year.

INTER BEE CONNECTED

Diversity of sessions held at Makuhari for the first time in three years Discussions transcend the boundaries between broadcasting and telecommunications



The appeal of INTER BEE CONNECTED is its eclectic mix of themed sessions, which in 2020 and 2021 were held in an online format, but in 2022, for the first time in three years, sessions were held at a 'real' venue in Makuhari. The varied discussions that transcended the boundaries between broadcasting and telecommunications attracted a large audience. Before the event, a pre-session was held online in early November, featuring a session on the new generation of filmmakers known as "videographers" and a session on news reporting in the age of information health.

The theme of the keynote speech on the 16th at the International Conference Hall was "Connected TV," which is attracting attention as a new advertising market. The session fully introduced trends in Europe and the U.S., allowing the audience to get a good understanding of the new service.

On the 17th and 18th, three sessions each were held on the CONNECTED venue stage. The latest data on how the COVID pandemic has changed people's media lives was presented in the customary session on the 17th, featuring mainly the Dentsu Media Innovation Lab. In the session on sports viewing, cutting-edge case studies including ABEMA, which gained attention for its streaming of all World Cup games, were presented. In the session on "A Society Where No One is Excluded," participants discussed at length the social issues that the media should tackle.

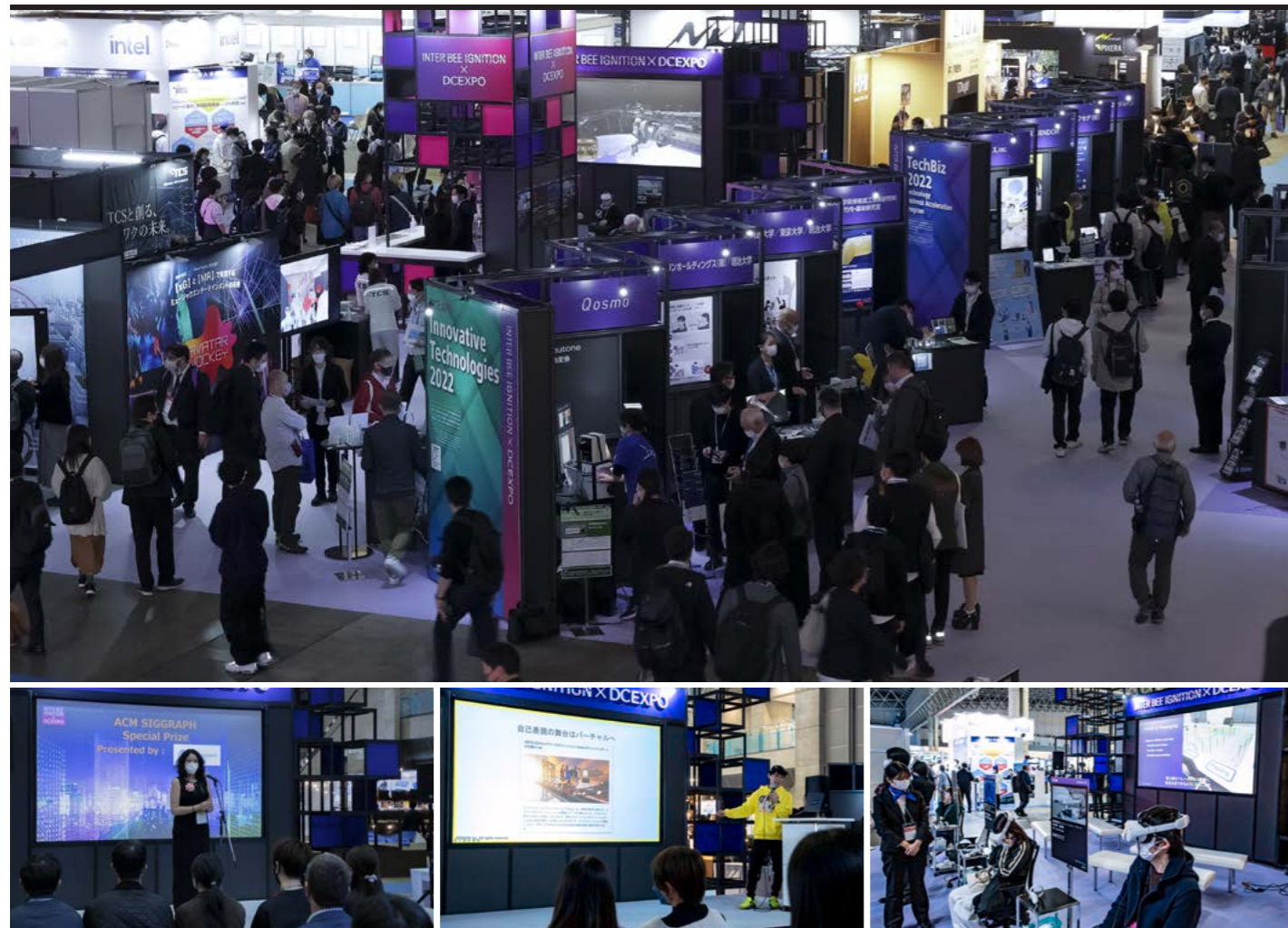
The first session on the 18th was a session on learning from Korean entertainment that is highly acclaimed around the world. IP entertainment that connects Japan and Korea was discussed. The session on local stations encouraged speakers from various positions other than broadcasters to discuss what it means to have a close relationship with the community. In the last session, creators who are active outside of broadcasting stations were invited to talk about the era in which the creator takes the leading role.

The special project, CONNECTED, started in 2014, but the "CONNECT between broadcasting and telecommunications," which has been a common issue for TV stations, has also taken root and various services that actually transcend the boundaries are now being developed. Perhaps it is time to look for something beyond the barriers next time. The broadcasting industry has been forced into a tight corner as people spend less and less time watching TV, but the key to new growth lies beyond the boundaries. CONNECTED's further development is needed as an opportunity to find new ideas.



INTER BEE IGNITION x DCEXPO

Ignition point from fusion of new IGNITION and DCEXPO
 Gathering of advanced content technologies that transcend
 the boundaries of media and disciplines



INTER BEE IGNITION, a special project launched in 2016, and DCEXPO (Digital Content EXPO: organized by the Digital Content Association of Japan), began to be held simultaneously from 2018. Both are venues for the transmission of advanced expression and content technologies not bound by the boundaries of the media and entertainment fields, and the two were fused together as INTER BEE IGNITION x DCEXPO.

This year, all sessions except the keynote speech were available online. The keynote speeches were given by Yoichi Ochiai, producer of the theme project, and Masaru Ishikawa, producer of venue operations, on the theme of Expo 2025 Osaka-Kansai, which will be a grand testing ground for future society based on cutting-edge technology. In the planning sessions, a number of themes were lined up from the pre-session to the main session, including volumetric capture, metaverse, Web3, XR, and other subjects that consider future society and business from the perspective of advanced content technology and visual technology. The pre-session also featured the "DCEXPO Project: TechBiz Pitch Battle," in which participants presented their pitches in English both domestically and internationally and responded to sharp questions.

At Makuuhari Messe, in addition to the 10 booths exhibited at INTER BEE IGNITION x DCEXPO, 8 booths of DCEXPO's "Innovative Technologies 2022" and 8 booths of "TechBiz: Technology Business

Acceleration Program" were exhibited. Stage events included the annual "Advanced Imaging Society's Lumiere Japan 2022 Award Ceremony" as well as demonstrations by exhibitors. In addition, "EXPLORE NEW REALITIES (VR Contents Experience Corner)" was set up as a special event, where visitors could experience the metaverse and advanced VR through HMDs.

This is the first time that INTER BEE IGNITION and DCEXPO have been combined. As expressions and contents using new technologies that are constantly evolving go beyond the boundaries of media and the Internet and further penetrate into business, society, towns, and daily life; this special event spotlights the creators, production companies, and researchers who are responsible for such expressions and contents, and reminds us that the role of this special event is expanding more and more.



INTER BEE IP PAVILION

Media over IP in action at Inter BEE

Reproducing an IP connection environment through one of the world's largest collaborations between over 40 participating companies



Now in its fifth year, INTER BEE IP PAVILION is a special event that has always been at the forefront of providing the latest information on the transition to IP for broadcasting stations in Japan, and this year's event surpassed last year's by attracting participation from over 40 companies and organizations, making it the largest-scale collaboration of its kind in the world. Additionally, by reproducing and actually operating an IP connection environment at the Inter BEE venue, the event provided an easy-to-follow introduction of Media over IP to a wide range of visitors, from the rudiments of IP for broadcasters to engineers who are considering the specifics of IP implementation.

The highlight of this year's event was, of course, that each participating company brought in the latest equipment to create a connection environment. This included the verification of interoperability, in which almost all devices were connected using the ST2110 SMPTE standard; common control across manufacturer boundaries with NMOS; and interoperability in transmission using the JPEG-XS video high compression standard.

Attracting a great deal of attention was a "Media Operation Center (MOC)" that was constructed within IP PAVILION. The Center gathered all the equipment in one place by taking full advantage of the remote production features of IP. As a demonstration of actual content relay, a session held on the open stage of the planning

session at the Inter BEE venue was filmed in different media formats (2K, 4K, and 8K), which were then mixed together and sent over the network.

For the first time, a booth tour was held, with people who were involved in the preparation of IP PAVILION serving as guides to introduce actual Media over IP while circulating around the pavilion with more detailed explanations. Approximately 200 enthusiastic visitors attended the event.

At the INTER BEE IP PAVILION keynote speech on the 17th, speakers from the four major tech companies, Cisco, Amazon, Google, and Microsoft, took the same stage for a session titled "Four big tech companies talk about the move from 'SDI to IP and Cloud' with Japanese broadcasting stations." After each presentation, broadcasters raised questions with the speakers, who discussed how the world's leading tech companies think about the shift to IP and cloud computing for broadcasters.

Furthermore, the annual relay seminar connecting engineers from the user side (broadcasters and enterprises) and the vendor side was also held. A total of 25 sessions were held with a variety of contents according to the stage of IP migration ranging from "Basics" to "Introduction" and "Application."



INTER BEE CREATIVE

Virtual production enters application phase in Japan Filmmakers passionate about session on real-life production examples



Virtual production has become an indispensable technology for advanced video production around the world. Last year was the first year of virtual production in Japan, and the first domestic filming demonstration of an in-camera VFX system was held at Inter BEE 2021. One year has passed since then, and the number of examples of works produced using virtual production has been increasing in the domestic video production industry. In light of this domestic and international situation, the main theme of this year's INTER BEE CREATIVE was virtual production, which is currently positioned at the forefront of video production.

The keynote speaker was Teruyuki Yoshida, chief director of the NHK Taiga historical drama "Kamakura-dono no 13-nin" (The 13 Lords of the Shogun) who, with Takafumi Yuki, director of INTER BEE CREATIVE and who was in charge of VFX for the film, shared their stories of the challenges they faced in the filming. Also on the 16th, at the open stage, there were sessions on NHK's morning drama "Maigare!" (Soar!) and another NHK Saturday drama, "Hitotsubashi Kiriko no Hanzai Nikki" (The Crime Diary of Kiriko Hitotsubashi), both of which were produced using VFX technology. The production teams of both dramas took the stage. Other sessions included a session on LED SCREEN PROCESS, a key technology for in-camera VFX photography, and a session by Fuyu Arai and Chiyoe Sugita, who create innovative video works that fuse the latest technology with

an analog flavor. In addition to the stage sessions, the "Virtual Production Exhibit at Inter BEE & Studio Pitch Presentation" was held, and a map showing the booths exhibiting in-camera VFX and other virtual production-related equipment in the Inter BEE 2022 exhibition hall was distributed. Pitch presentations to promote their respective studios were also given by the staff of Kiyosumi Shirakawa BASE, an in-camera VFX studio operating in Japan, and n00b.st, an XR studio. Virtual production technology, which is used in many video production sites around the world, is opening new doors one after another in high-end video production. However, even though it has entered the stage of application in Japan, the number of productions is still limited. The stories of the hardships and difficulties faced at each production site, presented at this year's INTER BEE CREATIVE, provided the filmmakers who gathered there with much inspiration for virtual production.



Outline

Name

Inter BEE 2022

Period

<Makuhari Messe>
 November 16th 10:00 a.m. to 5:30 p.m.
 November 17th 10:00 a.m. to 5:30 p.m.
 November 18th 10:00 a.m. to 5:00 p.m.

<Online>

November 1st - December 23rd

Location

Makuhari Messe / Online

Admission

Free of charge (registration required)

Support

Ministry of Internal Affairs and Communications (MIC)
 Ministry of Economy, Trade and Industry (METI)
 Japan Broadcasting Corporation (NHK)
 The Japan Commercial Broadcasters Association (JBA)
 The Association of Radio Industries and Businesses (ARIB)
 Digital Content Association of Japan(DCAJ)
 The Association for Promotion of Advanced Broadcasting Services(A-PAB)

