

# Broadmedia & Entertainment Inter BEE

## Outline

### Name

Inter BEE 2024

### Period

November 13th 10:00 a.m. to 5:30 p.m.  
November 14th 10:00 a.m. to 5:30 p.m.  
November 15th 10:00 a.m. to 5:00 p.m.

### Location

Makuhari Messe  
2-1, Nakase, Mihama-ku, Chiba-city, 261-8550 Japan

### 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  
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 Visual Industry Guild  
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 Association of Video Communication  
STAGE SOUND ASSOCIATION of JAPAN  
JAPAN STAGE SOUND BUSINESS COOPERATIVE  
JAPAN POST PRODUCTION ASSOCIATION  
JAPAN ASSOCIATION OF RECORDING ENGINEERS  
Projection Mapping Association of Japan  
MULTISCREEN BROADCASTING STUDY GROUP  
JAPANESE SOCIETY OF LIGHTING DIRECTORS  
Association of Production Designers in Japan

### Organized

Japan Electronics and Information Technology Industries Association

### Organized by

Japan Electronics Show Association



# Broadmedia & Entertainment Inter BEE

# REVIEW 2024



[www.inter-bee.com](http://www.inter-bee.com)



# REVIEW 2024

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## Media & Entertainment



### Evolving Content Business and Technology



### 33,853 visitors from diverse demographics attended the event!



### Commemorating the 60th event: Looking to the future and the next 10 years



### 1,058 companies/organizations exhibited!



### 33,853 visitors from diverse demographics attended the event!



### Commemorating the 60th event: Looking to the future and the next 10 years



### AI technology being implemented and expanded





# Opening the door to the NEXT DECADE

## 1965 Beginning of the 60-year history

The year after the Tokyo Olympics, the "Broadcast Equipment Exhibition", the predecessor of Inter BEE, was launched as a parallel exhibition to the 2nd "Technical Report Conference of Commercial Broadcasters" at the Toranomon Invention Hall.

## 2011▶ To the era of digital content

With the complete transition to terrestrial digital broadcasting, the full-scale utilization of digital technology began. The Cross-Media section was newly established, marking the event's step forward as a comprehensive media exhibition for the digital content era.

## 1967▶ Road leading to Inter BEE

From the third event, the venue was moved to the Science Museum, and the next event was sponsored by the Japan Electronics Industry Association (now JEITA) and was managed by JESA. In 1974, NHK also became a supporting organization.

## 2014▶ New special program to mark the 50th anniversary of the event

Marking its 50th edition, INTER BEE introduced INTER BEE EXPERIENCE X-Speaker and INTER BEE CONNECTED. These additions strengthened the event's focus on both communication and hands-on experiences in the media and entertainment fields.

## 1975▶ Growing with the evolution of television

The number of exhibitors and visitors, as well as participation from overseas, increased dramatically as a result of the attention paid to the public experimentation of the special exhibition "Broadcasting in the Future - Television Multiplex Broadcasting".

## 1982▶ To International Broadcast Equipment Exhibition (Inter BEE)

The exhibition was expanded by moving to the Tokyo Distribution Center and Sunshine City. The exhibition was renamed the "International Broadcast Equipment Exhibition (Inter BEE)" and will consist of 3 sections, including Professional audio section.

## 2016▶ Towards the future of content transformed by 4K/8K, AI, XR, and 5G

Special events were further strengthened, and the scale of the event was expanded. DCEXPO was held concurrently from 2018, ushering in a new era of media with new content experiences and the convergence of broadcasting and telecommunications.

## 1990▶ Towards a world-class exhibition at Makuhari Messe

The venue was moved to Makuhari Messe, significantly expanding the scale of the event. In 1998, the number of visitors exceeded 30,000, making it an exhibition on par with NAB in the United States and IBC in Europe in this field.

## 2000▶ Transformation and evolution through digitalization

The era of major transformation arrived with the digitization of broadcasting. Various digital devices emerged, marking the beginning of technological advancements in the broadcasting industry and related sectors.

## 2007▶ With the expanding of media

Against the backdrop of expanding media coverage, the company began to promote itself under the name "Inter BEE," and in 2008, the Professional Lighting Division was established to expand the fields.

## 2020▶ Turning Point in the Media & Entertainment Industry

As a measure against COVID-19, the event was held online for the first time in 2020. Content production, expression, and distribution on the internet and in virtual environments have progressed dramatically around the world.

## 2024 Opening the door to the next decade

Inter BEE opened a new door for the next decade as Japan's largest exhibition covering the media & entertainment industry while leveraging the accumulation of its 60-year history.





# Professional Audio

## Professional Audio

The field of audio continues to boom with the establishment of new facilities for content production, distribution, live performances, and entertainment. The number of exhibitors in the Professional Audio category this year was 272 companies with 338 booths, marking an increase from last year. Following last year, several companies competed in showcasing immersive audio systems, and the exhibition featured a diverse and rich display of various audio-related technologies, products, and systems, highlighting their evolution.







## Entertainment / Lighting

The Entertainment/Lighting category, which has been strengthened since last year, saw an increase in the number of large displays and lighting equipment, and the scale of the exhibits expanded to 100 exhibitors with 159 booths.

In particular, the cutting-edge expression technologies, such as those in the Startup & University area within INTER BEE IGNITION×DCEXPO, attracted significant attention from many visitors as a platform showcasing the future possibilities of entertainment.



## Entertainment / Lighting







## Video Production / Broadcast Equipment

As the largest exhibition space in Japan gathering video-related technologies, products, systems, and software, this category featured 565 exhibitors with 1,193 booths. Continuing from last year, virtual production-related technologies, along with special projects like INTER BEE CINEMA held to mark the 60th edition, featured high-end video content production equipment. A large number of enthusiastic visitors experienced the latest technologies through a wide variety of exhibits aimed at the expanding user base and market, growing year by year.

## Video Production / Broadcast Equipment







# Media Solutions

This year, as the use of generative AI and AI for operational efficiency in video content production began to take off, the content and media environment started evolving rapidly. The number of exhibitors was 121 companies with 121 booths, showing steady growth in scale. The exhibits included a variety of displays expanding the use of video, video content, broadcasting, and streaming, such as AI, cloud utilization, distribution solutions, video content management, and various video-related systems.





# INTER BEE CINEMA

**Real Experiential Cinema Community.  
Connecting to Next-Generation Content Creators of Films/Videos.**



The Japanese domestic film industry is steadily recovering in terms of both box office revenues and attendance, and in terms of box office revenues, has returned to pre-Corona disaster levels. Globally, Japan's film market is the third largest in the world, and the number of screens is increasing, indicating that many people are supporting film content. On the topic of Japanese films in 2024, "Godzilla-1.0" became the first Japanese film to win a U.S. Academy Award for Best Visual Effects, further increasing interest in Japanese productions. In the midst of these trends in the film industry, "INTER BEE CINEMA" was a special event implemented on the occasion of the 60th Inter BEE. The concept is to contribute to the further evolution and revitalization of the Japanese film industry as a whole, of course, but with a particular focus on film production technology, to present the current status and latest trends of Japanese film content production from the forefront of the industry, and to connect these trends to the next generation of content makers. The "Live Filming Show," was held as a symbolic demonstration. This show was supported by Japanese Society of Cinematographers (JSC), JAPANESE SOCIETY OF LIGHTING DIRECTORS (JSL), and Association of Production Designers in Japan (APDJ), and featured professionals at the forefront of film production actually shooting in an authentic reproduction of a studio environment. The realistic shooting demo, featuring Hideo Yamamoto, cinematographer for many films, and Takeshi Nakasu, lighting technician, attracted a large number of visitors and drew enthusiastic attention.

For those involved in film production, Lens Bar where cinema lenses could be attached to cinema cameras for look tests and Product Exhibition Area featuring a collection of various high-end products were set up. At Open stage, various sessions attracted a large audience throughout the three days of the exhibition.

|                                      |                       |
|--------------------------------------|-----------------------|
| Date:                                | Nov. 13-15            |
| Place:                               | Exhibition Hall 3     |
| Area:                                | 493 sqm               |
| Capacity of Main Stage:              | 50 seats              |
| The Number of Sessions:              | 18 sessions           |
| The Number of Speakers:              | 18 speakers           |
| The Number of Audiences:             | 798 audiences (Total) |
| The Number of Exhibitors:            | 20 exhibitors         |
| The Number of Equipment Cooperation: | 8 exhibitors          |



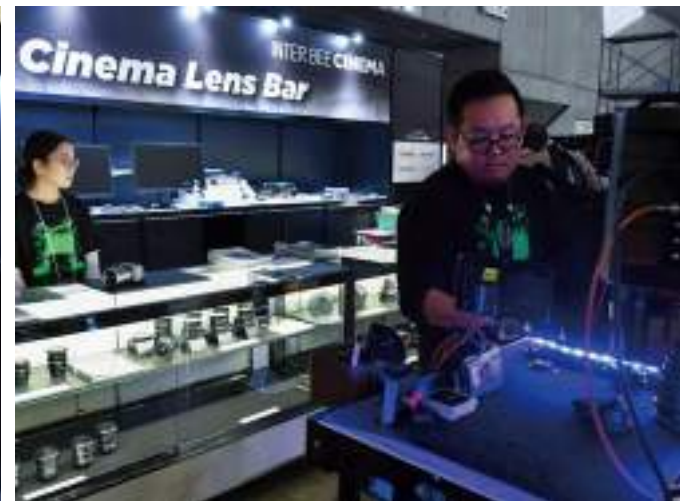




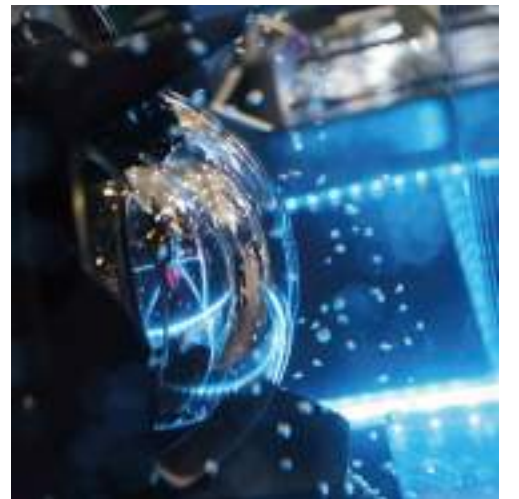
# Session



# Touch and Try



# Equipment





# INTER BEE FORUM

**What Will Emerge Beyond the Upheaval and Transformation of Media.  
Multifaceted Transmission That Opens the Door  
to Creating the Future 10 Years Ahead.**