Partners

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

Organizer

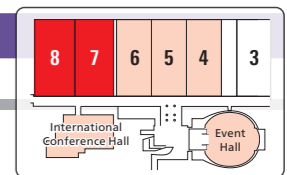
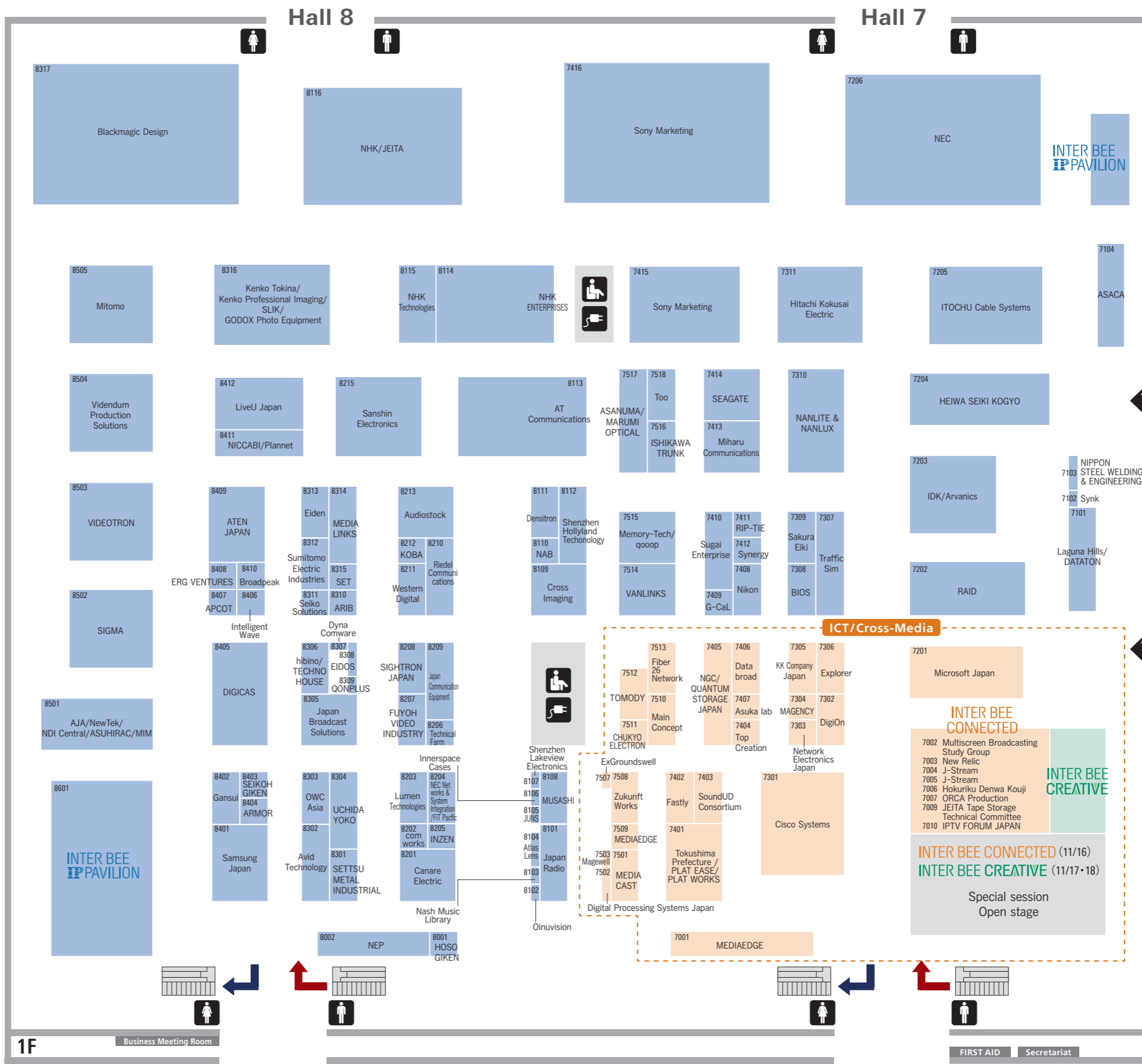
Japan Electronics and Information Technology Industries Association

Organized by

Japan Electronics Show Association

Video Production/Broadcast Equipment

ICT/Cross-Media



- Rest Area
- Mobile Charge Lounge
- Restaurant
- Rest Room
- Elevator

7 Hall 6

7 Hall 6

1F

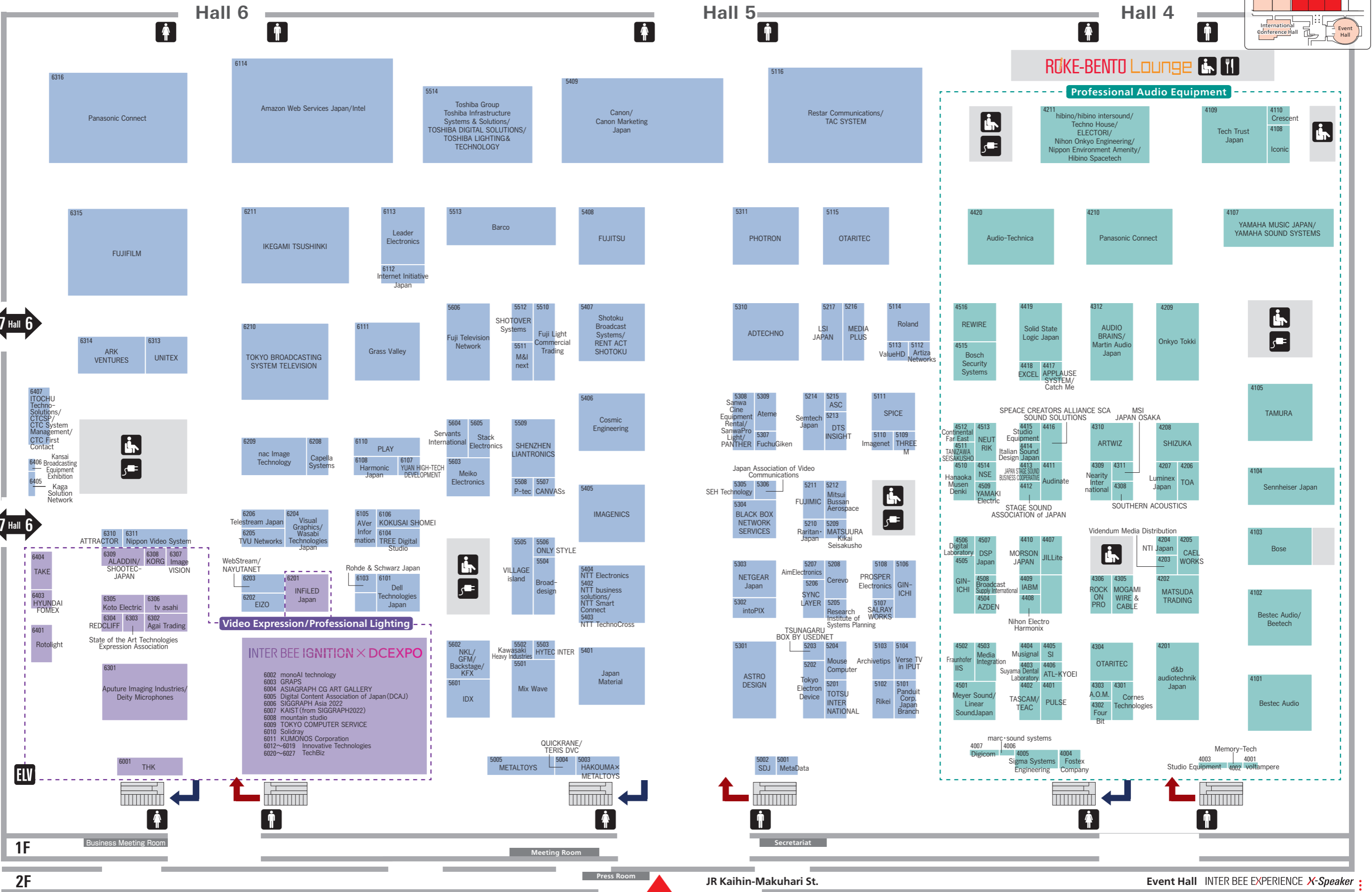
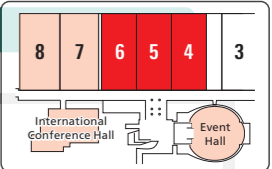
2F

Registration

Video Expression/Professional Lighting

Video Production/Broadcast Equipment

Professional Audio Equipment



Hall 6

Hall 5

Hall 4

ROKE-BENTO Lounge

Professional Audio Equipment

Video Expression/Professional Lighting

INTER BEE IGNITION x DCEXPO

- 6002 monoAI technology
- 6003 GRAPS
- 6004 ASIAGRAPH CG ART GALLERY
- 6005 Digital Content Association of Japan (DCAJ)
- 6006 SIGGRAPH Asia 2022
- 6007 KAI ST (from SIGGRAPH2022)
- 6008 mountain studio
- 6009 TOKYO COMPUTER SERVICE
- 6010 Solidray
- 6011 KUMONOS Corporation
- 6012~6019 Innovative Technologies
- 6020~6027 TechBiz

1F Business Meeting Room

Meeting Room

Secretariat

2F

Press Room

JR Kaihin-Makuhari St.