This year's INTER BEE FORUM was held at the International Conference Hall and featured a total of 28 sessions, including 8 keynote speeches, 8 special lectures, and 12 exhibitor seminars (including online), all of which were attended by a large and enthusiastic audience. The Opening & Keynote session, which began with greetings from the organizers, featured three keynote presentations: "Recent Trends in Broadcasting Policy" by Mr. Motonobu Toyoshima, Director-General of the Information and Communications Bureau, Ministry of Internal Affairs and Communications; "100 Years of Broadcasting, A New Media Era Drawn with Cutting-edge Technology" by Mr. Toshihiro Ito, Director of Engineering Administration Department, Japan Broadcasting Corporation (NHK); and "Digital Technology and Japan's Content Industry" by Mr. Norihiko Saeki, Director, Commerce and Service Industry Division, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry. Mr. Yusuke Asami, Assistant Director of Culture & Creative Industries Division, Commerce and Service Industry Policy Group, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry. From each section and special program, the following keynote sessions were presented. Entertainment Keynote Speech "OTT and Content Business", IPTV FORUM Keynote Speech "Must-know! Latest CTV Technology Trends in Broadcasting", INTERBEE BORDERLESS Keynote Speech "Considering the Future Vision of Broadcasting from the Front Line of Streaming", INTER BEE DX x IP PAVILION Keynote Speech "Exploring Broadcast Technology Responses for Unexpected Situations with a Small Team", Keynote Speech of Pro Audio Section "The current state of AoIP and the cloudification of audio production", Talk Session: Director Takashi Yamazaki of GODZILLA Minus One and Yoichi Ochiai, Known for "Computational Nature Shrine", and INTER BEE CREATIVE keynote speech "The Future of Japan's Content Industry, Captivated by Historical Drama". Including special lectures where experts shared the latest trends from the forefront of their respective fields, every session offered insights into a clear vision of the future amidst the waves of rapid transformation. Over the three-day event, numerous attendees listened attentively with great interest.

|                          |                               |
|--------------------------|-------------------------------|
| Date:                    | Nov. 13-15                    |
| Place:                   | International Conference Hall |
| Area:                    | 1,277 sqm (4 Rooms)           |
| The Number of Sessions:  | 29 sessions                   |
| The Number of Speakers:  | 107 speakers                  |
| The Number of Audiences: | 4,936 audiences (Total)       |





# INTER BEE EXPERIENCE *X-Speaker* *X-Headphone* | *X-Microphone*

**Driven by market revitalization, sound technology continues to evolve. Highly successful, high-quality audio experiences were delivered once again.**



The live entertainment market in 2024 is expected to surpass the number of performances, the number of attendees, and the market size in 2019, before the Corona disaster (based on the results of the first half of 2024), and the recovery trend is still ongoing. Additionally, the construction of large-scale venues continues, including the "K Arena," which opened in 2023. In 2024, new venues such as "Yokohama BUNTAI" in Yokohama and "LaLa arena TOKYO-BAY" in Funabashi are set to open. Furthermore, by 2025, arena facilities are scheduled to open in Odaiba, Tokyo, as well as in Kobe, Nagoya, and other locations across Japan. Many of these facilities effectively combine live entertainment and sports, and sound is an important factor in the "experience" shared by both audiences.

Encouraged by this market revitalization, this year's INTER BEE EXPERIENCE X-Speaker featured 13 products in three categories, with a total of 26 demonstrations over the course of three days. In addition to the large line array speakers that provide a powerful acoustic experience, the focus this year was on small line arrays and floor-standing line arrays. Their powerful sound, beyond what one would expect from their size, is expected to drive quality experiences in small and medium-sized venues, a category that will broaden and deepen the industry and market in the live entertainment field.

On the other hand, X-Headphone/X-Microphone, exhibited 7 brands of headphone products and 3 brands of microphone products in 6 booths. The event attracted over 800 attendees, including not only professionals from related industries but also students studying sound and visual technologies. It served as a vibrant space where future industry leaders could freely experience high-quality products firsthand.

### X-Speaker

|                                |                         |
|--------------------------------|-------------------------|
| Date:                          | Nov. 13-15              |
| Place:                         | Event Hall              |
| Area:                          | 3,098 sqm (Arena)       |
| The Number of Products Brands: | 11 brands, 13 Products  |
| The Number of Presentations:   | 26 presentations        |
| The Number of Audiences:       | 5,175 audiences (Total) |

### X-Headphone/X-Microphone

|  |                         |
|--|-------------------------|
| Date                                       | Nov. 13-15              |
| Place                                      | Exhibition Hall 2       |
| Area                                       | 148.5 sqm               |
| The Number of Products Brands: Headphones  | 7 brands                |
| The Number of Products Brands: Microphones | 3 brands                |
| The Number of Visitors                     | 3,525 audiences (Total) |



# INTER BEE DX × IP PAVILION

**MoIP Specifically Illustrated: Aiming for DX in Content Creation and Broadcasting. Approaches to the Future Demonstrated by Empowered Corporate Collaboration.**



As an exhibition project aimed at supporting and promoting the IP adoption of domestic broadcasters, the IP PAVILION has showcased specific IP environments through collaborative demonstrations. This year's event was a special event that has been enhanced as "INTER BEE DX x IP PAVILION" in order to propose more efficient next-generation content production.

The main purpose of the exhibition is to promote the advancement of content production and the Digitalization of the broadcasting environment, and to present a more concrete image of the future that will evolve through MoIP (Media over IP), a technology for communicating video, audio and other content over an IP network. For this purpose, this year's event featured the "MoIP Basic Technology Exhibit," which showed SDI engineers the differences between MoIP and IP with an actual exhibit under the theme of visualizing IP systems, and the "Remote Experience of TV Hokkaido MoIP Equipment," which allowed visitors to experience remote production from the venue using the MoIP master and studio facilities actually in operation at TV Hokkaido. The exhibition also featured the "Experiencing Failure and Recovery in MoIP," where attendees could simulate system failures and recoveries. Furthermore, it presented "The World of Content Production DX in 5 Years," envisioning systems around 2030 through DX initiatives, including the utilization of AI.

38 companies exhibited at this year's event, and 16 companies and organizations participated as advisors and in planning and cooperation. 4 preparatory study sessions were held one month prior to Inter BEE, where specific examples of IP implementation at local stations were presented, and the annual relay technology seminar was held at the Inter BEE venue. While taking advantage of the cooperation among participating companies that has been cultivated over the years, the event became an opportunity to propose the possibilities of DX for IP technology and content production through further development, and to take a concrete approach to broadcasting in the future.

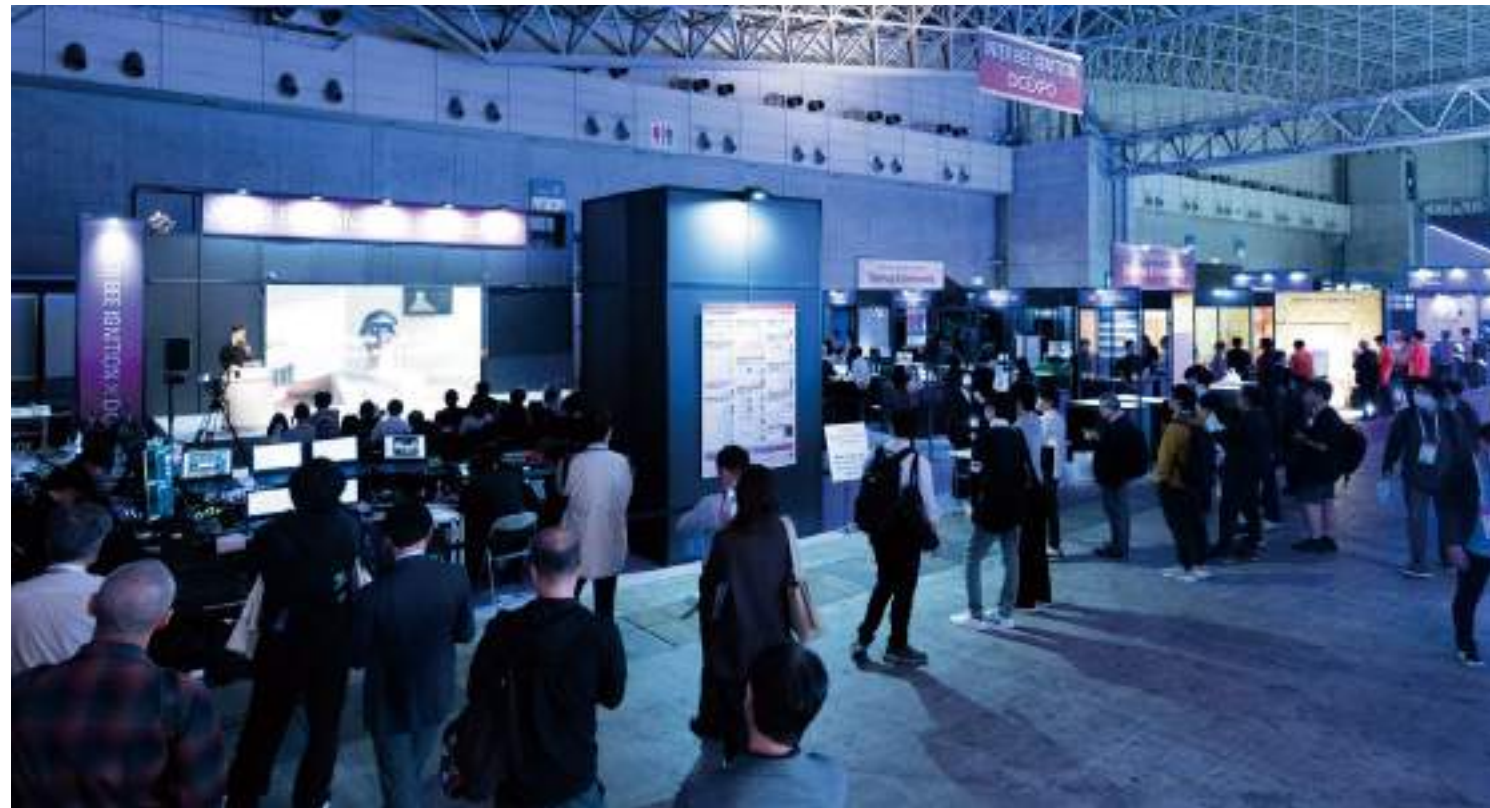
|                                      |   |
|--------------------------------------|---|
| Date:                                | Nov. 13-15  |
| Place:                               | Exhibition Hall 3   |
| Area:                                | 434 sqm   |
| The Number of Participant Companies: | 38 companies  |
| The Number of Adviser:               | 5 companies   |
| The Number of Planning, Support:     | 11 companies  |
| The Theme of Keynote Speech:         | Exploring Broadcast Technology Responses for Unexpected Situations with a Small Team. |
| The Number of Sessions:              | 42 sessions   |
| The Number of Audiences:             | 1,176 audiences (Total)   |
| The Number of Exhibitors:            | 11 exhibitors   |





# INTER BEE IGNITION X DCEXPO

Expression and media environment changing at an ever-accelerating pace.  
Diverse content assets evolve with advanced technology.