Event Hall INTER BEE EXPERIENCE X-Speaker

Professional Audio Equipment	4211 Nihon Onkyo Engineering Co., Ltd.	7104 ASACA CORPORATION	6111 Grass Valley K.K.	5212 Mitsui Bussan Aerospace Co., Ltd.	8401 Samsung Japan Corporation	6204 Wasabi Technologies Japan	6401 Rotolight
4303 A.O.M. Corporation	4211 Nippon Environment Amenity Co.,Ltd	7517 ASANUMA & CO.,LTD.	5602 Grip Factory Munich GmbH	5501 Mix Wave, Inc.	8215 Sanshin Electronics Co., Ltd.	6203 WebStream Corporation	6309 SHOOTEC-JAPAN CO., LTD.
4406 Acoustic Technical Laboratory	4514 NSE Co.,Ltd	5215 ASC Corporation	5003 HAKOUMA×METALTOYS	5204 MouseComputer Co.,Ltd.	5308 Sanwa Cine Equipment Rental Co., Ltd./Sanwa Pro Light, Inc.	8211 Western Digital GK	6303 State of the Art Technologies Expression Association
4417 APPLAUSE SYSTEM Co.	4204 NTI Japan Limited	8310 Association of Radio Industries and Businesses (ARIB)	6108 Harmonic Japan G.K.	8108 MUSASHI Co.,Ltd.	5002 SDJ KK	6107 YUAN HIGH-TECH DEVELOPMENT CO., LTD.	6404 TAKE INC.
4310 ARTWIZ Inc.	4209 Onkyo Tokki	5301 ASTRODESIGN, Inc.	7204 HEIWA SEIKI KOGYO CO., LTD.	8110 NAB (National Association of Broadcasters)	7414 SEAGATE	ICT / Cross-Media	6001 THK CO., LTD.
4411 Audinate Pty, Ltd	4304 OTARITEC CORPORATION	8501 ASUHIRAC/MIM	8306 hibino corporation	6209 nac Image Technology Inc.	5305 SEH Technology	7407 Asukalab inc.	6306 tv asahi
4312 AUDIO BRAINS Co., Ltd.	4210 Panasonic Connect Co., Ltd.	8113 AT Communications K.K.	7311 Hitachi Kokusai Electric Inc.	7310 NANLITE & NANLUX	8311 Seiko Solutions Inc.	7511 CHUKYO ELECTRON CO., LTD.	INTER BEE IGNITION×DCEXPO
4420 Audio-Technica Corporation	4401 PULSE Co., Ltd.	5309 Ateme	8001 HOSOGIKEN	8103 Nash Music Library	8403 SEIKOH GIKEN Co.,Ltd.	7301 Cisco Systems G.K.	6004 ASIAGRAPH CG ART GALLERY
4504 AZDEN CORPORATION	4516 REWIRE INC.	8409 ATEN JAPAN Co., Ltd.	5503 HYTEC INTER Co.,Ltd.	6203 NAYUTANET Inc.	5214 Semtech Japan G.K.	7406 Databroad corporation	6005 Digital Content Association of Japan (DCAJ)
4101 Bestec Audio Inc.	4306 ROCK ON PRO	8104 Atlas Lens Co.	7203 IDK Corporation	8501 NDI Central	5604 Servants International Corporation	7302 DigiOn	6003 GRAPS Co., Ltd.
4102 Bestec Audio Inc./Beetech Inc.	4104 Sennheiser Japan K.K.	6310 ATTRACTOR Co., Ltd.	5601 IDX Company, Ltd.	7206 NEC Corporation	8315 SET (Brazilian Society of Television Engineering)	7502 Digital Processing Systems Japan K.K.	6007 KAIST (from SIGGRAPH2022)
4515 Bosch Security Systems Ltd.	4208 SHIZUKA Inc.	8213 Audiostock	6211 IKEGAMI TSUSHINKI CO., LTD.	8204 NEC Networks & System Integration Corporation	8301 SETTSU METAL INDUSTRIAL CO.,LTD.	7507 ExGroundswell Inc.	6011 KUMONOS Corporation
4103 Bose	4405 SI Co.,Ltd	6105 AVer Information Inc.	5110 Imagenet Co.,Ltd.	8002 NEP Inc.	8112 Shenzhen Hollyland Technology Co., Ltd.	7306 Explorer Inc.	6002 monoAI technology Co., Ltd.
4508 Broadcast Supply International Co.,Ltd.	4005 Sigma Systems Engineering	8302 Avid Technology K.K.	5405 IMAGENICS	5303 NETGEAR Japan G.K.	8107 Shenzhen Lakeview Electronics Co., Ltd.	7402 Fastly, Inc.	6008 mountain studio Inc.
4205 CAEL WORKS INC.	4419 Solid State Logic Japan K.K.	5602 Backstage Equipment, Inc.	8106 Innerspace Cases	8501 NewTek	5509 SHENZHEN LIANTRONICS CO.,LTD.	7513 Fiber 26 Network Inc.	6006 SIGGRAPH Asia 2022
4417 Catch Me Co.	4308 SOUTHERN ACOUSTICS Co., Ltd.	5513 Barco Co., Ltd.	6114 Intel K.K.	8114 NHK ENTERPRISES, INC.	5407 Shotoku Broadcast Systems	7305 KKCompany Japan LLC	6010 Solidray Co.,Ltd.
4512 Continental Far East Inc.	4416 SPEACE CREATORS ALLIANCE Inc. SCA SOUND SOLUTIONS Co.	7308 BIOS CORPORATION	8406 Intelligent Wave Inc.	8115 NHK Technologies, Inc.	5512 SHOTOVER Systems	7304 MAGENCY	6009 TOKYO COMPUTER SERVICE CO., LTD
4301 Cornes Technologies Ltd.	4412 STAGE SOUND ASSOCIATION of JAPAN	5304 BLACK BOX NETWORK SERVICES CO., LTD.	6112 Internet Initiative Japan Inc.	8116 NHK/JEITA	8208 SIGHTRON JAPAN CO.,LTD.	7503 Magewell	Innovative Technologies
4110 Crescent Co., Ltd.	4003 Studio Equipment Corp.	8317 Blackmagic Design	5302 intoPIX sa	8411 NICCABI CORPORATION/Plannet co,ltd	8502 SIGMA CORPORATION	7510 MainConcept	6019 Hakuhoodo Inc.
4201 d&b audiotechnik Japan K.K.	4415 Studio Equipment Corp.	5504 Broad-design co.,LTD.	8205 INZEN Co., Ltd.	7408 Nikon Corporation	8316 SLIK CORPORATION	7501 MEDIACAST CO., LTD.	6014 Hosei University / The Univesity of Tokyo / Meiji University
4007 DigiCom Co., Ltd.	4403 Suyama Dental Laboratory Co., Ltd.	8410 Broadpeak	7516 ISHIKAWA TRUNK	7103 NIPPON STEEL WELDING & ENGINEERING CO.,LTD.	7415 Sony Marketing Inc.	7001 MEDIAEDGE Corporation	6016 Junichi Ushiba Laboratory, Faculty of Science
4506 Digital Laboratory, Inc.	4105 TAMURA CORPORATION	8201 Canare Electric Co.,Ltd	7205 ITOCHU Cable Systems Corp.	6311 Nippon Video System Co., Ltd.	7416 Sony Marketing Inc.	7509 MEDIAEDGE Corporation	and Technology, Keio University/The
4507 DSP Japan Ltd.	4511 TANIZAWA SEISAKUSHO, LTD	5409 Canon Inc./Canon Marketing Japan Inc.	6407 ITOCHU Techno-Solutions Corporation	5602 NKL Inc.	5111 SPICE INC.	7201 Microsoft Japan Co., Ltd.	University-based startup, LIFESCAPES Inc.
4211 ELECTORI Co.,LTD.	4402 TASCAM/TEAC CORPORATION	5507 CANVASs Co., Ltd.	5306 Japan Association of Video Communications	5402 NTT business solutions corporation	5605 Stack Electronics Co., Ltd.	7303 Network Electronics Japan Co., Ltd	6013 Kirin Holdings Company, Limited / Meiji University
4418 EXCEL INC.	4109 Tech Trust Japan Co., Ltd.	6208 Capella Systems	8305 Japan Broadcast Solutions Inc.	5404 NTT Electronics Corporation	7410 Sugai Enterprise Corporation	7405 NGC Corporation	6012 Qosmo, Inc.
4004 Fostex Company	4211 Techno House Inc.	5208 Cerevo Inc.	8209 Japan Communication Equipment Co., Ltd.	5402 NTT SmartConnect CORPORATION	8312 Sumitomo Electric Industries, Ltd.	7401 PLAT WORKS Corporation	6017 sekisai inc.
4302 FourBit Corporation	4206 TOA Corporation	8202 comworks	5401 Japan Material Co.,Ltd.	5403 NTT TechnoCross Corporation	5206 SYNCLAYER INC.	7401 Plat-ease	6018 Shiftall Inc.
4502 Fraunhofer IIS	4203 Videndum Media Distribution	5406 Cosmic Engineering Incorporation	8101 Japan Radio Co.,Ltd	8102 Oinuvision.co.,Ltd	7412 Synergy K.K.	7405 QUANTUM STORAGE JAPAN CORPORATION	6015 The University of Tokyo, Graduate School of
4505 GIN-ICHI Corp.	4001 voltampere	8109 Cross Imaging inc.	8105 JUNS inc.	5506 ONLY STYLE Inc.	7102 Synk Inc.	7403 SoundUD Consortium	Information Science and Technology, Biohybrid
4510 Hanaoka Musen Denki Co.,Ltd.	4107 YAMAHA MUSIC JAPAN CO.,LTD.	6407 CTC First Contact Corporation	6405 Kaga Solution Network Co.,Ltd.	5115 OTARITEC CORPORATION	5116 TAC SYSTEM, INC.	7401 Tokushima Prefecture	System Laboratory
4211 hibino corporation	4107 YAMAHA SOUND SYSTEMS INC.	6407 CTC System Management Corporation	6406 Kansai Broadcasting Equipment Exhibition	8303 OWC Asia Inc	8206 Technical Farm	7512 TOMODY,Inc.	TechBiz
4211 hibino intersound corporation	4509 YAMAKI Electric Corporation	6407 CTCSP Corporation	5502 Kawasaki Heavy Industries, Ltd	6316 Panasonic Connect Co., Ltd.	8306 TECHNO HOUSE INC.	7404 TopCreation Co.,Ltd	6024 1/AK Inc.
4211 Hibino Spaceteck Corporation	INTER BEE EXPERIENCE	6101 Dell Technologies Japan Inc.	8316 Kenko Professional Imaging Co., Ltd	5101 Panduit Corp. Japan Branch	6206 Telestream Japan GK	7508 Zukunft Works Ltd	6023 Aromajoin Corporation
4409 IABM	4102 Bestec Audio Inc.	8111 Densitron	8316 Kenko Tokina Co., Ltd.	5308 PANTHER GmbH	5109 THREE M .inc	INTER BEE CONNECTED	6021 DENDOH Inc.
4108 iconic	4515 Bosch Security Systems Ltd.	8405 DIGICAS LLC.	5602 KFX Technology	5311 PHOTRON LIMITED	6210 TOKYO BROADCASTING SYSTEM TELEVISION,INC	7006 Hokuriku Denwa Kouji Co., Ltd.	6025 Jolly Good Inc.
4414 Italian Sound Design Japan Inc.	4103 Bose	5213 DTS INSIGHT CORPORATION	8212 Koba 2023 (KOREA E & EX)	6110 PLAY, inc.	5202 Tokyo Electron Device LTD	7010 IPTV FORUM JAPAN	6022 REIWASEDA INC.
4413 JAPAN STAGE SOUND BUSINESS COOPERATIVE	4205 CAEL WORKS INC.	8307 DynaComware Corporation	6106 KOKUSAI SHOMEI Co.,Ltd	5108 PROSPER Electronics Co.,Ltd	7518 Too Corporation	7009 JEITA Tape Storage Technical Committee	6027 TRIBAWL
4407 JILLite Inc.	4201 d&b audiotechnik Japan K.K.	8313 Eiden Co., Ltd.	7101 Laguna Hills, Inc./DATATON AB	5508 P-tec co.,LTD.	5514 TOSHIBA DIGITAL SOLUTIONS CORPORATION	7004 J-Stream Inc.	6020 X, inc.
4501 Linear Sound Japan Inc.	4211 hibino corporation	8308 EIDOS Inc.	6113 Leader Electronics Corporation	8309 QONPLUS INC.	5514 Toshiba Infrastructure Systems & Solutions Corporation	7005 J-Stream Inc.	6026 xCura, Inc.
4207 Luminex Japan K.K.	4312 Martin Audio Japan Inc.	6202 EIZO Corporation	8412 LiveU Japan	7515 qoop, Inc.	5514 TOSHIBA LIGHTING & TECHNOLOGY CORPORATION	7002 Multiscreen Broadcasting Study Group	Online Exhibitor
4006 marc・sound systems	4210 Panasonic Connect Co., Ltd.	8408 ERG VENTURES.CO.,LTD	5217 LSI JAPAN	5004 QUICKCRANE/TERIS DVC	5201 TOTSU INTERNATIONAL CO., LTD.	7003 New Relic K.K	Professional Audio Equipment
4312 Martin Audio Japan Inc.	4516 REWIRE INC.	8204 FIT Pacific, Inc.	8203 Lumen Technologies	7202 RAID Inc.	7307 Traffic Sim Co.,Ltd.	7007 ORCA Production, Inc.	MQA LTD.
4202 MATSUDA TRADING CO.,LTD	Video Production / Broadcast Equipment	5307 Fuchu Giken Inc.	5511 M&Inext, Inc.	5210 Raritan・Japan,Inc	6104 TREE Digital Studio Inc.	Video Expression / Professional Lighting	TBS RADIO, Inc.
4503 Media Integration,inc.	5310 ADTECHNO Inc.	5510 Fuji Light Commercial Trading Co.,Ltd.	7517 Marumi Optical Co., Ltd.	5407 RENT ACT SHOTOKU CORP.	5203 TSUNAGARUBOX BY USEDNET	6302 Agai Trading Corporation	Video Production / Broadcast Equipment
4002 Memory-Tech Corporation	5207 Aim Electronics Co., Ltd.	5606 Fuji Television Network, Inc.	5209 MATSUURA Kikai Seisakusho Co.,Ltd	5205 Research Institute of Systems Planning, Inc.	6205 TVU Networks	6309 ALADDIN	K-WILL Corporation
4501 Meyer Sound Laboratories, Inc.	8501 AJA	6315 FUJIFILM	8314 MEDIA LINKS Co., LTD	5116 Restar Communications Corporation	8304 UCHIDA YOKO Co.,Ltd.	6301 Aputure Imaging Industries Co., Ltd.	ICT / Cross-Media
4305 MOGAMI WIRE & CABLE CORP.	6114 Amazon Web Services Japan GK	5211 FUJIMIC, INC.	5216 MEDIA PLUS CO., LTD	8210 Riedel Communications GmbH & Co. KG	6313 UNITEX Corporation	6301 Deity Microphones	Google Cloud
4410 MORSON JAPAN Co., Ltd.	8407 APCOT	5408 FUJITSU LIMITED	5603 Meiko Electronics Co., Ltd.	5102 Rikei Corporation	5113 ValueHD Corporation	6403 HYUNDAI FOMEX CO., LTD.	
4311 MSI JAPAN OSAKA CO.,LTD.	5103 Archivetips	8207 FUJOH VIDEO INDUSTRY CO.,LTD.	7515 Memory-Tech Corporation	7411 RIP-TIE, Inc.	7514 VANLINKS Co.,Ltd	6307 ImageVISION Co.Ltd.	
4404 Musignal Inc.	6314 ARK VENTURES INC.	8402 Gansui Corporation	5001 MetaData Co., Ltd.	6103 Rohde & Schwarz Japan KK	8504 Videndum Production Solutions	6201 INFILED Japan Co.,Ltd	
4309 Nearity International Co.,Limited	8404 ARMOR CO.LTD	7409 G-CaL Inc.	5005 METAL TOYS	5114 Roland Corporation	8503 VIDEOTRON Corp	6308 KORG	
4513 NEUTRIK Limited	5112 Artiza Networks, Inc.	5106 GIN-ICHI Corp.	7413 Miharuru Communications Inc.	7309 Sakura Eiki Co.,Ltd	5505 VILLAGE island Co.,Ltd	6305 Koto Electric Co., Ltd.	
4408 Nihon Electro Harmonix K.K.	7203 Arvanics Corporation	8316 GODOX Photo Equipment Co. Ltd	8505 Mitomo Co., Ltd	5107 SALRAYWORKS Inc.	6204 Visual Graphics Inc.	6304 REDCLIFF, inc.	

Online and real all-media event opens on November 1!

Opening & Keynote Session

Inter BEE 2022 opened its online venue on Tuesday, November 1, prior to the three-day event at Makuhari Messe starting Wednesday, November 16. The online venue remained open until Friday, December 23, so this year's Inter BEE was held over a period of 53 days.

The Opening & Keynote session, which opened the event, featured opening remarks by Takahito Tokita, Chairman of the Japan Electronics and Information Technology Industries Association (JEITA), followed by "Recent Trends in Broadcasting Policy" by Ryoji Yamazaki, Deputy Director-General for Broadcasting, Ministry of Internal Affairs and Communications, and "NHK's Approach in a New Media Era" by Keiji Kodama, Senior Director and Chief of Engineering, Japan Broadcasting Corporation.



Mr. Ryoji Yamazaki
Deputy Director-General for Broadcasting,
Ministry of Internal Affairs and Communications



Mr. Keiji Kodama
Senior Director, Chief of Engineering,
Japan Broadcasting Corporation.

"Opportunities to touch and talk about products face-to-face combined with online advantages, make Inter BEE an even more useful platform"

Inter BEE 2022 will combine real and online events, continuing on from last year, with the online venue opening today, November 1, and the Makuhari Messe venue opening on November 16 for a three-day period.

We would like to take this opportunity to thank the ministries, agencies, and organizations involved for their generous support. Inter BEE has built up a history as Japan's premier professional exhibition for audio, video, and communications, and in recent years has undergone a major transformation to become a comprehensive media event covering "creating," "sending," and "receiving" content.

Visitors will see a wide variety of exhibitors showcasing state-of-the-art equipment and solutions. Special events will be held across specific fields such as metaverse, virtual production, and the convergence of broadcasting and telecommunications. We also hope that visitors will get a real sense of cutting-edge technologies, products, and trends through the conferences where stakeholders in the content business from Japan and abroad will take the stage.

At the online venue, keynotes, various online exhibits, and pre-sessions will be open to the public from today. At the Makuhari Messe venue, we hope that you will have the opportunity to actually touch the products and communicate directly with the people involved to deepen your understanding.

The online venue will remain open after the close of Makuhari Messe until December 23, allowing visitors to view archived videos of the conference. We hope that Inter BEE 2022 will prove to be a valuable venue for as many people as possible, combining the opportunity to touch and talk face-to-face with others about products and solutions with the advantages of anytime, anywhere online access.

Lastly, I would like to conclude my remarks by expressing my hope that this year's Inter BEE will serve as a venue for all exhibitors and visitors to create even better business opportunities and contribute to the further development of culture, society, and industry through content. Thank you very much.



Takahito Tokita
Chairman, Japan Electronics and
Information Technology Industries Association (JEITA)

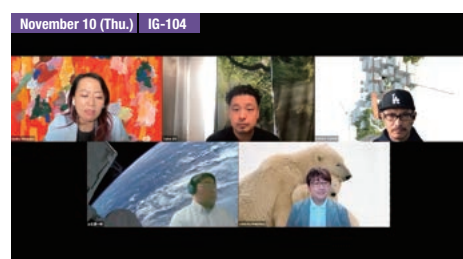
The online venue introduced exhibitors' products/services, streamed conference videos, and provided information on various special projects and events. The online venue served as a place for people to check information before visiting the exhibition so that they could make the most of their time at Makuhari Messe, and archived videos and posted additional information even after the closing of the Makuhari event.



- Contents of Online Venue
- Exhibit Map / Exhibitor List
- Online Exhibitor Detail Page
- Online Exhibitor Seminar
- Conference · Event News



In the pre-session starting with Opening & Keynote, we delivered selected sessions on the latest topics in broadcasting, video, and audio.