Japan's expressive content is being created in an ongoing process, and at the same time, the country is overflowing with diverse assets, such as media content archives and local content originating from the region, which have been accumulated over the years. How will these content assets evolve with cutting-edge expressive technology, and how will they be transmitted to the world and expanded beyond regional and domestic boundaries? This year's INTER BEE IGNITION x DCEXPO was an opportunity to explore the future from multiple perspectives from the forefront of expression and media.

In the sessions at the open stage, the possibilities for change and evolution of expression and media were discussed from various perspectives, including the reuse and potential of TV video archives, the role of media for the future, the possibilities and challenges of local content transmitted worldwide, and the future of broadcast media as indicated by the mediatization of space using XR technology.

In the exhibition area, 41 booths, including the "Startup & University Area" that started last year, were assembled, attracting many visitors as an opportunity to experience and touch the forefront of expressive technology. Various presentations from startup companies and university research institutes were also held on the open stage, including pitch events by startup companies and university exhibitors facilitated by streamer, and pitch events in which TV stations participated in the presentation of startups challenging future media co-creation. In addition, a demonstration of real-time virtual production—an essential technology that has become a cornerstone of video content creation in recent years—was held. This special event, INTER BEE IGNITION x DCEXPO, truly embodied the rapidly evolving landscape of creative expression and media environments.

|                              |   |
|------------------------------|---|
| Date:                        | Nov. 13-15  |
| Place:                       | Exhibition Hall 6   |
| Area:                        | 600sqm  |
| The Theme of Keynote Speech: | Talk Session:<br>Director Takashi Yamazaki of<br>GODZILLA Minus One and<br>Yoichi Ochiai, Known for<br>"Computational Nature Shrine," |
| Capacity of Main Stage:      | 50 seats  |
| The Number of Sessions:      | 15 sessions   |
| The Number of Speakers:      | 50 speakers   |
| The Number of Audiences:     | 1,114 audiences (Total)   |
| The Number of Exhibitors:    | 41 exhibitors   |





# INTER BEE *BORDERLESS*

**An era where media boundaries fade, and businesses expand freely in all directions. Let this be a platform to broaden fields and discuss the diverse possibilities of content.**



Entering its second year since changing its name from CONNECTED, INTER BEE BORDERLESS was even more active. The number of sessions was greatly increased, with seven companies and organizations exhibiting, attracting a large number of visitors over the three days.

The keynote speech held at the international conference center, titled "Exploring the Future of Broadcasting from the 'Frontlines' of Streaming," featured passionate discussions by speakers from various fields involved in streaming as broadcasters. Including online participants, the audience exceeded 900, providing the industry with valuable insights into the next era.

Over the three days, the open stage hosted 11 sessions, each attracting a large audience. This year, the themes focused on advertising business on the first day, the future of broadcasting on the second, and new frontiers on the third. The total number of attendees reached 2,038, spanning a wide range of participants, including broadcasting professionals, internet-related businesses, content distribution providers, video creators, and students.

One of the most exciting sessions was held on the second day, featuring three legends who have "graduated" from local station management. The audience was excited by the hot discussion on the future of local stations. In the evening, an "After Hours Session" was also held, providing an opportunity for participants from broadcasters across the country to interact with each other.

On the third day, the "Personal Media" session also attracted a large audience as a fresh and innovative theme. As a program that pointed to new directions, it became a fitting session for the BORDERLESS event name.

As this session symbolizes, BORDERLESS, while centered on the transformation of broadcasting, should expand diverse possibilities as an extension of that transformation. We would like to ambitiously expand the scope of our planning into uncharted territory for the next leap forward.

|                              |  |
|------------------------------|--|
| Date:                        | Nov. 13-15   |
| Place:                       | Exhibition Hall 7  |
| Area:                        | 548 sqm  |
| The Theme of Keynote Speech: | Considering the Future Vision of Broadcasting from the Front Line of Streaming |
| Capacity of Main Stage:      | 205 seats  |
| The Number of Sessions:      | 12 sessions  |
| The Number of Speakers:      | 43 speakers  |
| The Number of Audiences:     | 2,549 audiences (Total)  |
| The Number of Exhibitors:    | 7 exhibitors   |





# INTER BEE CREATIVE

## From Virtual Production to AI Utilization. Three Days Showcasing the Evolution of Japan-Originated Content Creation.



In 2024, a major topic of conversation in Japanese content creativity was that "Godzilla Minus One" became the first Japanese film to win Best Visual Effects at the 96th Academy Awards, considered the highest honor in the U.S. film industry, and at the 76th Emmy Awards, the most prestigious in the U.S. television industry, "SHOGUN Shogun" won a record 18 awards, including Best Film, Best Actor, and Best Actress, at the 76th Emmy Awards, the most prestigious awards in the U.S. television industry. This accomplishment not only had a major impact on Japanese filmmaking, but also demonstrated that Japanese period drama (samurai drama) is a very attractive genre on a global scale. This year's INTER BEE CREATIVE served as an important platform to suggest the future of how original Japanese content will evolve, supported by cutting-edge production technologies.

When it comes to powerful content genres originating from Japan, anime and games immediately come to mind alongside period dramas. The planned sessions presented a path for Japan's proud content genres to become visual content that attracts the world through cutting-edge technology, highlighting the evolution of anime production, such as the use of the game engine Unreal Engine 5 in creating content for the globally renowned Gundam series. Additionally, the forefront of VFX in adapting the game series Yakuza (Ryu Ga Gotoku) into a visual drama was showcased.

Another important topic in content production technology is the use of AI, which has finally entered the phase of full-scale application as virtual production has taken root in the workflow. The planning session highlighted the cutting-edge advancements in digital video production driven by generative AI. Additionally, on the second day of the event, "Adobe Day 2024" held on the 14th, the latest information and potential applications of Adobe's generative AI were introduced from various perspectives.

In the exhibition area, "Video Marketing," in which companies in the video advertising field continued to promote their products, attracted many visitors to the ever-expanding and ever-evolving world of video content creativity.

|                              |  |
|------------------------------|--|
| Date:                        | Nov. 13-15   |
| Place:                       | Exhibition Hall 8  |
| Area:                        | 405 sqm  |
| The Theme of Keynote Speech: | The Future of Japan's Content Industry, Captivated by Historical Drama |
| Capacity of Main stage:      | 102 seats  |
| The Number of Sessions:      | 19 sessions  |
| The Number of Speakers:      | 38 speakers  |
| The Number of Audiences:     | 2,120 audiences (Total)  |
| The Number of Exhibitors:    | 10 exhibitors  |





# Opening &Keynote



**Opening and keynote speeches on the first day of the 60th event.**

The Opening & Keynote session was held at 10:00 a.m. on November 13 (Wed.), the first day of the exhibition, at the International Conference Hall of Makuhari Messe.

As the opening ceremony for the 60th Inter BEE, Kazuhiro Tsuga, Chairman of Japan Electronics and Information Technology Industries Association (JEITA), delivered the organizer's address.

The opening keynote speeches were followed by "Recent Trends in Broadcasting Policy" by Mr. Motonobu Toyoshima, Director-General, Information and Communications Bureau, Ministry of Internal Affairs and Communications, "100 Years of Broadcasting, A New Media Era Drawn with Cutting-edge Technology" by Mr. Toshihiro Ito, Director of Engineering Administration Department, Japan Broadcasting Corporation, and "Digital Technology and Japan's Content Industry" by Mr. Yusuke Asami, Assistant Director of Culture & Creative Industries Division, Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry. The venue was filled with visitors, who listened intently to each of the lectures.

## As the 60th anniversary approaches, we are taking on a new challenge for the next 10 years.

We would like to take this opportunity to express our sincere appreciation for the cooperation of the many people and organizations involved, including related ministries, agencies, and other organizations that have provided their support for this event. Inter BEE, which began in 1965 as the International Broadcast Equipment Exhibition, has built up a history as an exhibition of broadcast technology in the fields of sound, image, and communication. As you all know, in recent years, the exhibition has been evolving into a comprehensive media event, presenting new user experiences for the media industry. The exhibition has become a gathering of engineers, creators, and stakeholders from a wide range of fields, including broadcast professionals as well as marketers and those in the live entertainment industry.

This year, marking the 60th edition of Inter BEE, has been positioned as a year of new challenges toward the next decade and we have worked to further evolve and expand the exhibition by establishing the "Inter BEE AWARD" to recognize outstanding exhibits and the "Inter BEE CINEMA" special program focusing on film production technology. Like the evolution of broadcasting technology and telecommunications, Inter BEE will never stop evolving and will continue to move forward together with you. We hope that all visitors will take full advantage of this year's Inter BEE, which features exhibits by more than 1,000 exhibitors and a wide variety of conferences, to make the most of this year's show and make the most of your future business.

In closing, I would like to express my hope that this event serves as a platform for creating valuable business opportunities for all the exhibitors and the visitors. Furthermore, I wish for the continued growth and development of industries, culture, and society related to media and content. With these aspirations, I conclude my remarks.



Representative Director/Chairperson,  
Japan Electronics and Information Technology Industries Association  
**Kazuhiro Tsuga**



Director-General, Information and Communications Bureau,  
Ministry of Internal Affairs and Communications  
**Mr. Motonobu Toyoshima**



Director of Engineering Administration Department, Japan Broadcasting Corporation  
**Mr. Toshihiro Ito**



Assistant Director of Culture & Creative Industries Division,  
Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry  
**Mr. Yusuke Asami**

# Reception Party



**The reception party, held for the first time in five years, splendidly celebrated the 60th edition of Inter BEE**

On the evening of the opening day, a grand reception party commemorating the 60th edition of Inter BEE was held for the first time in five years. The venue was filled with enthusiasm, and many industry participants, including related organizations, exhibitors, users, and the press, gathered in one place for active networking. The first-ever "INTER BEE AWARD" award ceremony was also held at the same time, symbolizing a new challenge for the long-established event.