Pre Session

KN-101 13:00 ▶ 14:30 ONLINE
Inter BEE 2022 Opening & Keynote

Speaker: Chairman, Japan Electronics and Information Technology Industries Association, President and Representative Director, Fujitsu Limited **Tokita Takahito**

Recent Trends in Broadcasting Policy
Ministry of Internal Affairs and Communications, Deputy Director-General for Broadcasting **Yamazaki Ryoji**

NHK's Approach in a New Media Era
Japan Broadcasting Corporation, Senior Director, Chief of Engineering **Kodama Keiji**

KN-102 09:00 ▶ 09:10 ONLINE
Message from NAB Show

President and Chief Executive Officer **Curtis LeGeay**

SP-101 13:00 ▶ 14:00 ONLINE
Creating Sustainable Programs for Carbon Neutrality - Trends in Europe

Media & IT Consultant **Jin Imazumi**

NHK ENTERPRISES, INC., Issues & Current Affairs Programs Department **Kyoko Gendatsu**

New Media magazine **Isamu Yoshii**

SP-102 13:00 ▶ 14:30 ONLINE
Latest Information and Case Studies on "AoIP"

Panelist: Hibino Corporation, Chief Broadcast Audio Market, Hibino Marketing Div. **Satoru Ohishi**

Otaritec Corp., Presales manager **Chie Sugane**

Media Integration KK, Product Specialist **Yosuke Maeda**

Yamaha Music Japan Co., Ltd., Assistant Manager **Kenji Ishibashi**

tv asahi corporation, systems development & technical maintenance center **Takehiko Abe**

IG-101 15:00 ▶ 17:00 ONLINE
INTER BEE IGNITION × DCEXPO Special Session
DCEXPO Program: Innovative Technologies 2022 Panel Talk "New technologies appearing in Innovative Technologies 2022 and expectations for the future"

Panelist: Maywa Denki, President **Novmichi Tosa**

Keio University, Graduate School of Media Design, Professor **Kouta Minamizawa**

Director, Media and Content Industry Division, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry **Kanako Watanabe**

NTT Communication Science Laboratories, Senior Distinguished Researcher **Junji Watanabe, Ph.D.**

Moderator: KADOKAWA ASCII Research Laboratories, Inc., Founder and CEO **Satoshi Endo**

IG-102 15:00 ▶ 16:30 ONLINE
INTER BEE IGNITION × DCEXPO Special Session
DCEXPO Program: TechBiz Pitch Battle

Executive Director, Toyonaka Investment and Consultancy Pte Ltd. **CHAN Wei Slang**

Manager, Marketing Communications, Intertrust Technologies **Phil Keys**

Novarizer, CEO **Shan Lu**

Partner / Chief Sustainability Officer, Genesys Ventures, Inc. **Masafumi Kawai**

Simpligon (Country Manager / NI Productions (NP Asia)) **Stephane Beaulieu**

Director of Strategic Research Engagement at NVIDIA and SIGGRAPH Asia Conference Advisory Group, SACAC Chair **Tomasz Bednarsz**

Mentor: Technology Seed Incubation Co., Ltd., Chairman **Hiroyuki Ohnishi**

Pricewaterhouse Coopers, Aarata LLC Seed Incubation Co., Ltd., Technology Partner **Nobuyuki Tsuji**

HEART CATCH Inc., Founder and CEO **Mariko Nishimura**

Certified Incubation Manager, New Energy and Industrial Technology Development Organization (NEDO) Innovation Promotion Department, Startup Group **Tadaaki Hashizume**

Moderator: Specially Appointed Professor, Professor Emeritus at Tokyo Institute of Technology **Koji Tanabe**

IG-103 13:00 ▶ 14:00 ONLINE
INTER BEE IGNITION × DCEXPO Special Session
XR/Metaverse/NFT. Frontiers of Digital Technology to increase the Value of Real Stores and Regions

Panelist: J. FRONT RETAILING Co., Ltd. **Naotaka Hayashi**

Psychic VR Lab Co.ltd **Masahiro Yamaguchi**

Moderator: HEART CATCH Inc., Founder and CEO **Mariko Nishimura**

IG-104 13:00 ▶ 14:30 ONLINE
INTER BEE IGNITION × DCEXPO Special Session
Conceptualizing Interspace - The Results of the Partnership Between Game Engine, BIM, and Blockchain/NFT

Panelist: Institute of Industrial Science, the University of Tokyo, Project Professor **Keisuke Toyoda**

The University of Tokyo, Professor **Yoichiro Miyake**

Startbahn, Inc., CEO **Taihei SHII**

TAKENAKA CORPORATION, **Tsukasa Ishizawa**

Moderator: HEART CATCH Inc., Founder and CEO **Mariko Nishimura**

CN-101 13:00 ▶ 14:10 ONLINE
INTER BEE CONNECTED Special Session
A Videographer Becomes a Pioneer in New Video Production

Executive Director, Toyonaka Investment and Consultancy Pte Ltd. **CHAN Wei Slang**

Manager, Marketing Communications, Intertrust Technologies **Phil Keys**

Novarizer, CEO **Shan Lu**

Partner / Chief Sustainability Officer, Genesys Ventures, Inc. **Masafumi Kawai**

Simpligon (Country Manager / NI Productions (NP Asia)) **Stephane Beaulieu**

Director of Strategic Research Engagement at NVIDIA and SIGGRAPH Asia Conference Advisory Group, SACAC Chair **Tomasz Bednarsz**

Mentor: Technology Seed Incubation Co., Ltd., Chairman **Hiroyuki Ohnishi**

Pricewaterhouse Coopers, Aarata LLC Seed Incubation Co., Ltd., Technology Partner **Nobuyuki Tsuji**

HEART CATCH Inc., Founder and CEO **Mariko Nishimura**

Certified Incubation Manager, New Energy and Industrial Technology Development Organization (NEDO) Innovation Promotion Department, Startup Group **Tadaaki Hashizume**

Moderator: Specially Appointed Professor, Professor Emeritus at Tokyo Institute of Technology **Koji Tanabe**

CN-102 13:00 ▶ 14:40 ONLINE
INTER BEE CONNECTED Special Session
TV Coverage in the "Era of Information Health"

Facilitator: TV ASAHI Corporation, Announcer **Naoyuki Hirashi**

Panelist: TBS TELEVISION, INC., Editorial Department **Kensuke Kasamura**

Broadcasting Division, News Presenter **Shinsaku Toshima**

Watanabe Entertainment Co., Ltd., Emcee, talent, actor **Toshiaki Megumi**

EX-101 15:00 ▶ 16:00 ONLINE
INTER BEE EXPERIENCE Special Session
Highlights of Audio related Seminars and X-Speaker

Panelist: tv asahi corporation, systems development & technical maintenance center **Takehiko Abe**

sound design, Inc. **Kenji Ouchi**

Facilitator: INTER BEE EXPERIENCE Producer **Yoshiki Takahashi**

INTER BEE FORUM

November 16 (Wed.)

KN-162 13:00 ▶ 14:30 International Conference Room INTER BEE CONNECTED KEYNOTE
 The "Essence of Media" as Revealed by the Latest Overseas Situation in Connected TV and Linear Distribution Services.
 Panelist: **Hirosuke Usui** (TBS Television, Inc. Senior Expert/Deputy President of Media Strategy and Planning Office), **Koichi Sonoda** (Media Tech ELSI R&D), **Hiroaki Takasawa** (TBS Television, Inc. Director of Media Strategy and Planning Office), **Keiko Murakami** (Japan Broadcasting Corporation Executive Researcher, Broadcasting Culture Research Institute).
 Moderator: **Teruaki Wasan** (Asahi Television Broadcasting Corporation Engineering Division Professional / i-NEX+).

KN-163 15:30 ▶ 17:00 International Conference Room INTER BEE FORUM KEYNOTE
 New Sound Creation Challenge! 2022
 Panelist: **Akira Fukada** (dream window inc), **Teruaki Wasan** (Asahi Television Broadcasting Corporation Engineering Division Professional / i-NEX+), **Cindy Takehara** (Production Technology & Operations Sound Technologist Netflix), **Susumu Tsukagoshi** (SEGA CORPORATION Technology Development Section Development Technology Department).
 Moderator: **Takehiko Abe** (tv asahi corporation systems development & technical maintenance center).

SP-161 10:30 ▶ 12:00 Room 201 INTER BEE FORUM Special Session
 The Future of the Broadcasting Industry, as Proposed by a Group of Gen Z Engineers
 Panelist: **Tatsuya Nagashima** (TOKYO BROADCASTING SYSTEM TELEVISION Information and Communication Technology Division), **Shumpei Urabe** (NAXA, Inc. President), **Shoya Nakamura** (NAXA, Inc. Board Member), **Yasuji Eguchi** (Yasuji Eguchi Office LLC).
 Moderator: **Yasuji Eguchi** (Yasuji Eguchi Office LLC).

SP-162 13:00 ▶ 14:30 Room 201 INTER BEE FORUM Special Session
 Advanced Imaging Society Japan Committee: Awards Ceremony for Lumière Japan Award 2022
 Panelist: **Jim Chabin** (Advanced Imaging Society President ※Video talk), **Takashi Kawai** (Advanced Imaging Society Japan Committee Chairman).
 Moderator: **Yasuji Eguchi** (Yasuji Eguchi Office LLC).

SP-163 15:00 ▶ 16:00 Room 201 INTER BEE FORUM Special Session
 A Discussion of Trends in UK Public Service Broadcasting and DVB Standards
 Panelist: **Koichi Sonoda** (Media Tech ELSI R&D), **Shimizu Takeshi** (BBC Broadcast Interpreter), **Isamu Yoshii** (New Media magazine).
 Moderator: **Isamu Yoshii** (New Media magazine).

SP-164 16:20 ▶ 17:50 Room 201 INTER BEE FORUM Special Session
 DCEXPO Program: Technology is Changing the Future of Diversity
 Panelist: **Yoshiyuki Sankai** (CEO and President, Cyberdyne Inc. Professor, Executive Research Director, Center for Cybernetics Research, University of Tsukuba Director, R&D Center for Frontiers of MIRAI in Policy and Technology, University of Tsukuba), **Yoshiaki Sawabe** (Chief Executive Officer, 1→10, Inc. CEO), **Ayako Ozawa** (Representative of BEYOND GIRLS / Wheelchair Artist), **Mikito Ogino** (Dentsu ScienceJam Inc. Chief Scientist).
 Moderator: **Mikito Ogino** (Dentsu ScienceJam Inc. Chief Scientist).

November 17 (Thu.)

KN-171 10:30 ▶ 12:10 International Conference Room INTER BEE FORUM KEYNOTE
 IPTV Forum Connected TVs - The Current Status and Future of Domestic Services
 Keynote Speech: Promote internet streaming of broadcast content (Speaker: **Shunsuke Ida**, Ministry of Internal Affairs and Communications Director of Promotion for Content Distribution Division, Information and Communications Bureau).
 Keynote Speech: Evolution to Digital Native Media/Infrastructure (Speaker: **Hiroshi Esaki**, IPTV Forum).
 Panel discussion: The Current Status and Future of Domestic Services (Moderator: **Keiko Murakami**, Japan Broadcasting Corporation Executive Researcher, Broadcasting Culture Research Institute; Panelist: **Shunsuke Ida**, Ministry of Internal Affairs and Communications Director of Promotion for Content Distribution Division, Information and Communications Bureau).
 Current Status and Future of Tver (Speaker: **Hisaya Suga**, TVer INC.).
 Current Status and Future of NHK plus (Speaker: **Noriko Nishimura**, Japan Broadcasting Corporation).

KN-172 13:00 ▶ 14:00 International Conference Room INTER BEE FORUM KEYNOTE
 A-PAB Talk Session "Even Gen Z Can Understand! The Appeal of New 4K8K Satellite Broadcasting"
 Guest: **Risa Kunimoto** (NHK [NABE] BUGYOZ, NTV [Super Invincible Class] as regular member NTV/Zoom in!! Saturday) Weather reporter, Many other appearances).
 Commentator: **Takashi Uchiyama** (Aoyama Gakuin University School of Cultural and Creative Studies).

KN-173 15:30 ▶ 17:00 International Conference Room INTER BEE IP PAVILION KEYNOTE
 Four big tech companies (Cisco, Amazon, Google, and Microsoft) talk about the move from 'SDI to IP and Cloud' with Japanese broadcasting stations
 Speaker: **Daiyu Hatakeyama** (Microsoft Japan Co., Ltd. Customer Success Group Senior Cloud Solution Architect), **Yohei Shimokawa** (Cisco Systems Data Center Network BU Product Manager/ASIA), **Takato Yamaguchi** (Amazon Web Services Japan Principal Business Development Manager (Media & Entertainment)), **Yuichiro Danno** (Google Cloud Japan Custom Engineer).
 Questioner: **Kazuyuki Arai** (Japan Broadcasting Corp. Production Engineering Division Principal Engineer), **Hisatomo Nakahama** (Shizuoka Daiichi-tv Technical Produce Dept).
 Moderator: **Isamu Yoshii** (New Media magazine).

SP-171 10:30 ▶ 11:10 Room 201 INTER BEE FORUM Special Session
 "Virtual NHK" - Using the Metaverse to Create Programs
 Panelist: **Ichitaka Takagi** (Japan Broadcasting Corporation Media Development & Strategy Center).
 Moderator: **Isamu Yoshii** (New Media magazine).

SP-172 12:00 ▶ 13:00 Room 201 INTER BEE FORUM Special Session
 To keep broadcasting and video production operations sustainable
 Speaker: **Takashi Okawa** (Microsoft Japan Co., Ltd. Cloud Solution Architect / Global Partner Solutions).
 Moderator: **Kenji Takahashi** (Ouka-ichi-mon, inc).

SP-173 13:30 ▶ 18:00 Room 201 INTER BEE FORUM Special Session
 DCEXPO Program: Japan VR Fest Developers Conference
 Developers at the forefront of VR, AR, and the Metaverse will share their ideas, know-how, and future in a 10-minute presentation.
 Moderator: **Kenji Takahashi** (Ouka-ichi-mon, inc).

November 18 (Fri.)

KN-181 10:30 ▶ 11:30 International Conference Room INTER BEE CREATIVE KEYNOTE
 Thoughts after Filming the Taiga Drama The Secret Story Behind the Making of "The 13 Lords of the Shogun"!
 Speaker: **Teruyuki Yoshida** (Japan Broadcasting Corporation).
 Moderator: **Takafumi Yuki** (INTER BEE CREATIVE Director).

KN-182 13:00 ▶ 14:00 International Conference Room INTER BEE IGNITION x DCEXPO KEYNOTE
 Future Society and Advanced Technologies Envisioned by EXPO2025 Osaka Kansai, Japan
 Panelist: **Yoichi Ochiai** (Media Artist (Thematic Producer for EXPO2025 Osaka Kansai, Japan)), **Masaru Ishikawa** (Planner, Producer CEO of Think Communications, Co., Ltd. Visiting Professor of Osaka Metropolitan University (Site Operation Producer for EXPO2025 Osaka Kansai, Japan)), **Satoshi Endo** (Senior Research Fellow, KADOKAWA ASCII Research Laboratories, Inc. (Advisor for MIT Technology Review Japan Edition, ASCII STARTUP Executive Advisor)).
 Moderator: **Satoshi Endo** (Senior Research Fellow, KADOKAWA ASCII Research Laboratories, Inc. (Advisor for MIT Technology Review Japan Edition, ASCII STARTUP Executive Advisor)).

KN-183 14:30 ▶ 16:00 International Conference Room INTER BEE FORUM KEYNOTE
 The Paradigm Shift in Broadcast Media: Creating New Value and Promoting Diversity through Participation-Based Digital Spaces!
 Panelist: **Yoichiro Miyake**, **Tomoyasu Hirano**, **Kenji Saito** (Waseda University Professor, Graduate School of Business and Finance), **Yuichi Harada** (Kyushu University Global Innovation Center, Division Director & Professor), **Masaharu Takano** (Bitmedia Inc. CEO, President), **Seiji Kunishige**.
 Moderator: **Seiji Kunishige**.

SP-181 10:30 ▶ 11:30 Room 201 INTER BEE FORUM Special Session
 The Future of Radio and Business Models for Audio Media
 Panelist: **Hisashi Kawakita** (TAISHO UNIVERSITY Faculty of Communication and Culture), **Taisuke Yagi** (Otonal Inc. CEO), **Kohei Onuma** (MBS RADIO, INC MBS Young Town PRODUCER), **Yoshihiro Oto** (Sophia Univ Professor, Department of Journalism).
 Moderator: **Yoshihiro Oto** (Sophia Univ Professor, Department of Journalism).

SP-182 13:30 ▶ 14:30 Room 201 INTER BEE FORUM Special Session
 The Role of Broadcasting Stations in the Attack on Ukraine and Creating Order in the Digital Space Supported by Digital Policy Forum Japan
 Panelist: **Masaru Seo** (SlowNews, Inc. President), **Takashi Uchiyama** (Aoyama Gakuin University School of Cultural and Creative Studies), **Ryosuke Nishida** (Tokyo Institute of Technology Institute for Liberal Arts, Associate Professor), **Naoto Kikuchi** (Keio University Graduate school of Media Design Project Professor).
 Moderator: **Naoto Kikuchi** (Keio University Graduate school of Media Design Project Professor).

SP-183 15:00 ▶ 16:30 Room 201 INTER BEE FORUM Special Session
 "The History of Microphone Development and Upcoming Strategies", According to a Microphone Producer
 Panelist: **Volker Schmitt** (Sennheiser electronic GmbH & Co. KG Technical Application Engineering, Pro Audio Business Unit Manager, Technical Application Engineering), **Seiichi Miyawaki** (Sennheiser Japan K.K.), **Michael Johns** (SHURE INCORPORATED Associate Director, Global Product Management), **Hiro Sawaguchi** (Shure Japan Limited Director, Pro Audio), **Yoshihiro Murakami** (Sony Corporation Audio Products EngineerSec.2, Platform Design Dept. 5 Products Design Div. 2 Products Technology Center Imaging Products & Solutions Business Group), **Takehiko Abe** (tv asahi corporation systems development & technical maintenance center).
 Moderator: **Takehiko Abe** (tv asahi corporation systems development & technical maintenance center).

Online Exhibitor Seminar

Nov. 16 (Wed.)

10:00 ▶ 11:00 ES1-101
 Broadcast/Media Transformation with Google Cloud
 Speaker: **Shojiro Kumon** (Google Cloud Senior Account Executive).
11:30 ▶ 12:30 ES2-101
 Observability for streaming performance
 Speaker: **Tomohiro Furugaki** (Solution Consultant New Relic K.K.), **Takashi Kaga** (Lead Engineer TVer).
13:00 ▶ 13:30 ES1-103
 Introducing the latest technologies and solutions to enable IP broadcasting.
 Speaker: **Mizuki Kanada** (Sony Corporation Imaging Products & Solutions Business Group, Media Solution Business Div., Media Solution Design Dept., General Manager), **Yohei Shimokawa** (Cisco Systems G.K. Data Center Networking BU Technical Marketing Product Manager/ASIA).
13:30 ▶ 14:00 ES2-103
 What's new with Adobe video products and Adobe Stock.
 Speaker: **Reiko Tanka** (Adobe KK Marketing Manager, Marketing Department), **Kei Oki** (Adobe KK GTM Business Manager, Digital Growth GTM, Digital Media).
14:30 ▶ 15:30 ES1-104
 Next Generation OTT Delivery
 Speaker: **Alexandre Arnodin** (Aterme Vice President Video Delivery Solutions).

Nov. 17 (Thu.)

10:00 ▶ 11:00 ES1-201
 Google Direct to Consumer solution
 Speaker: **Yuichiro Danno** (Google Cloud Customer Engineer).
14:30 ▶ 15:30 ES1-204
 ~ "from Amsterdam" Latest Trends in Video Streaming Distribution Technology ~ "Virtual Channels": Advantage of using VOD2Live technology; live video delivery utilizing VOD assets
 Speaker: **Itaru Kitazawa** (ORCA Production, Inc. CEO), **Dirk Griffioen** (Unified Streaming CEO).
14:30 ▶ 15:30 ES2-204
 MQA is Broadening its Horizons
 Speaker: **Bob Stuart** (MQA Ltd. CTO).

Co-located Session

The 59th JBA Symposium of Broadcast Technology

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

	Room 301	Room 302	Room 303
Nov. 16 (Wed.)	10:30▶15:10 Production Engineering	10:30▶15:10 CG / Computer / Vision	10:30▶16:00 Broadcasting / Streaming
Nov. 17 (Thu.)		10:30▶11:20 Transmission Circuitry	10:30▶12:35 Sound Broadcasting and Audio
	Special Event 14:00▶16:30 File-based content production systems and workflows - "past" and "future"		
Nov. 18 (Fri.)	10:30▶14:45 Production Engineering	10:30▶12:35 Transmission 13:30▶15:35 Datacasting / Broadcast Communications Cooperation / Digital Services	10:30▶15:10 Broadcasting / Streaming

INTER BEE EXPERIENCE

X-Speaker SR Speaker Experience Demo

▶Venue: Makuhari Messe Event Hall

November 17 (Thu.), 10:00 Doors open	
10:30	RAMSA WS-HM5000series Panasonic Connect Co., Ltd.
11:10	TWAUDIO ELLA-SYS CAEL WORKS INC.
11:50	Electro-Voice MFX Multi-function monitor speakers Bosch Security Systems Ltd.
12:30	S-SERIES S10n REWIRE INC.
13:10	RAMSA WS-LA500Aseries Panasonic Connect Co., Ltd.
13:50	JBL VTX A8 system Hibino corporation
14:30	CLAIR COHESION SERIES CO12 REWIRE INC.
15:10	M Wavefront Precision Optimised Line Arrays Martin Audio Japan Inc.
15:50	d&b audiotechnik SL-Series XSL8 / XSL12 / XSL-SUB d&b audiotechnik Japan K.K.
16:30	K3 Bestec Audio Inc.
17:10	L1 Pro Portable Line Array Systems BOSE

Doors close at 17:50

November 18 (Fri.), 10:00 Doors open	
10:30	CLAIR COHESION SERIES CO12 REWIRE INC.
11:10	M Wavefront Precision Optimised Line Arrays Martin Audio Japan Inc.
11:50	d&b audiotechnik SL-Series XSL8 / XSL12 / XSL-SUB d&b audiotechnik Japan K.K.
12:30	K3 Bestec Audio Inc.
13:10	RAMSA WS-HM5000series Panasonic Connect Co., Ltd.
13:50	TWAUDIO ELLA-SYS CAEL WORKS INC.
14:30	Electro-Voice MFX Multi-function monitor speakers Bosch Security Systems Ltd.
15:10	S-SERIES S10n REWIRE INC.
15:50	RAMSA WS-LA500Aseries Panasonic Connect Co., Ltd.
16:30	JBL VTX A8 system Hibino corporation
17:10	L1 Pro Portable Line Array Systems BOSE

Doors close at 17:50

Point source speaker / Standalone line array speaker	Compact line array speaker	Medium and large line array speaker
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◆Equipment Cooperation: REWIRE INC. / CAEL WORKS INC. / Martin Audio Japan Inc.

INTER BEE CREATIVE

▶Venue: International Conference Room

Keynote November 18 (Fri.)

KN-181 10:30 ▶ 11:30 INTER BEE CREATIVE KEYNOTE

Thoughts after Filming the Taiga Drama The Secret Story Behind the Making of "The 13 Lords of the Shogun"!

Speaker: **Teruyuki Yoshida** (Japan Broadcasting Corporation.)
Moderator: **Takafumi Yuki** (INTER BEE CREATIVE Director)

▶Venue: Exhibition Hall 7

Special Session November 16 (Wed.)

CR-161 10:30 ▶ 11:30

How did the Heroine Fly? Report from the Set of NHK's TV series "Maigare (Soar High)!"

Speaker: **Noritoki Kumano** (NHK), **Yoshihiro Takahashi** (NHK)
Moderator: **Takafumi Yuki** (INTER BEE CREATIVE Director)

CR-162 12:00 ▶ 13:00

Shooting at the Current Location with LEDs -Using an LED SCREEN PROCESS

Speaker: **Syun Iwana** (2nd stage Corporation Sales Manager)

CR-163 13:30 ▶ 14:30

Real or Fake? New visual expression using VFX technology

Speaker: **Akiko Suzuya** (OMNIBUS JAPAN INC.), **Takashi Usagawa**
Moderator: **Takafumi Yuki** (INTER BEE CREATIVE Director)

CR-164 15:00 ▶ 16:00

Video creativity developed through verification and experimentation

Speaker: **Fuyu Arai**, **Chiyoie Sugita**
Moderator: **Tsutomu Arai**

Virtual Production Exhibits & Studio Pitch Presentation in Inter BEE

▶Venue: Exhibition Hall 7

A map of booths exhibiting virtual production-related equipment (LED walls, cameras, studio equipment, etc.), with a focus on in-camera VFX, was distributed, and pitch presentations were given by representatives from domestic in-camera VFX studios such as "Kiyosumi Shirakawa BASE" and "n00b.st".

16:00~17:30 November 16 (Wed.)

n00b.st (Studio N00b) Pitch Presentation

15:30~16:15 November 17 (Thu.)

"Future of Virtual Production" Talk Show
Kiyosumi Shirakawa BASE / INTER BEE CREATIVE Director, Takafumi Yuki,

15:30~17:00 November 18 (Fri.)

Kiyosumi Shirakawa BASE Pitch Presentation

INTER BEE CONNECTED

▶Venue: International Conference Room

Keynote November 16 (Wed.)

KN-162 13:00 ▶ 14:30 INTER BEE CONNECTED KEYNOTE

The "Essence of Media" as Revealed by the Latest Overseas Situation in Connected TV and Linear Distribution Services.

Moderator: **Keiko Murakami** (Japan Broadcasting Corporation Executive Researcher, Broadcasting Culture Research Institute)

Panelist: **Hirosuke Usui** (TBS Television, Inc. Senior Expert/Deputy President of Media Strategy and Planning Office), **Koichi Sonoda** (Media Tech ELSI R&D), **Hiroaki Takasawa** (TBS Television, Inc. Director of Media Strategy and Planning Office)

▶Venue: Exhibition Hall 7

Special Session November 17 (Thu.)

CN-171

The New Media Lifestyle During the COVID era

Moderator: **Ritsuya Oku** (Dentsu Inc. Chief Executive Director, Dentsu Media Innovation LabFellow, Dentsu Institute)

Panelist: **Kanehito Watanabe** (Video Research Ltd. HITO Lab.), **Mariko Morishita** (Dentsu Inc. Principal Researcher, Dentsu Media Innovation Lab)

CN-172

The World Cup is Almost Here! Changing the Way People Watch Sports

Moderator: **Kosuke Hiraiwa** (ODYSSEY INC. CEO / eSports caster)

Panelist: **Yasutaka Tsukamoto** (AbemaTV, Inc. Programming headquarters Sports entertainment department General manager), **Takayuki Shinoda** (NIPPON TELEVISION NETWORK CORPORATION Senior Manager, Engineering & Technology Division), **Kojiro kurotobi** (Undotsushin inc. CEO)

CN-173

How Can We Create Media that "Leaves No One Behind"?

Moderator: **Keiko Murakami** (Japan Broadcasting Corporation Executive Researcher, Broadcasting Culture Research Institute)

Panelist: **Teruaki Kaku** (TV Asahi Corporation), **Naoyuki Arai** (Japan Broadcasting Corporation News Features Production Center Senior Producer), **Koki Ozora** (Ibashochat.org CEO), **Shiro Oguni** (OGUNISHIROJIMUSYO Co.,Ltd CEO)

▶Venue: Exhibition Hall 7

Exhibitor

7002 Multiscreen Broadcasting Study Group
7003 New Relic K.K.
7004 J-Stream Inc.
7005 J-Stream Inc.
7006 Hokuriku Denwa Kouji Co., Ltd.
7007 ORCA Production, Inc.
7009 JEITA Tape Storage Technical Committee
7010 IPTV FORUM JAPAN

Exhibitor / Layout

▶Venue: Exhibition Hall 7

November 18 (Fri.)

CN-181

Tips for survival are in "IP Entertainment Connecting Japan and Korea."

Moderator: **Tomoko Hasegawa**

Panelist: **Seonhye HWANG** (Professional University of Information and Management for Innovation Visiting Professor), **NAGAO Akira** (TBS Television Inc. Studio Toon corp.), **Yasuyuki Azuma** (Fuji Television Network, Inc. Manager Global Business Content Business Development Programming and Production Department)

CN-182

Considering the Significance and Role of Local Stations in the World Outside Broadcasting

Moderator: **Koji Nagae** (TVQ KYUSHU BROADCASTING CO.,LTD.)

Panelist: **Kazuya Sano** (Torch Inc. President/Planner, Business Development), **Masaki Tsuge** (Rakuten Group, Inc. Commerce Company Regional Economy Vitalizing Business Co-Innovation Business Department Senior Manager), **Masafumi Yano** (Imabari. Yume Sports Inc. COO)

CN-183

Considering the Significance and Role of Local Stations in the World Outside Broadcasting

Moderator: **Osamu Sakai** (Media Consultant)

Panelist: **Atsuya Takase** (GENERATE ONE, Inc CEO), **Katsuo Hirayama** (K conTents, Inc CEO), **Yoichiro Kakuta** (Variety Producer)

INTER BEE IGNITION × DCEXPO

Keynote ▶Venue: International Conference Room

November 16 (Wed.)

INTER BEE IGNITION × DCEXPO KEYNOTE

KN-182 13:00 ▶ 14:00




Future Society and Advanced Technologies Envisioned by EXPO2025 Osaka Kansai, Japan

<p>Panelist</p> <p>Yoichi Ochiai Media Artist (Thematic Producer for EXPO2025 Osaka Kansai, Japan)</p> 	<p>Moderator</p> <p>Masaru Ishikawa Planner, Producer CEO of Think Communications, Co., Ltd. Visiting Professor of Osaka Metropolitan University (Site Operation Producer for EXPO2025 Osaka Kansai, Japan)</p> 
<p>Panelist</p> <p>Yoichi Ochiai Media Artist (Thematic Producer for EXPO2025 Osaka Kansai, Japan)</p> 	<p>Moderator</p> <p>Satoshi Endo Senior Research Fellow, KADOKAWA ASCII Research Laboratories, Inc. (Advisor for MIT Technology Review Japan Edition, ASCII STARTUP Executive Advisor)</p> 

Special Session ▶Venue: ONLINE

November 16 (Wed.)

IG-161 DCEXPO Program: Art Transmits the Future — Talk Session Commemorating the 2022 Tsumugi & Takumi Awards —




<p>Panelist</p> <p>Tetsuya Komuro Musician/Producer</p> 	<p>Panelist</p> <p>Hideki Wada Psychiatrist/Writer</p> 
<p>Moderator</p> <p>Yoichiro Kawaguchi Artist/Professor Emeritus at the University of Tokyo</p> 	

IG-162 The Latest Trends in Polymetric Capture




<p>Panelist</p> <p>Akio Oba Sony Interactive Entertainment LLC</p> 	<p>Panelist</p> <p>Hakubun Ito WiseFool Pictures, Inc.</p> 
<p>Moderator</p> <p>Mayumi Morinaga Hakuhodo DY Media Partners Incorporated</p> 	

November 17 (Thu.)