## Inter BEE, marking its 60th milestone, creates new value and shaping the future.

This year marks the 60th Inter BEE. Inter BEE started as an international broadcasting equipment exhibition, but in recent years it has evolved into a comprehensive event for the media and entertainment industry that covers all aspects of production, transmission, and reception, with content at its core, and has now grown to be recognized as the largest comprehensive media event in Japan.

This year, the 60th, is positioned as a year for creating new steps toward the next decade, and we have established the Inter BEE AWARD with the aim of creating new value and further revitalizing the industry. In addition, this year we are taking on the challenge of various new initiatives such as INTER BEE CINEMA.

As the media revolution progresses, the need for video production is spreading to a variety of industries, and we will continue to provide a place where a diverse range of people can gather to exchange ideas and create new businesses and new forms of content. With your help, we would like to continue to make efforts for the next ten years.



Executive Director  
Japan Electronics and Information Technology Industries Associations  
**Yuko Shigyo**



Vice Governor of Chiba Prefecture  
**Mr. Yoshiyuki Kurono**



IBC Director  
**Mr. Steve Connolly**

## With gratitude from Makuhari and prayers for the further development of Inter BEE.

Congratulations on the successful hosting of Inter BEE 2024. Having watched the video earlier and toured this venue today, I was deeply impressed by the 60-year history of Inter BEE and the cutting-edge technologies showcased here. Through this, I felt I caught a glimpse of your remarkable journey, marked by tireless effort and dedication, as well as the sweat and tears that have brought you to this point. It left a profound impression on me.

And thanks to your support, we have held the exhibition here in Makuhari for the 34th time. I would like to thank you again for using Makuhari Messe for such a long time, and for making it one of the most important exhibitions in the world.

Makuhari Messe has excellent accessibility by train and airport, and we will continue to make efforts to make it as user-friendly as possible, while taking advantage of this advantage and listening to your feedback.

Earlier this year, we experienced the Noto Peninsula earthquake, a very tragic disaster. Chiba Prefecture is also a peninsula in the Boso region, and we have learned the challenges of disasters that are unique to peninsulas. In this context, we need to put more effort into information dissemination, damage forecasting, and disaster prevention DX, and we are making various trials and errors.

I would like to conclude my remarks by expressing my sincere wishes for the success of this year's Inter BEE and for the health and well-being of everyone gathered here.

First and foremost, congratulations to the organizers, stakeholders, and the entire team on your 60th anniversary. At IBC, we like to think of ourselves as your 'slightly younger European cousin,' being just 57 years old.

We deeply value our longstanding relationship with Inter BEE, and it is truly an honor to join you once again in 2024 to celebrate this remarkable milestone together.





# INTER BEE FORUM

## 11/13 Wed.

**KN-131 KEYNOTE International Conference Room**

**Inter BEE 2024 Opening & Keynote**

**Organizer's address** Kazuhiro Tsuga  
Chairman of JEITA

**Opening keynote speech 1**  
**Recent Trends in Broadcasting Policy**  
Motonobu Toyoshima  
Ministry of Internal Affairs and Communications  
Director-General of the Information and Communications Bureau

**Opening keynote speech 2**  
**100 Years of Broadcasting, A New Media Era Drawn with Cutting-edge Technology**  
Toshihiro Ito  
Japan Broadcasting Corporation  
Director of Engineering Administration Department

**Opening keynote speech 3**  
**Digital Technology and Japan's Content Industry**  
Yusuke Asami  
Ministry of Economy, Trade and Industry  
Assistant Director of Culture & Creative Industries Division, Commerce and Service Industry Policy Group

**KN-132 KEYNOTE International Conference Room**

**Navigating a new Media Landscape: the Journey Starts Here**

Alex Timbs  
IABM  
APAC Council

**KN-133 KEYNOTE International Conference Room**

**OTT and Content Business**

Yu Sasamoto  
DAZN Japan  
CEO and APAC Business Development

**SP-132 Special Lectures Room 201**

**Broadcast Media Technology and Regulatory Design in Europe**

Panelist  
Mikio Kimura  
The Japan Commercial Broadcasters Association  
Chief Research Director, Research Institute

Takeshi Shimizu  
BBC  
Broadcast Interpreter

Koichi Sonoda  
MediaTech ELSI R&D  
President

Moderator  
Isamu Yoshii  
New Media magazine

**SP-133 Special Lectures Room 201**

**Technological Outlook for the Next 5 Years Based on 15 Years of radiko Technology.**

Panelist  
Keishi Kandori  
radiko co., Ltd.  
Chief Technical Advisor

Benjamin Lardinois  
On-Hertz  
CEO & Co-Founder

Moderator  
Isamu Yoshii  
New Media magazine

## 11/14 Thu.

**KN-141 KEYNOTE International Conference Room**

**IPTV forum: Must-know! Latest CTV Technology Trends in Broadcasting**

**Greetings from the President of IPTV Forum (General Incorporated Association)** Hiroshi Esaki  
IPTV FORUM JAPAN  
Chief Director

**The Latest Trends in Content Distribution Administration** Yukari Iimura  
Ministry of Internal Affairs and Communications  
Promotion for Content Distribution Division Information and Communications Bureau Director

**Panel Discussion**

Panelist  
Yoshikazu Iwai  
Ministry of Internal Affairs and Communications  
Promotion for Content Distribution Division Information and Communications Bureau

Rumi Iizuka  
Foundation for MultiMedia Communications Research Division • Principal Researcher

Naoki Kido  
IPG Inc.  
COO

Kinji Matsumura  
Japan Broadcasting Corporation  
Head of Internet Service Systems Research Division Science & Technology Research Laboratories

Moderator  
Masashi Ito  
IPTV FORUM JAPAN  
Vice Chief of Technical Committee

**KN-142 INTER BEE BORDERLESS KEYNOTE International Conference Room**

**Considering the Future Vision of Broadcasting from the Front Line of Streaming**

Panelist  
Hisaya Suga  
TVer INC.  
Director

Masashi Ito  
Fuji Television Network, Inc.  
Development and Strategy, Technical Department

Michio Ohashi  
CHUKYO TV. BROADCASTING CO.,LTD.  
Technology & DX Promotion Division

Junichi Takizawa  
Hokkaido Broadcasting Co.,Ltd.  
General Manager Media Strategy Division

Moderator  
Takashi Uchiyama  
AoyamaGakuin University  
School of Cultural and Creative Studies

**KN-143 INTER BEE DX×IP PAVILION KEYNOTE International Conference Room**

**Exploring Broadcast Technology Responses for Unexpected Situations with a Small Team.**

Panelist  
Tsuyoshi Nohda  
HOKURIKU ASAHI BROADCASTING CO.,LTD  
President

Seiji Tsukano  
HOKURIKU BROADCASTING CO.,LTD.  
Department Manager Production Engineering Dept.,Engineering Div.

Kohji Takahashi  
TELEVISION HOKKAIDO BROADCASTING CO.LTD.  
Director Technical and DX Promotion

Hajime Kogai  
Sony Marketing Inc.  
General Manager B2B Business Dept. B2B products & Solution Div.

Takashi Tomine  
National Astronomical Observatory of Japan

Moderator  
Isamu Yoshii  
New Media magazine

**Establishment of Media over IP Consortium ~Broadcasting DX Achieved through Co-Creation ~**

Hajime Kogai  
Sony Marketing Inc.  
General Manager B2B Business Dept. B2B products & Solution Div.

Masahiro Shimura  
Manager, MoIP Consortium, JEITA

**SP-141 Special Lectures Room 201**

**What Are the New Technologies of WMAS Wireless Microphones and IEMs?**

WMAS : Wireless Multi-Channel Audio Systems

Panelist  
Volker Schmitt  
Sennheiser electronic SE & Co. KG  
Pro Audio Manager Technical Application Engineering

Hiroyuki Fujii  
Sennheiser Japan K.K  
Pro Audio • Technical Application Engineer

Michael Johns  
SHURE INCORPORATED  
Associate Director,Product Management

Marie Tanaka  
Shure Japan K.K  
Regional Product Marketing Associate Manager

Hiroaki Toyoizumi  
Sony Corporation  
Co-creation Strategy & Development Div. Imaging Product Planning Dept.2 Section1

Moderator  
Takehiko Abe  
tv asahi corporation  
systems development & technical maintenance center

**SP-142 Special Lectures Room 201**

**Current State of Loudness in Broadcasting and Streaming.**

Panelist  
Masaki Nakamura  
Tokyo Broadcasting System Television , INC.  
Division of Media Technology Supervisory Department of Production Engineering

Kenichi Okuzawa  
Nippon Cultural Broadcasting Inc.  
Director

Shinichi Kita  
Sony PCL Inc.  
Sound Supervisor

Moderator  
Hiroyuki Murakoshi  
MITOMO Co.Ltd  
Sales Department Sound Supervisor

**SP-143 Special Lectures Room 201**

**E-sports and Game Streaming**

Yudai Machiyama  
THIRDWAVE CORP.



## 11/15 Fri.

**KN-151 KEYNOTE International Conference Room**

**The current state of AoIP and the cloudification of audio production.**

Panelist  
Yosuke Maeda  
Media Integration  
Senior Technology Officer

Tatsuya Umeo  
Audinate  
Director of sales, Japan

Satoru Oishi  
Hibino Corporation  
hibino marketing Div. Broadcast Market Manager, Audio Network Specialist

Moderator  
Takehiko Abe  
tv asahi corporation  
systems development & technical maintenance center

**KN-152 INTER BEE IGNITION×DCEXPO KEYNOTE International Conference Room**

**Talk Session: Director Takashi Yamazaki of GODZILLA Minus One and Yoichi Ochiai, Known for "Computational Nature Shrine,"**

Part 1: Yoichi Ochiai x Yoichiro Kawaguchi talk about "The Future of Media Art"

Yoichi Ochiai  
Media Artist

Exploring Broadcast Technology Responses for Unexpected Situations with a Small Team.

Takashi Yamazaki  
Director / VFX supervisor

Moderator  
Yoichiro Kawaguchi  
Artist  
Professor Emeritus, The University of Tokyo

**KN-153 INTER BEE CREATIVE KEYNOTE International Conference Room**

**The Future of Japan's Content Industry, Captivated by Historical Drama**

Tomoyuki Miyagawa  
Nihon Eiga Broadcasting Corporation  
Managing Executive Officer

Moderator  
Yasushi Kawamoto  
GENKOSHA Co., Ltd.