IG-171 DCEXPO Program "ACM SIGGRAPH Invited Talk Session: Content Technologies Change the Future — Fireside Chat with Dr. Mashhuda Glencross on the Role of Visual Technologies —"

<p>Panelist</p> <p>Dr. Mashhuda Glencross Senior Lecturer in Computer Science, School of Information Technology and Electrical Engineering - University of Queensland / SIGGRAPH 2023 Emerging Technologies Chair</p> 	<p>Panelist</p> <p>Koji Suginuma, Ph.D. Lecturer, Nihon University/ Senior Editor, The Eizo Shimburn</p> 
<p>Moderator</p> <p>Masayoshi Boku Bascule Inc.</p> 	

IG-172 The Potential of web3 in the Cosmic Metaverse


<p>Panelist</p> <p>Masayoshi Boku Bascule Inc.</p> 	<p>Panelist</p> <p>Motoki Tani Animoca Brands KK CEO</p> 
<p>Moderator</p> <p>Mariko Nishimura HEART CATCH Inc. CEO</p> 	

November 18 (Fri.)

IG-181 DCEXPO Program: Japanese Geek Women Empower the Future Vol.3

<p>Panelist</p> <p>Ayaka Ikezawa Software engineer</p> 	<p>Panelist</p> <p>Etsuko Ichihara Media artist, Fantasy inventor</p> 
<p>Moderator</p> <p>Madoka Chiyoda (chomado) Microsoft Cloud Developer Advocate</p> 	
<p>Moderator</p> <p>Mariko Nishimura HEART CATCH Inc. CEO</p> 	

IG-182 Can TV Stations Get Into the Minds of Users? - A Discussion from the Perspective of New Businesses and Technology

<p>Panelist</p> <p>Ranna Kinjo RKB MAINICHI BROADCASTING CORPORATION Media Innovation Center</p> 	<p>Panelist</p> <p>Takafumi Kuno Nippon Television Network Corporation</p> 
<p>Moderator</p> <p>Mina Kase TV TOKYO Corporation</p> 	
<p>Moderator</p> <p>Akira Masuzawa TV Asahi Corporation</p> 	

IG-183 DCEXPO Program:Technology to help humans become more free - Meta talks about cutting-edge HMD "HDR-VR" -

<p>Panelist</p> <p>Nathan Matsuda Reality Labs Research, Meta</p> 	<p>Panelist</p> <p>Kiyoshi Kiyokawa Nara Institute of Science and Technology (NAIST) Cybernetics & Reality Engineering (CARE) Laboratory, Division of Information Science, Graduate School of Science & Technology,</p> 
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Exhibitor ▶Venue: Exhibition Hall 7

INTER BEE IGNITION×DCEXPO

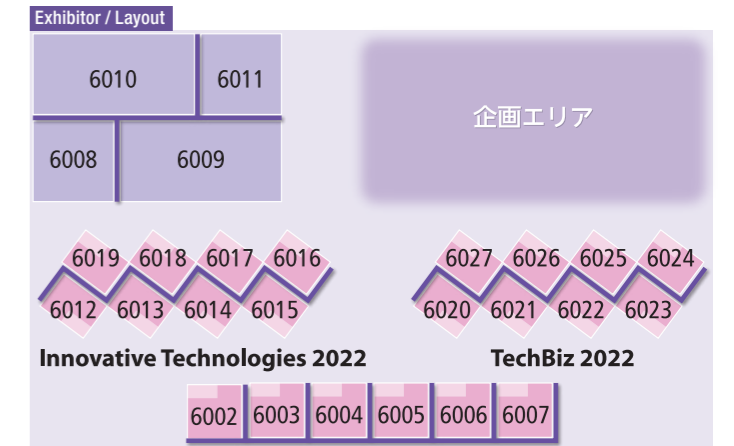
- | | |
|----------------------------------|--|
| 6002 monoAI technology Co., Ltd. | 6003 GRAPS Co., Ltd. |
| 6004 ASIAGRAPH CG ART GALLERY | 6005 Digital Content Association of Japan (DCAJ) |
| 6006 SIGGRAPH Asia 2022 | 6007 KAIST (from SIGGRAPH2022) |
| 6008 mountain studio Inc. | 6009 TOKYO COMPUTER SERVICE CO., LTD |
| 6010 Solidray Co.,Ltd. | 6011 KUMONOS Corporation |

Innovative Technologies 2022

- 6012 Qosmo, Inc.
- 6013 Kirin Holdings Company, Limited / Meiji University
- 6014 Hosei University / The University of Tokyo / Meiji University
- 6015 The University of Tokyo, Graduate School of Information Science and Technology, Biohybrid System Laboratory
- 6016 Junichi Ushiba Laboratory, Faculty of Science and Technology, Keio University/The University-based startup, LIFESCAPES Inc.
- 6017 sekisai inc.
- 6018 Shiftall Inc.
- 6019 Hakuhold Inc.

TechBiz : Technology Business Acceleration Program

- | | |
|----------------------------|----------------------|
| 6020 X, inc. | 6024 1/AK Inc. |
| 6021 DENDOH Inc. | 6025 Jolly Good Inc. |
| 6022 REWASEDA INC. | 6026 xCura, Inc. |
| 6023 Aromajoin Corporation | 6027 TRIBAWL |



Planned events ▶Venue: Exhibition Hall 6

November 16 (Wed.) Stage Events

10:30 ▶ 12:00

Award Ceremony for Advanced Imaging Society's Lumiere Japan Award 2022

The 2022 winners of the Lumiere Japan Award, given to high-quality 4K/8K and VR works, and the Good Practice Award, given to initiatives expected to contribute to the development of these fields, were announced and presented with their awards.

Exhibitor Demonstration

13:00 ▶ 13:30

1/AK inc. – Part 1

A participatory event was held to demonstrate a new and as yet unseen era of dance training experience: "learning to dance while synchronizing with a smartphone and a single video." The lecture included a lesson with audience participation, and a lecture for dance studios and dance instructors on how INSYNC can update the problems they face in dance lessons. Dance performances by professional dancers and an event to experience dance synchronization performed with INSYNC were held.

13:30 ▶ 14:00

DENDOH inc.

Introducing "molz," an avatar creation platform for the Metaverse. DENDOH introduced two systems: "molzHub," a system for end-users to create and edit avatars, purchase fashion items, and manage them; and "molz SDK," a system that enables companies providing metaverse space to use avatar makeup functions within their own metaverse services.

14:00 ▶ 14:30

JOLLY GOOD Inc.

JOLLY GOOD introduced "Medical Education VR", which enables medical professionals to create VR teaching materials themselves and conduct clinical practice anytime, anywhere. They also presented the latest examples and solutions used at medical facilities and educational institutions in Japan and overseas.

14:30 ▶ 15:00

1/AK inc. – Part 2

A participatory event was held to demonstrate a new and as yet unseen era of dance training experience: "learning to dance while synchronizing with a smartphone and a single video." The lecture included a lesson with audience participation, and a lecture for dance studios and dance instructors on how INSYNC can update the problems they face in dance lessons. The [feedback training] service, which is actually adopted in the dance training field, was demonstrated with lessons.

15:30 ▶ 16:00

Tokyo Computer Service Co., Ltd.

Tokyo Computer Service introduced "Avatar Jockey", an application that enables interactive music experience in XR space. They gave a performance showing how to create a music space by using avatars as musical instruments.

16:00 ▶ 16:30

Aromajoin Corporation

While explaining the history of TVs that emit fragrance, the audience experienced "Scent of Mystery," which was aired in 1960, using the conventional scented paper (tester) method. This was followed by an introduction of Aromajoin's latest technology.

16:30 ▶ 17:00

X,inc

X,inc introduced their latest products. Those who wished were allowed to actually operate the products.

17:00 ▶ 17:30

Shiftall Inc.

What do people do for fun in the VR metaverse? Shiftall introduced its appeal. They also demonstrated HaritoraX, a body tracking device that has become must-have equipment for heavy users, and mutalk, a soundproof microphone.

November 17 (Thu.) / 18 (Fri.)

EXPLORE NEW REALITIES VR Contents Experience Corner

Content #1 Ikebukuro Mirror World

Ikebukuro Mirror World" is a metaverse service operated by TV Tokyo. It is an "Alternative Ikebukuro" that can be played from anywhere in Japan with a single smartphone, PC, or VR device. In the virtual space created by the TV station, we delivered events and new experiences that can only be seen here. Contents provided by TV Tokyo



Content #2 -Blue Eyes in HARBOR TALE- Art Set VR

The art set of "Blue Eyes in Harbor Tail," the second film of the neocartoon animation "Harbor Tail," which was created by the "Blue Eyes in Harbor Tail" team, was converted to VR using photogrammetric technology. Contents provided by I.TOON Ltd. / Re-invention Co., Ltd.




Content #3 Batten Girls Special VR Live 2022

Advanced Imaging Society
Lumiere Japan Award
Grand Prix in VR category
Winner: BATTEN Records / FUJI MEDIA TECHNOLOGY, INC.



Content #4 Nagisanite

Advanced Imaging Society
Lumiere Japan Award
Special Award in VR category
Winner: CinemaLeap




INTER BEE IP PAVILION

Keynote ▶Venue: International Conference Room

November 17 (Thu.)

KN-173 15:30 ▶ 17:00 INTER BEE IP PAVILION KEYNOTE

Four big tech companies (Cisco, Amazon, Google, and Microsoft) talk about the move from 'SDI to IP and Cloud' with Japanese broadcasting stations

Speaker

Daiyu Hatakeyama
Microsoft Japan Co., Ltd.
Customer Success Group
Senior Cloud Solution Architect

Yohei Shimokawa
Cisco Systems
Data Center Network BU
Product Manager/ASIA

Takato Yamaguchi
Amazon Web Services Japan
Principal Business Development Manager
(Media & Entertainment)

Yuichiro Danno
Google Cloud Japan
Custom Engineer

Questioner

Hisatomo Nakahama
Shizuoka Daiichi-tv
Technical Produce Dept

Kazuyuki Arai
Japan Broadcasting Corp.
Production Engineering Division
Principal Engineer

Isamu Yoshii
New Media magazine

Moderator

Relay Seminars ▶Venue: Exhibition Hall 7

November 16 (Wed.)

11:00 ▶ 11:20	Basics: IP Network Concept	Leader Electronics Corporation
11:30 ▶ 11:50	Basics: Commentary on Broadcast System IP Adoption from Synchronization Technology	Telestream Japan GK
12:00 ▶ 12:20	Commentary: Makeup of IP PAVILION Booths	SEIKOH GIKEN Co., Ltd.
12:30 ▶ 12:50	Introduction: For Those Considering IP Adoption	Leader Electronics Corporation
13:00 ▶ 13:20	Basics: Commentary on Broadcast Controller Control Technology for IP Live Production	PHOTRON LIMITED
13:30 ▶ 13:50	Basics: Introduction of IP Live System	Sony Marketing Inc.
14:00 ▶ 14:20	Basics: Basics of IP Synchronization Technology PTP	Leader Electronics Corporation
14:30 ▶ 14:50	Basics: Commentary on the Audio IP standard	hibino corporation
15:00 ▶ 15:20	Introduction: ARIB's Efforts to Standardize IP Interfaces for Program Production	Association of Radio Industries and Businesses (ARIB) / Japan Broadcasting Corporation (NHK)

November 17 (Thu.)

11:00 ▶ 11:20	Basics: IP Network Concept from the Master's Perspective	Toshiba Infrastructure Systems & Solutions Corporation
11:30 ▶ 11:50	Basics: Commentary on Broadcast System IP Adoption from Synchronization Technology	Telestream Japan GK
12:00 ▶ 12:20	Commentary: Makeup of IP PAVILION Booths	Panasonic Connect Co., Ltd.
12:30 ▶ 12:50	Basics: Commentary on the NMOS Standard	AMWA Board Member / Sony Marketing Inc.
13:00 ▶ 13:20	Application: Remote Production Methods and Required Preparation	NTT Electronics Corporation / IKEGAMI TSUSHINKI CO., LTD.
13:30 ▶ 13:50	Application: Role of the Network Integrator	Net One Systems Co., Ltd.
14:00 ▶ 14:20	Basics: Introduction of IP Live System	Sony Marketing Inc.

November 18 (Fri.)

11:00 ▶ 11:20	Application: Broadcasting Systems from the Perspective of Master System IP Adoption	NEC Corporation
11:30 ▶ 11:50	Introduction: Providing Line Services to support Remote IP Production	NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION / NIPPON TELEGRAPH AND TELEPHONE WEST CORPORATION
12:00 ▶ 12:20	Commentary: Makeup of IP PAVILION Booths	Sony Marketing Inc.
12:30 ▶ 12:50	Basics: Commentary on the Audio IP Standard	hibino corporation
13:00 ▶ 13:20	Introduction: ARIB's Efforts to Standardize IP Interfaces for Program Production	Association of Radio Industries and Businesses (ARIB) / Japan Broadcasting Corporation (NHK)
13:30 ▶ 13:50	Introduction: Introduction of "IP Production System from Management Perspective" from Cable TV Tokushima	CATV TOKUSHIMA, Inc.
14:00 ▶ 14:20	Introduction: Providing Line Services to support Remote IP Production	NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION / NIPPON TELEGRAPH AND TELEPHONE WEST CORPORATION
14:30 ▶ 14:50	Application: Remote Production Methods and Required Preparation	NTT Electronics Corporation / IKEGAMI TSUSHINKI CO., LTD.
15:00 ▶ 15:20	Special Discussion: VoIP from the Broadcasting Perspective and VoIP from the Communications Perspective	Japan Broadcasting Corporation (NHK) / National Institute of Information and Communications Technology (NICT)

Demonstrations / Exhibition Area ▶Venue: Exhibition Hall 8

Participating Companies/Organizations

ASACA CORPORATION
ASTRODESIGN, Inc.
IKEGAMI TSUSHINKI CO., LTD.
Intelligent Wave Inc.
HC Networks, Ltd.
NEC Corporation
NTT Electronics Corporation
Cisco Systems G.K.
Japan Material Co., Ltd.
SEIKOH GIKEN Co., Ltd.
Seiko Solutions Inc.
Sony Marketing Inc.

TAMURA CORPORATION
TECHNO HOUSE INC.
DIGICAS LLC.
Telestream Japan GK
Tokyo Electron Device LTD
Toshiba Infrastructure Systems & Solutions Corporation
TOMOCA Electronics Co. Ltd.
Net One Systems Co., Ltd.
Panasonic Connect Co., Ltd.
HARADA CORPORATION
Panduit Corp. Japan Branch

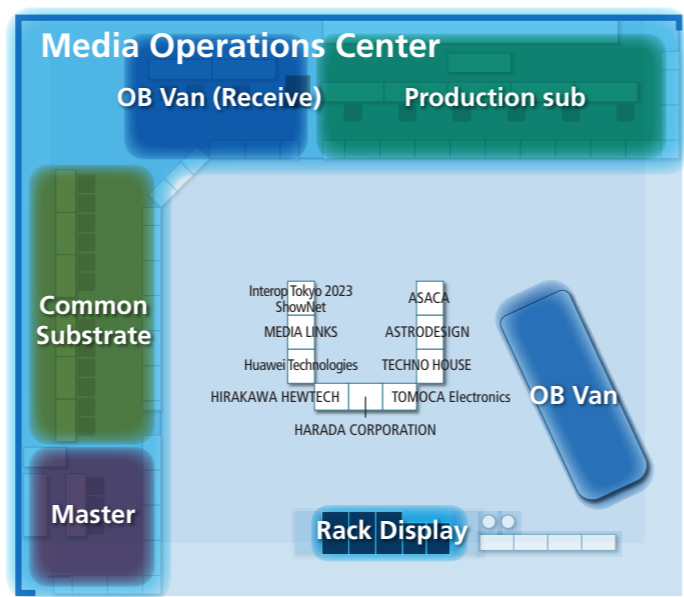
hibino corporation
HIRAKAWA HEWTECH CORP.
Huawei Technologies Co., Ltd.
PHOTRON LIMITED
FUYOH VIDEO INDUSTRY CO., LTD.
FOR-A Company Limited
Bosch Security Systems Ltd.
MACNICA, Inc.
MATSUDA TRADING CO., LTD
MEDIA LINKS Co., LTD
Leader Electronics Corporation
Riedel Communications GmbH & Co. KG

Adviser

Internet Initiative Japan Inc. (IIJ)
National Institute of Information and Communications Technology (NICT)
Association of Radio Industries and Businesses (ARIB)
Japan Broadcasting Corporation (NHK)
New Media magazine

Linking Event

Interop Tokyo 2023 ShowNet



INTER BEE IP PAVILION Booth Tour

The Media Operation Center (MOC), where the main facilities of the broadcasting station are IP-connected, was deployed at the booths and its initiatives were introduced by way of a tour.

59th JBA Symposium of Broadcast Technology

November 16 (Wed.)

JBA-161 10:30 ▶ 15:10

Production Engineering

JBA-162 10:30 ▶ 15:10

CG / Computer / Vision

JBA-163 10:30 ▶ 16:00

Broadcasting / Streaming

November 17 (Thu.)

JBA-172 10:30 ▶ 11:20

Transmission Circuitry

JBA-173 10:30 ▶ 12:35

Sound Broadcasting and Audio

November 18 (Fri.)

JBA-181 10:30 ▶ 14:45

Production Engineering

JBA-182 10:30 ▶ 12:35

Transmission

JBA-183 10:30 ▶ 15:10

Broadcasting / Streaming

JBA-184 13:30 ▶ 15:35

Datacasting / Broadcast Communications Cooperation / Digital Services

November 17 (Thu.)

JBA-171 14:00 ▶ 16:30

[Special Event]
File-based content production systems and workflows -"past" and "future"

Coordinator

Kentaro Akimoto
Director
Technology Strategic Planning, Engineering & Technology Media Strategy Planning & Development
NIPPON TELEVISION NETWORK CORPORATION

Aki Hanzawa
Expert
Media Solutions Department Division of Media Technology TBS Television, Inc.

Atsushi Horichi
Technical Operations Engineering & Technology Division (Department of News Editing)
NIPPON TELEVISION NETWORK CORPORATION

Shirahase Takeshi
Senior Manager
Systems Development & Technical Maintenance Center
TV Asahi corporation

Speaker

Takeshi Suzuki
Team Leader
Development and Strategy Technical Department
Fuji Television Network, Inc.

Masanori Ohsaki
Manager
Engineering Division
Engineering Promotion, Research & Development Department TXHD, Broadcast Technology & IT Management Division, Tech Lab TOKYO Corporation

Osamu Kawashima
Operating Officer, Division Manager, Engineering, Administrative Unit TOKYO FM BROADCASTING CO., LTD.

Kazuya Kikuta
Executive Supervisor of Tech Strategy Sales Dept. TV Production Div. IMAGICA Lab. Inc.



Visitor Profile

Makuhari Messe Venue

2022 Registered Visitors

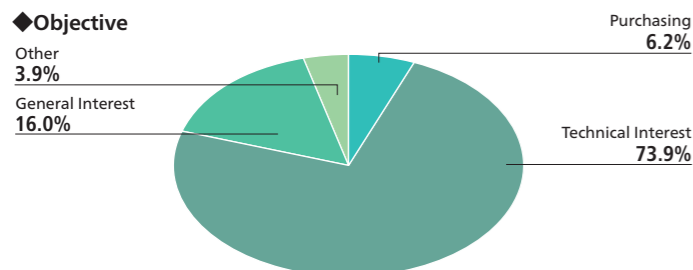
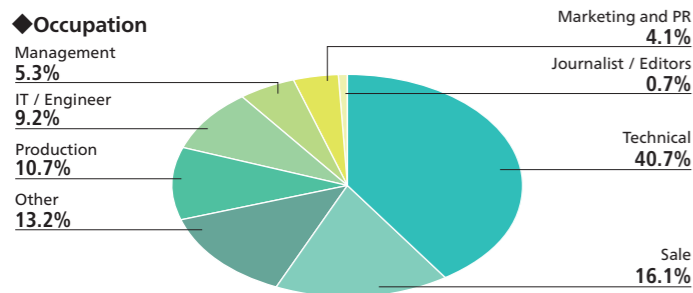
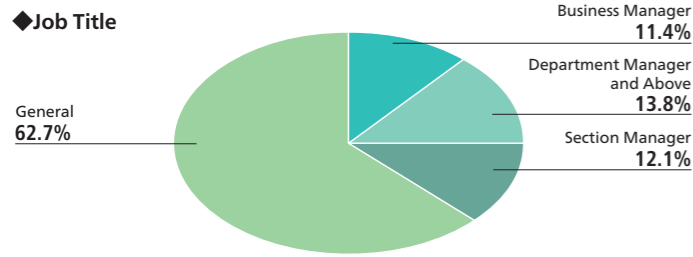
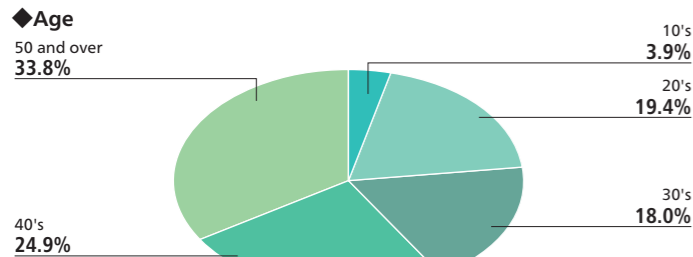
Registered Visitors	11/16(Wed.)	11/17(Thu.)	11/18(Fri.)	Total
Japan	8,600	9,048	8,507	26,155
Overseas	437	158	151	746
Total	9,037	9,206	8,658	26,901

Breakdown of the number of registered visitors

Area	Country/Exhibitor	Number of visitors by country/region
Japan	1 Country/18,177	Japan 26,155
Asia	11 Countries・Regions/551	Korea 308 / China 53 / Taiwan 42 / Indonesia 18 / Thailand 51 / Hong Kong 27 / Singapore 24 / Philippines 5 / Indonesia 18 / Thailand 51 / Hong Kong 27 / Singapore 24 / Philippines 5 Malaysia 2 / India 20 / Sri Lanka 1
North / Central America	3 Countries/40	United States 36 / Canada 3 / Others 1
Oceania	1 Countries/2	Australia 2
Middle East / Africa	3 Countries/10	United Arab Emirates 5 / Turkey 4 / Others 1
Europe	12 Countries/38	United Kingdom 11 / Germany 6 / Spain 1 / France 4 / Belgium 1 / Czech Republic 1 / Poland 1 / Finland 2 / Austria 3 Poland 1 / Finland 2 / Austria 3 / Croatia 2 / Switzerland 2 / Iceland 4
Unknown		105
Total	31 Countries・Regions	26,901

Total registered visitors: **26,901**

Visitor demographics



Type of Business

Equipment Manufacture	15.5%	Related Internet Business	2.9%
Commercial TV Broadcaster	9.9%	Telecommunication Carrier	2.8%
Film and Video Production Company	7.5%	Related Staging, Art and Lighting	2.3%
Student	7.0%	Related CATV	2.0%
System Integrators	5.8%	Ad Agency	1.7%
Other User	5.5%	Government Office, Organization	1.7%
Post-Production	5.4%	Facilities and Retail Stores	1.5%
Other Guest	5.0%	Record Manufacture	1.5%
Trading Company	4.9%	Content Delivery Network	1.4%
Production	3.8%	Publishing and printing	1.0%
Public Broadcast Station	3.4%	Radio Station	0.7%
Related PA Equipment	3.4%	Video Software Production Company	0.4%
Related Content Creation	3.0%		

Interest (In order of highest to lowest percentage)

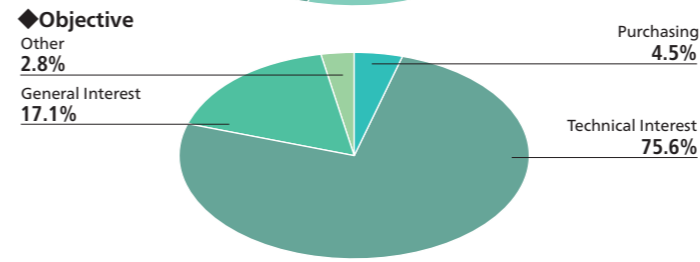
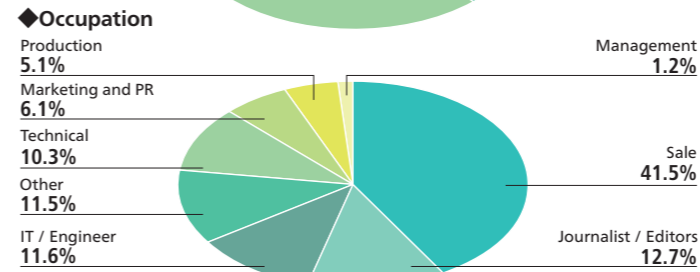
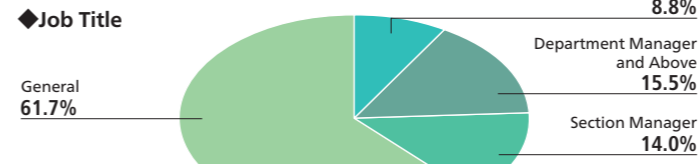
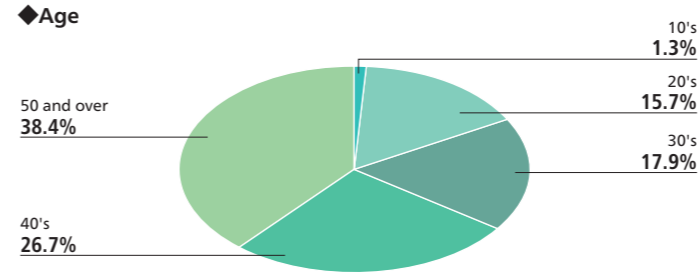
Video Equipment	57.3%	Servers, Storage	9.1%
Audio Equipment	36.1%	Output Systems	8.8%
Camera	25.7%	Public Viewing, Projection Mapping, Digital Signage	8.1%
delivery system	18.9%	OTT, SNS, Second Screen	8.0%
VR, AR, 3D	17.3%	Transmission Systems	7.7%
Editing and Production Equipment	16.9%	Advertising/Marketing Services	6.5%
Cloud Services	15.1%	Stand-by and Peripheral Products	6.3%
Electronic Display	14.8%	Production Management Systems	5.8%
Speakers	14.0%	Digital Cinema	5.8%
Digital Content Creation	13.3%	Measuring System	5.6%
Microphone	12.4%	Art and Staging	5.5%
Mixer	12.4%	VTRs, Memory Cards, Optical Disks	4.6%
Software	11.4%	Electronic Power Unit	3.8%
Relay System	10.9%	Other	1.1%
Lighting Equipment	10.8%		

Online Period

Number of registered visitors by day (Online Period: Nov 1(Tue) - Dec 23(Fri))

Total Registered Visitors: **12,383**

Visitor demographics



Type of Business

Equipment Manufacture	18.5%	Telecommunication Carrier	2.9%
Commercial TV Broadcaster	14.4%	Related CATV	2.5%
Other User	5.8%	Related PA Equipment	2.4%
System Integrators	5.7%	Government Office, Organization	2.1%
Film and Video Production Company	5.6%	Content Delivery Network	1.7%
Public Broadcast Station	5.5%	Ad Agency	1.7%
Post-Production	4.6%	Radio Station	1.2%
Other Guest	4.5%	Facilities and Retail Stores	1.2%
Student	3.6%	Record Manufacture	1.1%
Related Internet Business	3.4%	Related Staging, Art and Lighting	1.1%
Production	3.2%	Publishing and printing	1.0%
Related Content Creation	3.0%	Video Software Production Company	0.3%
Trading Company	3.0%		

Interest (In order of highest to lowest percentage)

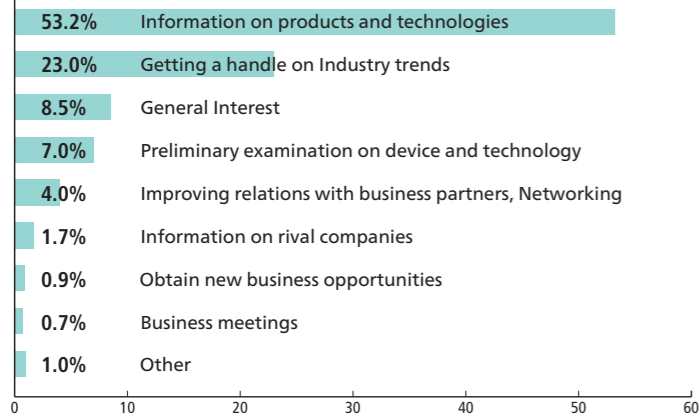
Video Equipment	52.5%	Microphone	9.7%
Audio Equipment	30.6%	Ad/Marketing	9.7%
Streaming System	23.9%	Transmission Systems	9.6%
VR,AR,3D	22.3%	Mixer	9.4%
Camera	21.9%	Public Viewing, Projection Mapping, Digital Signage	9.2%
Cloud Services	21.8%	Production Management Systems	7.2%
Digital Content Creation	19.8%	Lighting Equipment	7.0%
Editing and Production Equipment	17.3%	Measuring System	6.5%
Software	13.8%	Digital Cinema	6.1%
OTT,SNS,Second Screen	13.2%	Stand-by and Peripheral Products	5.3%
Relay System	12.4%	Art and Staging	4.5%
Electronic Display	11.8%	VTRs, Memory Cards, Optical Disks	4.2%
Output Systems	11.5%	Electronic Power Unit	3.3%
Speakers	10.3%	Other	1.2%
Servers, Storage	10.0%		



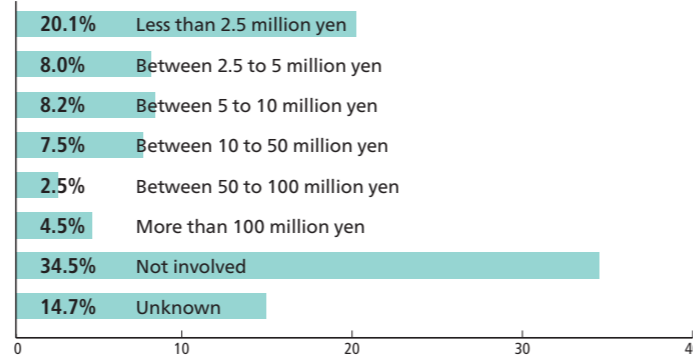
Visitor Profile

Visitor Surey

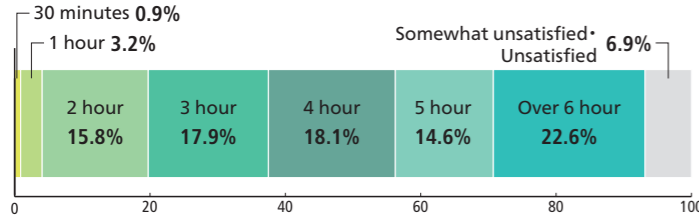
◆What was your goal in coming to Inter BEE 2022?
(Multiple Answers)



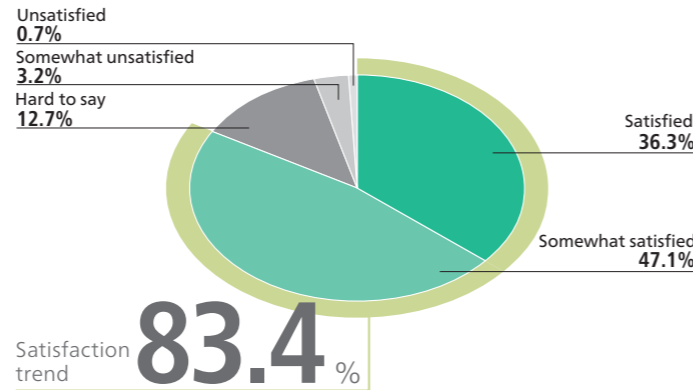
◆What is the annual budget for purchasing and installing the products and services?