**SP-151 Special Lectures Room 201**

**Exploring Next-Generation Safe and Secure Advertising:**

Panelist  
Ritsuya Oku  
DENTSU SOKEN INC.  
Honorary Fellow

Yoshitake Katayama  
DAIKIN INDUSTRIES,LTD  
Publicity Group Manager

Hiroaki Takei  
Nippon Television Network Corporation  
Ad Optimization, Sales Strategy, Sales

Masayuki Hirota  
Nippon Television Network Corporation  
Ad Optimization, Sales Strategy, Sales

Shotaro Matsuno  
Freakout, Inc  
Product Strategy Director

Moderator  
Kouji Fukada  
NEC Corporation  
CIBU MediaManagementDepartment MEGroup SeniorProfessional

**SP-152 Special Lectures Room 201**

**Generation Z Speaks! The Future of Broadcasting, Video Content and Us**

Takayuki Hotaka  
NHK Broadcasting Culture Research Institute

Students studying about Media

KYOTO DESIGN & TECHNOLOGY.  
University of the Sacred Heart, Tokyo  
Department of Sociology, Rikkyo University

**SP-153 Special Lectures Room 201**

**The Latest Developments in Live Subtitles, Sign Language, and Commentary Broadcasting.**

Panelist  
Rina Yagi  
Yomiuri Telecasting Corporation

Kentaro Yano  
Yomiuri telecasting corp.  
News Division Digital News Department Chief Expert

Yoshio Shinoda  
OKAYAMA BROADCASTING CO., LTD.  
The general manager of the Department of Promoting Information Accessibility (A newscaster)

Masaki Takahashi  
NHK Science & Technology Research Laboratories  
Smart Production Research Division • Senior Manager

Moderator  
Isamu Yoshii  
New Media magazine



# Exhibitor Seminar

► Venue: Makuhari Messe Room 103, 1F International Conference Hall/ Room 104

|               |                     |                |   |  |
|---------------|---------------------|----------------|---|--|
| 11/13<br>Wed. | 10:00<br>▼<br>11:30 | <b>ES1-131</b> | <b>Tencent Cloud Audio &amp; Video Services - Connect with global users and provide a high-quality video experience</b>             | <b>David Yang</b><br>Tencent Japan GK<br>Tencent Cloud International   |
|               | 12:00<br>▼<br>13:30 | <b>ES1-132</b> | <b>Haivision Domestic and Oversea Live Sports Case Studies</b>  | <b>Peter Maag</b><br>Haivision Inc.<br>Chief Strategy Officer and EVP of Strategic Partnerships                        |
| 11/13<br>Wed. | 14:00<br>▼<br>15:30 | <b>ES1-133</b> | <b>Evolving networking technology and the future of broadcast systems</b>   | <b>Koichi Hyodo</b><br>Arista Networks Japan Limited.<br>General Manager, System Engineering                           |
|               | 14:00<br>▼<br>15:30 | <b>ES2-133</b> | <b>Professional Music Solutions for Broadcast and Streaming Content: A Comparative Analysis of Trends in Japan and Globally</b>     | <b>Yoshihiro Munakata</b><br>Arista Networks Japan Limited.<br>Team Lead, Systems Engineering                          |
| 11/14<br>Thu. | 12:00<br>▼<br>13:30 | <b>ES1-142</b> | <b>Create. Deliver. Monetize. Innovation with AWS for Media &amp; Entertainment</b>   | <b>Samira Bakhtiar</b><br>Amazon Web Services, Inc.<br>Director, Global Media & Entertainment                          |
|               | 14:00<br>▼<br>15:30 | <b>ES1-143</b> | <b>Finding Problematic Utterances in Media Contents: AI Approaches, Local and Cloud</b>   | <b>Muhammad Iqbal Al Khawarizmi</b><br>Traffic Sim Co., Ltd.<br>Global Partnership Office                              |
| 11/15<br>Fri. | 10:00<br>▼<br>11:30 | <b>ES1-151</b> | <b>Prototyping of next generation radio multi-channel integrated remote master</b>  | <b>Takashi Maenaka</b><br>Sky Perfect JSAT Corporation   |
|               | 12:00<br>▼<br>13:30 | <b>ES1-152</b> | <b>The growth strategy of ABEMA to shape the TV of the future: Approach to user experience and quality improvement</b>              | <b>Osamu Kawashima</b><br>TOKYO FM BROADCASTING CO.,LTD<br>Director Division Manager, Engineering, Administrative Unit |
| 11/15<br>Fri. | 14:00<br>▼<br>15:30 | <b>ES1-153</b> | <b>Future of Media – AI / GenAI for Media</b>   | <b>Chie Sasaki</b><br>New Relic, K.K.  |
|               | 14:00<br>▼<br>15:30 | <b>ES2-153</b> | <b>High-performance enterprise-grade SMB implementation for file access – a proprietary cross-platform SMB protocol by Tuxera –</b> | <b>Yoshiaki Tadokoro</b><br>AbemaTV, Inc.  |

# Online Exhibitor Seminar

► ONLINE

|               |                     |                |   |  |
|---------------|---------------------|----------------|---|--|
| 11/13<br>Wed. | 11:30<br>▼<br>12:30 | <b>ES0-132</b> | <b>The Future of Media with Generative AI: Gemini is driving new ways of working!</b>     | <b>Shohei Yamaki</b><br>Google Cloud<br>Account Executive  |
|               | 11:30<br>▼<br>12:30 | <b>ES0-152</b> | <b>The Future of Media with Generative AI: Gemini is transforming the media business!</b> | <b>Keita Miyazaki</b><br>TOKYO BROADCASTING SYSTEM TELEVISION, INC.<br>Division of Media Technology Innovation Department (Digital Transformation Design) Director |
| 11/15<br>Fri. | 11:30<br>▼<br>12:30 |                |   | <b>Tomo Kurata</b><br>MAINICHI BROADCASTING SYSTEM, INC.<br>DX Promotion Department Expert   |
|               | 11:30<br>▼<br>12:30 |                |   | <b>Yuichiro Danno</b><br>Google Cloud<br>Customer Engineer   |
|               |                     |                |   | <b>Futa Satake</b><br>TOKYO BROADCASTING SYSTEM TELEVISION, INC.<br>Media Solutions Dept. Media Technology Div.  |
|               |                     |                |   | <b>Rina Tsuji</b><br>Nippon Television Network Corporation<br>Senior Manager, Data Analysis & Strategy, Digital Transformation                                     |
|               |                     |                |   | <b>Atsushi Nakamura</b><br>TV Asahi Corporation<br>IoT Division, data research & solution center   |

# Co-located Session The 61st JBA Symposium of Broadcast Technology

► Venue: Makuhari Messe 3F International Conference Hall

Sponsored by : The Japan Commercial Broadcasters Association

|               |   |   |   |
|---------------|---|---|---|
|               | <b>Room 301</b>   | <b>Room 302</b>   | <b>Room 303</b>   |
| 11/13<br>Wed. | <b>JBA-131</b> 10:30 ▶ 16:20<br><b>Production Engineering</b>   | <b>JBA-132</b> 13:00 ▶ 15:05<br><b>Sound Broadcasting and Audio</b> | <b>JBA-133</b> 11:20 ▶ 16:45<br><b>CG / Computer / Vision</b> |
| 11/14<br>Thu. | <b>JBA-141</b> 13:30 ▶ 16:00<br><b>The Frontline of the Broadcasting Industry Evolving with AI ~ The Use and the Future of Machine Learning and Generative AI</b> |   |   |
| 11/15<br>Fri. | <b>JBA-151</b> 10:30 ▶ 16:20<br><b>Production Engineering</b>   | <b>JBA-152</b> 11:20 ▶ 12:10<br><b>Transmission</b>                 | <b>JBA-153</b> 13:00 ▶ 14:40<br><b>Broadcasting</b>           |
|               |   | <b>JBA-154</b> 11:20 ▶ 12:10<br><b>Transmission Circuitry</b>       | <b>JBA-155</b> 13:00 ▶ 15:05<br><b>Streaming</b>              |

# Co-located Session ZENEIKYO Forum 2024 in Makuhari

- Forum:  
International Conference Hall 1F  
Room 104
- After Session Gathering:  
International Conference Hall 1F  
Room 101
- Organizers:  
National Board of Regional Visual  
Industry Associations

|               |               |  |
|---------------|---------------|--|
| 11/14<br>Thu. | 14:30 ▶ 14:50 | <b>Opening Salutations</b>   |
|               | 14:50 ▶ 15:20 | <b>Ministry of Economy, Trade and Industry Presentation</b>  |
|               | 15:20 ▶ 15:30 | <b>Intermission</b>  |
|               | 15:30 ▶ 15:50 | <b>Ministry of Internal Affairs and Communication Presentation</b>                                 |
|               | 16:00 ▶ 16:10 | <b>Intermission</b>  |
|               | 16:10 ▶ 17:00 | <b>National Board of Regional Visual Industry Associations 2024 Gran Prix Results and Ceremony</b> |
|               | 17:30 ▶ 19:00 | <b>After Session Gathering</b>   |





# INTER BEE EXPERIENCE

**World-quality sound experience. Sound is still evolving!**

X-Speaker, Japan's largest SR speaker listening experience event, will be held as Inter BEE's signature event, and this time 13 brands will be competing in the event hall. As the live entertainment market continues to expand around the world, this year's lineup of SR speakers will again be a part of that music scene. Please experience world-quality sound that continues to evolve without stopping.

## X-Speaker INTER BEE EXPERIENCE X-Speaker SR Speaker Demo & Presentation

**Product Brand / Participant Company** ▶ Venue: Event Hall Makuhari Messe

### ◆ Point Source Speakers / Standalone line array speaker

|  |   |
|--|---|
|  | 11/13 10:30~   11/14 14:00~<br><b>Pinnacle-KR402 II</b><br>Audiobrains.Co.ltd |
|  | 11/13 11:10~   11/14 14:40~<br><b>L1 Pro32 + SUB2</b><br>Bose Corporation     |
|  | 11/13 13:10~   11/14 16:40~<br><b>al-4/al-4SB</b><br>Electro Harmonix K.K.    |

### ◆ Compact Line Array Speakers

|  |  |
|--|--|
|  | 11/13 11:50~   11/14 15:20~<br><b>AC6 System</b><br>ONKYO TOKKI LTD. |
|--|--|

### ◆ Medium and Large scale Line Array Speakers

|  |  |
|--|--|
|  | 11/13 12:30~   11/14 16:00~<br><b>SRX910LA / SRX918S / SRX928S</b><br>hibino corporation |
|  | 11/13 14:00~   11/15 10:30~<br><b>GTX10 / GTS29</b><br>ONKYO TOKKI LTD.                  |

|  |  |
|--|--|
|  | 11/13 14:40~   11/15 11:10~<br><b>CIRAY / SC2-F / SCV-F</b><br>Hibino Intersound Corporation |
|  | 11/13 15:20~   11/15 11:50~<br><b>K3 / KS28</b><br>Bestec Audio Inc.                         |
|  | 11/13 16:00~   11/15 12:30~<br><b>GEO M12 System</b><br>Yamaha Music Japan Co., Ltd.         |
|  | 11/14 10:30~   11/15 14:00~<br><b>COHESION C08</b><br>REWIRE INC.                            |
|  | 11/14 11:10~   11/15 14:40~<br><b>VGt</b><br>REWIRE INC.                                     |
|  | 11/14 11:50~   11/15 15:20~<br><b>WPC / SXH218</b><br>Audiobrains.Co.ltd                     |
|  | 11/14 12:30~   11/15 16:00~<br><b>SL-Series GSL8 / SL-SUB</b><br>d&b audioteknik Japan K.K.  |

Equipment Assistance: REWIRE INC.

## X-Headphone | X-Microphone Headphone and microphone trial listening

**Product Brand/Participant Company** ▶ Venue: Hall 2 (Professional Audio Equipment)

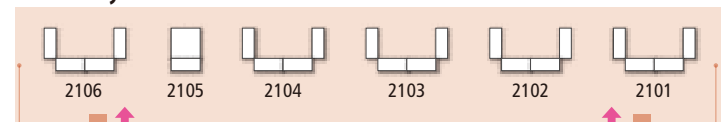
### ◆ X-Headphone

|      |   |
|------|---|
| 2101 | <b>qdc/ULTRASONE/Maestraudio</b><br>Aiuto Co., Ltd. |
| 2102 | <b>STAX</b><br>STAX                                 |
| 2104 | <b>Audio-Technica</b><br>Audio-Technica Corporation |
| 2105 | <b>YAMAHA</b><br>Yamaha Music Japan Co., Ltd.       |
| 2106 | <b>Austrian Audio</b><br>Genelec Japan Inc.         |

### ◆ X-Microphone

|      |   |
|------|---|
| 2103 | <b>AUDIX</b><br>Roland Corporation                  |
| 2104 | <b>Audio-Technica</b><br>Audio-Technica Corporation |
| 2106 | <b>Austrian Audio</b><br>Genelec Japan Inc.         |

#### Venue Layout

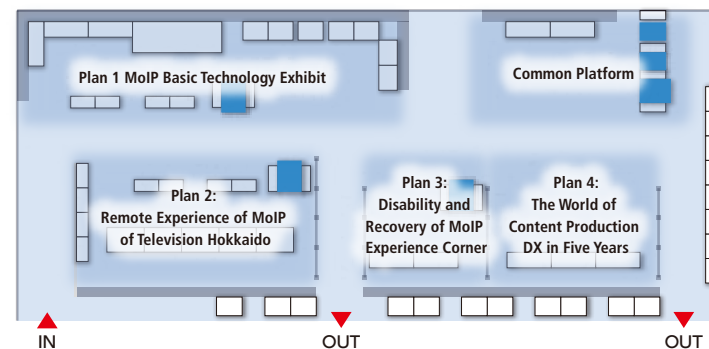


# INTER BEE DX x IP PAVILION

**Proposing the possibility of "DX of contents production" through "collaboration" that transcends the boundaries between companies.**

**Exhibitors** ▶ Venue: Exhibition Hall 3

|   |   |
|---|---|
| iLand6 co., Ltd.<br>ASTRODESIGN, Inc.<br>Amazon Web Service Japan LLC<br>Amber Sign, Ltd.<br>IKEGAMI TSUSHINKI CO., LTD.<br>Intelligent Wave Inc.<br>HC Networks, Ltd.<br>ATEN JAPAN Co., Ltd.<br>NEC Corporation<br>NTT Communications Corporation<br>Zabbix Japan LLC<br>The POS Inc.<br>Cisco Systems G.K.<br>Japan Material Co., Ltd.<br>SEIKO GIKEN Co., Ltd.<br>Seiko Solutions Inc.<br>Sony Biz Networks Corporation<br>Sony Marketing Inc<br>DIGIcas LLC. | Tokyo Electron Device LTD.<br>Toshiba Infrastructure Systems & Solutions Corporation<br>TOYO Corporation<br>Net One Systems Co., Ltd.<br>Panasonic Connect Co., Ltd.<br>HARADA CORPORATION<br>Panduit Corporation Japan Branch<br>Videotron Corporation<br>HIRAKAWA HEWTECH CORP.<br>HUAWEI TECHNOLOGIES JAPAN K.K.<br>PHOTRON LIMITED<br>FUYOH VIDEO INDUSTRY CO., LTD.<br>FOR-A Company Limited<br>MACNICA, INC.<br>MARUBUN CORPORATION<br>Media Integration, Inc.<br>MEDIA LINKS CO., LTD<br>Lambda Systems Inc.<br>Rikei Corporation. |
| <b>◆ Advisor</b><br>NEC Platforms, Ltd.<br>National Astronomical Observatory of Japan<br>Nippon Television Network Corporation (ARIB)   | Japan Broadcasting Corporation<br>Fuji Television Network, Inc. (ARIB)  |
| <b>◆ Planning・Support</b><br>APRESIA Systems, Ltd.<br>RCT   Remote Camera Technology<br>VILLAGE island Co., Ltd.<br>AIM Electronics Co., Ltd.<br>NHK Technologies, Inc.<br>TEAC CORPORATION   | Television Hokkaido Broadcasting Co. LTD.<br>NIUSIA Co., Ltd.<br>New Media magazine<br>MATSUDA TRADING CO., LTD<br>Leader Electronics Corporation   |



**Keynote** ▶ Venue: International Conference Room

|  |  |
|--|--|
| <b>11/14 Thu.</b>  |  |
| <b>KN-143</b>  | 15:00▶17:00  |
| <b>Exploring Broadcast Technology Responses for Unexpected Situations with a Small Team.</b>           |  |
| <b>Panelist</b>  |  |
| Tsuyoshi Nohda<br>HOKURIKU ASAHI BROADCASTING CO.,LTD<br>President                                     | Seiji Tsukano<br>HOKURIKU BROADCASTING CO.,LTD.<br>Department Manager Production Engineering Dept., Engineering Div. |
| Kohji Takahashi<br>TELEVISION HOKKAIDO BROADCASTING CO.LTD.<br>Director Technical and DX Promotion     | Hajime Kogai<br>Sony Marketing Inc.<br>General Manager B2B Business Dept. B2B products & Solution Div.               |
| <b>Moderator</b>   |  |
| Takashi Tomine<br>National Astronomical Observatory of Japan   |  |
| <b>Establishment of Media over IP Consortium<br/>~Broadcasting DX realized through co-creation~</b>    |  |
| Hajime Kogai<br>Sony Marketing Inc.<br>General Manager B2B Business Dept. B2B products & Solution Div. | Masahiro Shimura<br>Manager, MoIP Consortium, JEITA  |

**Relay Technical Seminar** ▶ Venue: Makuhari Messe Hall 3

|                   |  |
|-------------------|--|
| <b>11/13 Wed.</b> |  |
| 10:30▶10:50       | Highlights of the Year ~ INTER BEE DX x IP PAVILION ~<br>Tokyo Electron Device LTD.  |
| 10:50▶11:10       | What is Media over IP Network of "IP PAVILION"?<br>Net One Systems Co., Ltd  |
| 11:10▶11:50       | "Deep Digging Corner" Exploring Ways to Enhance Network Reliability<br>Japan Broadcasting Corporation, Tokyo Electron Device LTD., Net One Systems Co., Ltd, HC Networks, Ltd.             |
| 11:50▶12:10       | "IP PAVILION" Overview of PTP and the IP Pavilion Structure<br>Seiko Solutions Inc.  |
| 12:10▶12:30       | "IP PAVILION" Introduction of MoIP Basic Technology Exhibit<br>PHOTRON LIMITED   |
| 12:50▶13:10       | "IP PAVILION" Recommendations for Integrated Monitoring and Packet Capture<br>Zabbix Japan LLC   |
| 13:10▶13:30       | The Present and Future of AI Technology Utilization in Broadcasting<br>NHK Science & Technology Research Laboratory  |
| 13:30▶14:10       | The Evolution of Cyber Attacks and Cybersecurity<br>National Institute of Information and Communications Technology  |
| 14:10▶14:30       | Testing Security at "IP PAVILION"<br>HC Networks, Ltd.   |
| 14:30▶14:50       | "IP PAVILION" What you can do at the Disaster and Recovery Experience Corner<br>HUAWEI TECHNOLOGIES JAPAN K.K.   |
| 14:50▶15:10       | "IP PAVILION" Exploring Remote Operation of Both Master Control and Studio via IP<br>Television Hokkaido Broadcasting Co. LTD.   |
| 15:10▶15:50       | Security Threats to MoIP Systems<br>National Astronomical Observatory of Japan   |
| 16:10▶16:30       | "IP PAVILION" The World of Content Production DX in Five Years: the Use of Software/Cloud.<br>Sony Marketing Inc.  |
| 16:50▶17:30       | Discuss the "Awareness" of TV Stations Introducing MoIP ④ The Design Points of MoIP System<br>NEW MEDIA, Miyagi Television Broadcasting Co., Ltd., Tokai Television Broadcasting Co., Ltd. |

**11/14 Thu.**

|             |   |
|-------------|---|
| 10:30▶10:50 | Highlights of the Year ~ INTER BEE DX x IP PAVILION ~<br>Sony Marketing Inc.  |
| 10:50▶11:10 | What is Media over IP Network of "IP PAVILION"?<br>Net One Systems Co., Ltd   |
| 11:10▶11:50 | "Deep Digging Corner" Digging Deeper into Time Synchronization<br>Panasonic Connect Co., Ltd., IKEGAMI TSUSHINKI CO., LTD., Seiko Solutions Inc., Sony Marketing Inc., Japan Broadcasting Corporation                             |
| 11:50▶12:10 | "IP PAVILION" Overview of PTP and the IP Pavilion Structure<br>HARADA CORPORATION   |
| 12:10▶12:50 | Security Threats to MoIP Systems<br>National Astronomical Observatory of Japan  |
| 12:50▶13:10 | "IP PAVILION" Exploring Remote Operation of Both Master Control and Studio via IP<br>Television Hokkaido Broadcasting Co. LTD.  |
| 13:10▶13:30 | The Present and Future of AI Technology Utilization in Broadcasting<br>NHK Science & Technology Research Laboratory   |
| 13:30▶14:10 | The Evolution of Cyber Attacks and Cybersecurity<br>National Institute of Information and Communications Technology   |
| 14:10▶14:30 | Testing Security at "IP PAVILION"<br>iLand6 co., Ltd.   |
| 14:30▶14:50 | "IP PAVILION" What you Can do at the Disability and Recovery Experience Corner<br>DIGIcas LLC   |
| 15:30▶15:50 | "IP PAVILION" Introduction of MoIP Basic Technology Exhibit<br>IKEGAMI TSUSHINKI CO., LTD.  |
| 15:50▶16:10 | "IP PAVILION" Recommendations for Telemetry Monitoring and Active Monitoring<br>Tokyo Electron Device LTD., Cisco Systems G.K.  |
| 16:10▶16:30 | "IP PAVILION" The World of Content Production DX in Five Years--the use of software/cloud--<br>Amazon Web Service Japan LLC   |
| 16:50▶17:30 | Discuss the "Awareness" of TV Stations Introducing MoIP ④ Changes in Broadcast Station Systems, Including the Introduction of IP Masters and Production Sub-IP<br>NEW MEDIA, Television Saitama Co., Ltd., Television Osaka, Inc. |