◆How long did you spend your time in Inter BEE 2022 (Makuhari Messe)?
Please choose the longer time spent, if more than 2 days visiting were spent at the exhibition.

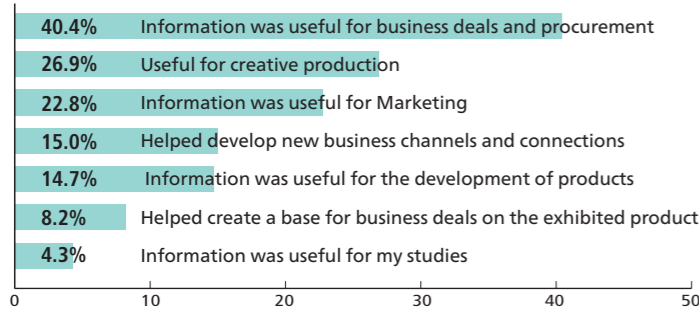


◆How satisfied are you with Inter BEE 2022 overall?

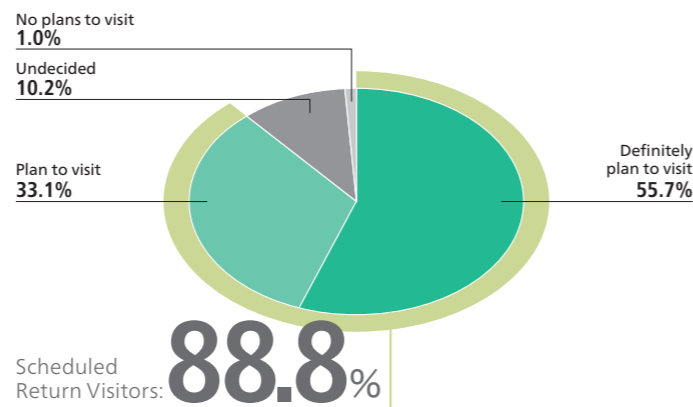


55.3% stayed more than **4** hours

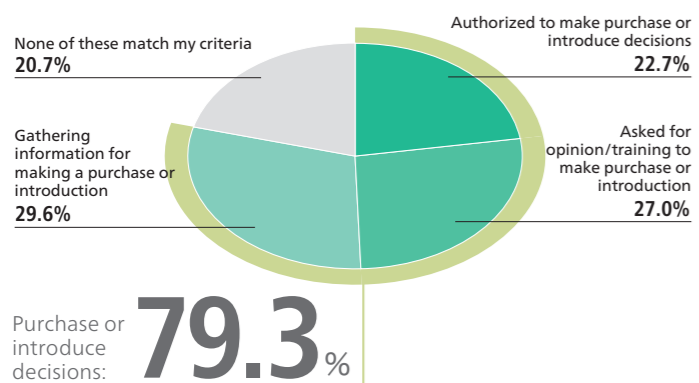
◆Was your visit to Inter BEE 2022 valuable?
(Multiple Answers)



◆Do you plan to visit Inter BEE 2023?



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



Exhibitor Profile

Number of Exhibitors

Exhibition Category	Exhibitors	Booth spaces
Professional Audio Equipment	213	234
Video Expression / Professional Lighting Equipment	59	64
Video Production / Broadcast Equipment	473	1,005
ICT / Cross-media	65	88
Total	810	1,391

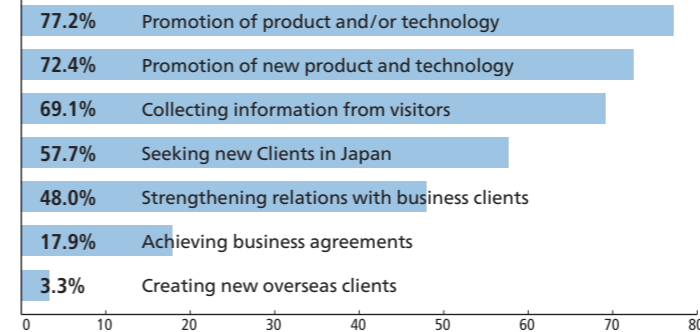
Exhibitors: **810** Companies Exhibiting Countries / Regions: **38**

Breakdown of Exhibitors

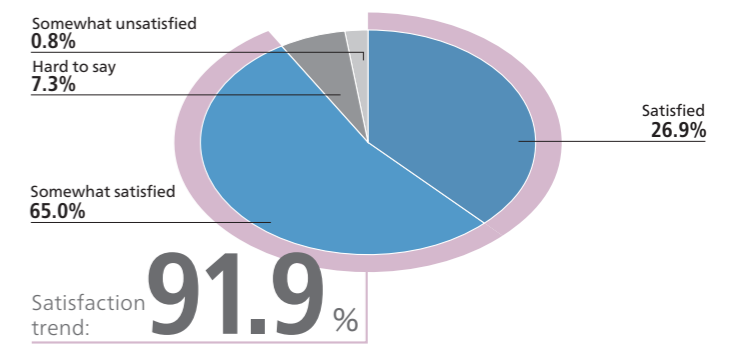
Area	Country/Exhibitor	Number of exhibitors by country/region
Japan	1 Country / 387	Japan 387
Asia	9 Countries / 90	China 51 / Korea 13 / Taiwan 15 / India 1 / Hong Kong 2 / Singapore 3 / Indonesia 1 / Thailand 3 / Malaysia 1
North / Central America	5 Countries / 153	United States 137 / Canada 13 / Brazil 1 / Mexico 1 / Costa Rica 1
Oceania / Middle East / Africa	3 Country / 14	Australia 6 / Israel 5 / New Zealand 3
Europe	20 Countries / 166	Germany 45 / UK 36 / France 17 / Netherlands 6 / Italy 9 / Sweden 9 / Switzerland 5 / Austria 3 / Spain 6 / Belgium 8 / Denmark 7 / Norway 5 / Hungary 1 / Bulgaria 1 / Croatia 1 / Latvia 1 / Turkey 3 / Czech Republic 1 / Portugal 1 / Liechtenstein 1
	38 Countries	810 Exhibitors

Exhibitor Survey

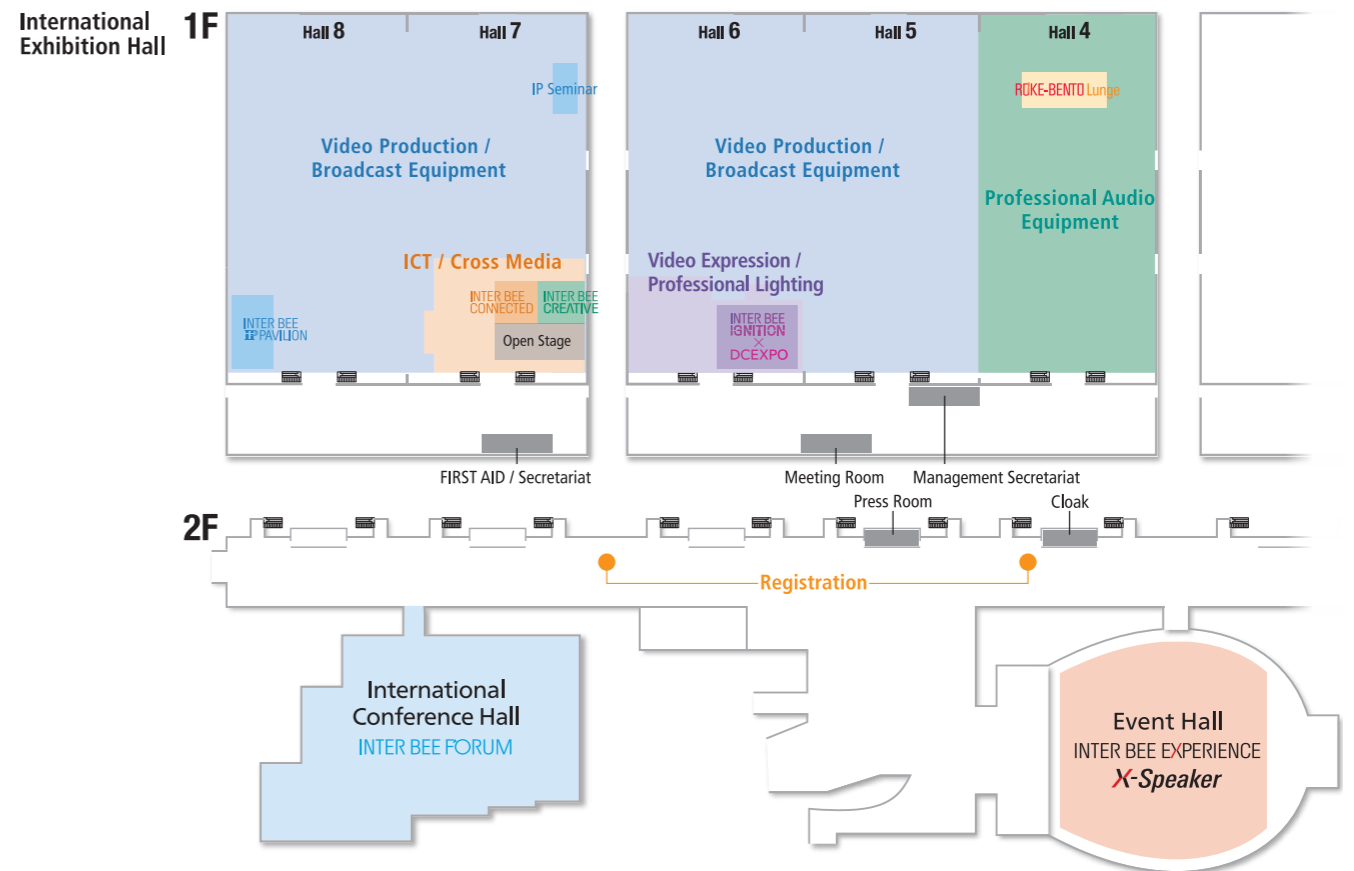
◆What were your main objectives for exhibiting at Inter BEE 2022?
(Multiple answers accepted)



◆How satisfied are you with your goal as an Exhibitor?



Floor plan



Publication and Promotion

Public relations activities (press release distribution results)

- *Inter BEE 2022 Exhibition Announced Japan's Largest Comprehensive Media Events to be held at Makuhari Messe for Second Consecutive Year (3/1)
- *Announcing『INTER BEE IGNITION×DCEXPO』(4/1)
- *Accepting pre-registration for Inter BEE 2022 (10/4)
- *Inter BEE 2022 Online Venue to Open on November 1 (10/31)
- *Inter BEE 2022 to open at Makuhari Messe on November 16 (11/15)
- *Inter BEE 2022 Attracts 26,901 Visitors to Makuhari Messe (11/21)
- *Inter BEE 2022 Ends with about 40,000 visitors (12/26)

Registered Press and Media

186 Registered Press (Makuhari Messe)
205 Registered Press (Online Period)

*Those who select "Reporter/Editor" as their job title during registration are counted as press.

Major WEB NEWS publications (in no particular order)

VIDEO SALON	ValuePress
PRTimes	MarTech
DCWatch	Nippon TV NEWS
PRONEWS	classmethod
AVWatch	IJ Engineers Blog
ascii.jp	ITmediaNEWS
PHILEWEB	Fuji Television
Screens	Mynavi NEWS
DEMPA SHIMBUN	CAMERAWEB
IZOTOPE	XTECH

Major Publications (in no particular order)

FDI	TV technology
Radiomic	FORN
Event Marketing	UNI PRESS
VIDEOJOURnAL	good PRONEWS
B-maga Monthly	DEMPA SHIMBUN
Eizoshimbun	Dempa Times
NEW MEDIA	

Advertisement *Includes Web Banner

Eizoshimbun	NEW MEDIA
Radio Engineering & Electronics Association (FORN)	Vook
Event Marketing Monthly by MICE	ABU (Technical Review)
B-maga	KOBA Guide Book
Densen Shimbun Daily	

Inter BEE Official Mail Magazine

Distributed the latest information to the visitor database accumulated over time

January-December **31** articles sent
96,756 accounts per article

Inter BEE Official Website

The Inter BEE official website serves as an online venue for disseminating Inter BEE exhibitor information, as well as related events and industry trends throughout the year.

◆ Site visited (March to December 2022)
584,897 Session
 (an increase of **111.8%** from the previous year)



◆ Article published
40

Official Twitter

◆ Followers:
3,791 (an increase of **117.0%** from the previous year)
 ◆ Tweet posted:
311
 ◆ Impressions (March-December):
956,447



Official Facebook

◆ Followers:
5,711 (an increase of **102.5%** from the previous year)
 ◆ Posts:
153
 ◆ Annual Reach:
647,382



Official Instagram

◆ Followers:
1,409 (an increase of **124.6%** from the previous year)
 ◆ Posts:
109 (including stories)



Next Exhibition

*Accelerating media and entertainment evolution.
 Seize the current trend and move to the next stage.*

Broadmedia & Entertainment
Inter BEE 2023
 11.15 Wed »»» 17 Fri Makuhari Messe