**11/15 Fri.**

|             |   |
|-------------|---|
| 10:30▶10:50 | Highlights of the Year ~ INTER BEE DX x IP PAVILION ~<br>Zabbix Japan LLC   |
| 10:50▶11:10 | What is Media over IP Network of "IP PAVILION"?<br>MACNICA, Inc.  |
| 11:10▶11:50 | "Deep Digging Corner" Digging Deeper into NIMOS<br>Japan Material Co., Ltd., FOR-A Company Limited, PHOTRON LIMITED, Japan Broadcasting Corporation |
| 11:50▶12:10 | "IP PAVILION" Introduction of MoIP Basic Technology Exhibit<br>ASTRODESIGN, Inc.  |
| 12:30▶12:50 | "IP PAVILION" Exploring Remote Operation of Both Master Control and Studio via IP<br>Television Hokkaido Broadcasting Co. LTD.                      |
| 13:10▶13:30 | "IP PAVILION" Overview of PTP and the IP Pavilion Structure<br>MARUBUN CORPORATION  |
| 13:30▶14:10 | The Evolution of Cyber Attacks and Cybersecurity<br>National Institute of Information and Communications Technology                                 |
| 14:10▶14:30 | Testing Security at "IP PAVILION"<br>HC Networks, Ltd.  |
| 14:30▶14:50 | "IP PAVILION" What You Can Do at the Disability and Recovery Experience Corner<br>Intelligent Wave Inc.   |
| 14:50▶15:10 | "IP PAVILION" Recommendations for PTP Monitoring, Stream Monitoring, and GPS Security*<br>Intelligent Wave Inc., MARUBUN CORPORATION                |
| 15:10▶15:50 | Security Threats to MoIP Systems<br>National Astronomical Observatory of Japan  |
| 15:50▶16:10 | "IP PAVILION" The World of Content Production DX in Five Years -The Use of Software/Cloud--<br>Intelligent Wave Inc.                                |
| 16:10▶16:50 | The Past and Future of ShowNet and IP PAVILION<br>Japan Broadcasting Corporation, National Astronomical Observatory of Japan, Zabbix Japan LLC      |



# INTER BEE IGNITION x DCEXPO

## Exploring the Evolution of Media: Technology, Region, and Archive

Keynote Venue: International Conference Room

**11/15 Fri.**

**KN-152 12:30▶14:05**

**Talk Session: Director Takashi Yamazaki of GODZILLA Minus One and Yoichi Ochiai, Known for "Computational Nature Shrine,"**

Part 1: **Yoichi Ochiai x Yoichiro Kawaguchi talk about "The Future of Media Art"**  
Yoichi Ochiai (Media Artist)

Part 2: **Exploring Broadcast Technology Responses for Unexpected Situations with a Small Team.**  
Takashi Yamazaki (Director / VFX supervisor)

Moderator: **Yoichiro Kawaguchi** (Artist Professor Emeritus, The University of Tokyo)

Special Session Venue: Exhibition Hall 6

**11/13 Wed.**

**IG-131 10:30▶12:00**  
**Advanced Imaging Society Japan Committee: Awards Ceremony for Lumière Japan Award 2024**

Lumière Japan Award and Good Practice Award were presented to the winners.

**IG-132 12:30▶14:00** Exhibitor presentation  
**Introduction to Pioneering Exhibitors in Technology: New Era Ideas as Heard by V-Livers**

Exhibitor: O-9studio X, Inc., Hashilus Co., Ltd., Nippon TV x Sunmulon x TASKO LOOVIC Inc., SceneryScent.co., Ltd., Yukai Engineering Inc., Pocket RD Inc., cyber Namunamu Auto VR inc., HSKS Inc.

Moderator: Shin Roumei (17LIVE V-LIVER), Ribon chan (17LIVE V-LIVER)

**11/14 Thu.**

**IG-141 10:20▶11:50** Exhibitor presentation  
**Challenges of Next-Generation Exhibitors: Exploring the Future of Startups and Universities with V-Livers**

Exhibitor: Tanaka Lab., Nagasaki University JP UNIVERSE, Inc., Portalgraph Inc., DoubleNest, TechGALA Japan amulapo, Inc., Hapbeat LLC/Tokyo Tech

Moderator: Shin Roumei (17LIVE V-LIVER), Suratan (17LIVE V-LIVER)

**IG-142 13:00▶14:30**  
**From Local to Global: How Japan's Regional Charms Create Global Impact**

Panelist: Toshio Tsuchiya (Gontents Inc.), Daisaku Kawase (Days Inc.), Narutaka Ito (Kuwana City Mayor)

Moderator: Mariko Nishimura (HEART CATCH Inc. Founder and CEO)

**11/15 Fri.**

**IG-151 11:00▶12:00** DCEXPO SESSION  
**Broadcast Media in the Era of Spatial Computing Enabled by XR Technology**

Speaker: Arito Sawada (STYLY, Inc. Producer (Regional Co-creation))

**IG-152 13:00▶14:30**  
**From Japan to the World! The Cutting Edge of Immersive Entertainment**

Panelist: Yuki Hiroya (NO MORE Inc. Chief Creative Officer), Minoru Fujimoto (PLUSPLUS Co., Ltd.), Tetsuya Sato (Sony Marketing Inc. Creative Director)

Moderator: Atsuo Nakayama (Entertainment Sociologist)

**IG-153 14:20▶15:10** DCEXPO SESSION  
**SIGGRAPH invited session: Meta researcher talks about Emerging Technologies**

Panelist: Nathan Matsuda (Meta Platforms, Inc. SIGGRAPH 2025 Emerging Technologies Chair), Tomasz Bednarz (NVIDIA ACM SIGGRAPH SACAG Chair)

Moderator: Kouta Minamizawa (Keio University Graduate School of Media Design Professor)

**IG-133 14:50▶15:50** DCEXPO SESSION  
**Web3 Basics and Latest Trends**

Speaker: Yusuke Shidara (Gentosha Co., Ltd. "NEW ECONOMY" Editor-in-chief / Director of Contents Business Bureau)

**IG-134 16:10▶17:20** DCEXPO SESSION  
**Can technology save the earth?!**

Panelist: Hiromi Okuda (Wiz Group, Inc. CEO&Founder), Kouta Minamizawa (Keio University Graduate School of Media Design Professor), Takeshi Tomimori (TOMODY, Inc.), Yusuke Yamazaki (Hapbeat LLC/Tokyo Tech), Takegi Yoshimoto (Meiji University Homei Miyashita Laboratory), Kiryu Tsujita (Keio Media Design, Embodied Media Project), Yutaro Hirao (Nara Institute of Science and Technology)

Pitch: Kouta Minamizawa (Keio University Graduate School of Media Design Professor)

Moderator: Kento Hatase (MEMORY LAB, Inc. Founder/CEO)

**IG-143 15:30▶17:30**  
**Moving Towards Future Media Co-Creation: TV Stations & Startups Pitch**

Pitch Startup: Hideo Kitashoji (Lazuli Inc. Vice President of Sales), Kazutaka Yokoi (Moze Inc. CEO), Takeshi Tomimori (TOMODY, Inc.), Kanae Kori (Fragrance Director / Fragrance Producer)

Participating TV Stations: Takahiro Fukui (NIPPON TELEVISION HOLDINGS, INC. Senior Manager, Corporate Strategy, R&D Lab), Naoya Murata (MBS innovation DRIVE Inc. General Manager of Investment Division), Akira Masuzawa (TV Asahi Corporation Business solution headquarters Co-Director, Advanced Contents Business, IoT Center)

Moderator: Mariko Nishimura (HEART CATCH Inc. Founder and CEO)

**IG-154 15:30▶16:30** DCEXPO SESSION  
**Entertainment and Innovation in the Land of Oil and Deserts, Middle East Arabs Today**

Speaker: Akira Takatoriya (Part-time lecturer, University of Tsukuba CEO Altair Inc.)

**Innovative Networking**  
**11/14 Thu. 17:45▶19:15**

Networking was held at INTER BEE IGNITION x DCEXPO, a gathering of cutting-edge visual expression technologies and techniques. The event featured open-mic pitches and performances by exhibitors and visitors, creating an opportunity for deeper engagement and interaction among participants.

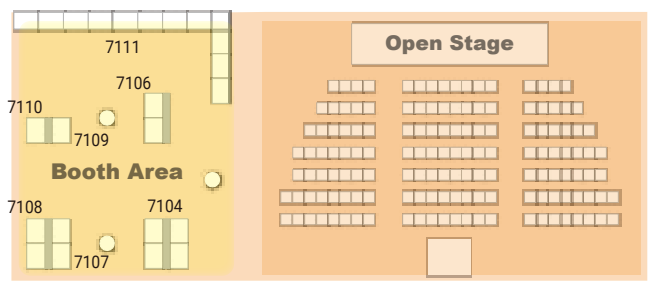


# INTER BEE BORDERLESS

## The media has become free. Business is liberated. Communicating expanding business challenges and new initiatives

Exhibitors Venue: Exhibition Hall 7

**7104** J-Stream Inc.  
**7106** QualityNet Solutions Co.,Ltd  
**7107** The Association for Promotion of Advanced Broadcasting Services  
**7108** Multiscreen Broadcasting Study Group  
**7109** OPTAGE Inc.  
**7110** ORCA Production, Inc.  
**7111** IPTV FORUM JAPAN



Keynote Venue: International Conference Room

**11/14 Thu.**

**KN-142 13:00▶14:30**  
**Considering the Future Vision of Broadcasting from the Front Line of Streaming**

Moderator: Takashi Uchiyama (AoyamaGakuin University School of Cultural and Creative Studies)

Panelist: Hisaya Suga (TVer INC. Director), Masashi Ito (Fuji Television Network, Inc. Development and Strategy, Technical Department), Junichi Takizawa (Hokkaido Broadcasting Co., Ltd. General Manager Media Strategy Division), Michio Ohashi (CHUKYO TV BROADCASTING CO., LTD. Technology & DX Promotion Division)

Special Session Venue: Exhibition Hall 7

**11/13 Wed.**

**BL-131 10:30▶12:00**  
**Current State of the Information Space from Quantitative Data -Understanding Consumer Trends for System Design**

Moderator: Ritsuya Oku (Media Vision Lab Managing Director and Founder)

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

**BL-132 13:00▶14:00**  
**Delve into Impression Trading on the Ad Reach Max Platform**

Moderator: Osamu Sakai (Media Consultant)

Panelist: Gaku Matsumoto (Nippon Television Network Corporation Ad Optimization, Sales Strategy, Sales manager), Hiroaki Takei (Nippon Television Network Corporation Ad Optimization, Sales Strategy, Sales), Yu Taniguchi (SENDENKAIGI Co., Ltd. Editor in chief)

**11/14 Thu.**

**BL-141 10:30▶11:30**  
**How should we deliver documentaries in the digital age**

Moderator: Yoshio Mikazuki (Nippon Television Network Corporation)

Panelist: Yusaku Kanagawa (LY Corporation), Tadashi Imamura (Nippon Television Network Corporation NewsCenter / NNN Document), Naoki Tachikawa (Hiroshima Home Television Co., Ltd. News department Producer)

**BL-143 15:00▶16:30**  
**Former Local Station Head's Vision for Broadcasting's Future**

Moderator: Mikio Tsukamoto (Wise Media, Inc. Executive Officer and Media Strategist)

Panelist: Yasushi Wake (Kyusyu Asahi Broadcasting CO.LTD Senior Advisor), Koji Nakamura (Minaminhon Broadcasting Co., Ltd. Senior Advisor), Toyoaki Negishi (The Sapporo Television Broadcasting Co., Ltd. Former senior advisor)

**11/15 Fri.**

**BL-151 10:30▶11:30**  
**Frontline Stories from Netflix Hit Producer**

Moderator: Tomoko Hasegawa (TV media Journalist/Columnist)

Panelist: Shin Takahashi (Director, Content, Live Action, Creative), Motohiko Tokuriki (note producer / Blogger)

**BL-152 12:00▶13:30**  
**How Media Companies Use Generative AI - Use Cases and Risk Management**

Moderator: Naoyuki Hiraishi (TV-Asahi Corporation Announcer)

Panelist: Ayuki Sugimoto (Hokkaido Cultural Broadcasting Co., Ltd. Programming Dept. Programming Division), Masashi Sawada (Takagicho Law Office Attorney at Law), Mitsukaze Hida (TOKYO METROPOLITAN TELEVISION BROADCASTING CORPORATION Programming Department Programming Division Manager)

**BL-133 14:30▶15:30**  
**Is Retail Media an Enemy or Friend for Television? - Exploring Compatibility with TV -**

Moderator: Kouji Fukada (NEC Corporation CIBU MediaManagementDepartment MEGroup SeniorProfessional)

Panelist: Daigo Hayamizu (Gate One Corp. Director COO), Yusuke Ito (HOKURIKU ASahi BROADCASTING CO., LTD)

**BL-134 16:00▶17:20**  
**What Is the Outlook for Radio as Audio Content, and What Can Television Learn from It?**

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

Panelist: Taisuke Yagi (Otonal Inc. CEO), Yuichi Tomiyama (Nippon Broadcasting System, Inc. Contents Produce Room), Tamaki Fujihara (RKB MAINICHI BROADCASTING CORPORATION), Mr. Salaryman (Proletarian Planet Earth Office)

**BL-144 17:00▶19:00**  
**After Hours No Archive Distribution! Is There a Future for Local Station Content?**

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

Panelist: Yuki Akutsu (Hokkaido TV broadcasting Co.Ltd Tokyo branch Director, Program and Administration Department), Masaru Akiyama (Broadcast Program Export Association of Japan Chief Executive of Business Management), Mayumi Morinaga (Hakuhodo DY Media Partners Inc.)

**BL-153 14:00▶15:00**  
**How do we face an era of accelerating "personalization of media"?**

Moderator: Yoshio Mikazuki (Nippon Television Network Corporation)

Panelist: Miho Konishi (Kwansei Gakuin University School of Policy Studies Special Visiting Professor), Teruaki Kaku (ABEMA NEWS chief producer), Tomoyuki Hirose (Tomoshi Bito Inc. CEO)

**BL-154 15:30▶16:30**  
**The Potential for Expansion and Future Vision of the FAST Business in Japan**

Moderator: Hiroaki Takazawa (TOKYO BROADCASTING SYSTEM TELEVISION, INC.)

Panelist: Shinya Fukuzaki (BBM Corporation CEO), Yuhei Tanakura (Osaka Gas Co., Ltd.)





# INTER BEE CREATIVE

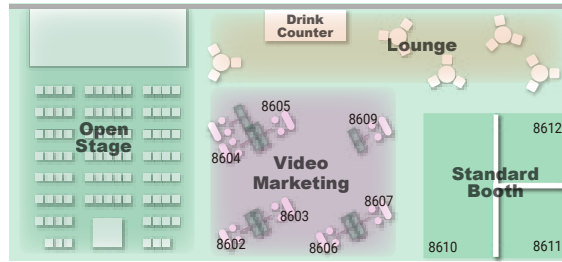
Creators gather to create the future of the video industry.  
The front lines of video production and the expanding field of video applications are presented!

## Exhibitors Venue: Makuhari Messe Hall 8

- 8610 qoop, Inc.
- 8611 D.&A.MUSIC
- 8612 Japan Post Production Association

## VIDEO MARKETING LOUNGE

- 8602 CHEESE
- 8603 MARUMORI COMPANY
- 8604 hati co., ltd.
- 8605 Super Sub LLC
- 8606 Shaberrys Co.,Ltd.
- 8607 W CREATIVE, Inc
- 8609 mountain studio



## Keynote Venue: International Conference Room

**11/15 Fri. KN-153 15:00▶16:00**  
**The Future of Japan's Content Industry, Captivated by Historical Drama**  
 Moderator: Tomoyuki Miyagawa (Nihon Eiga Broadcasting Corporation Managing Executive Officer) / Yasushi Kawamoto (GENKOSHA Co.,Ltd.)

## Special Session Venue: Makuhari Messe Hall 8

### 11/13 Wed. CR-131 10:30▶11:30

**Technology and Applications of Large LED Displays from Overseas Manufacturers.**  
 Panelist: Mark Shan (AOTO ELECTRONICS(JAPAN)CO.,LTD. Representative Director), Mamoru Miura (Leyard Japan Co., Ltd. CEO), Masayoshi Ito (Ledman Optoelectronic Co.,Ltd. Sales Manager, Japan), Makoto Umemura (SiliconCore Technology LLC. Representative Partner/Managing Director)  
 Moderator: Hiroyuki Kawata (freelance journalist), Hiroshi Okubo (Kinki Education Center Co.,Ltd. Business Promotion Office, Technical Advisor)

### CR-137 16:45▶17:30

**Uzumasa, Kyoto Extension Plan Promoting Period Drama as Next Generation Content**  
 Panelist: Katushide Motoki (Movie Director), Kazufumi Kasahara (Kyoto Prefecture Department of Commerce, Labor, and Tourism), Ken Takahashi (TOEI COMPANY, LTD.), Satoshi Nagashima (Shochiku Studio Co., Ltd.)

### CR-132 11:45▶12:30

**TGundam x Unreal Engine 5 ~The Future of Animation with Game Engines~**  
 Panelist: Takuya Suzuki (SAFEHOUSE Inc. Environment Modeling Supervisor), Satomi Nakahara (SAFEHOUSE Inc. Cinematic Supervisor), Takafumi Yuki (INTER BEE CREATIVE Director), Akira Sugiyama  
 Moderator: Hiroyuki Kawata

### 11/14 Thu. Adobe Day 2024 CR-141 10:30▶11:10

**Exciting New Features Rolling Out! Latest Updates on Adobe's Video Products**  
 Speaker: Reiko Tanaka (Adobe Inc. Marketing Manager)

### CR-142 11:40▶12:20

**In-Depth Overview of Adobe's AI/Gen AI Features Revolutionizing Video Production**  
 Speaker: Kyle Pena (Sr. Product Marketing Manager Pro Editorial), Francis Crossman (Principal Product Manager Premiere Pro)

### CR-143 12:50▶13:30

**"Extend" your creativity! Practical Examples of Firefly Video Model & Premiere Pro Generative Expansion**  
 Speaker: Yuya Shiroto (Cyber AI Productions, Inc. Motion Designer / Composer / Editor)

### CR-144 14:00▶14:30

**What is Adobe Generated AI? Introduction and Practical Examples of Adobe Firefly and CAI, an Initiative to Prevent Fake**  
 Speaker: Kaori Uno (Strategic Business Development, Senior Manager)

### CR-145 15:10▶15:50

**The World of Video Creativity Pioneered by Generative AI**  
 Speaker: Shota Shimizu (KOEL film / WITCRAFT Director/Creative Conductor)

### CR-133 12:45▶13:45

**The Forefront of Vertical Video Marketing**  
 Panelist: Akira Amano (Dentsu Digital Inc. Chief Media Researcher), Yuma Suzuki (Dentsu Digital Inc. Social Connect Group Manager), Koki Mizutani (Meta, Facebook Japan Agency Partner Manager)

### CR-135 14:45▶15:30

**"Generative AI x Video Production: Dissecting the Workflow" ~The workflow of video production and how creators deal with generative AI**  
 Panelist: Hayato Sone (BABEL LABEL K.K.), Takafumi Yuki (INTER BEE CREATIVE Director)

### CR-136 15:45▶16:30

**Small team operation style practiced by the creator unit "bird and insect"**  
 Panelist: shuntaro (bird and insect), Hirotsugu Hamada (bird and insect), Takafumi Yuki (INTER BEE CREATIVE Director)  
 Moderator: Kyotaro Nagata (GENKOSHA Co.,Ltd.)

### CR-146 16:20▶17:00

**3D CG Is More Accessible Than Ever! Latest Updates on Adobe Substance 3D**  
 Speaker: Tadashi Mizutani (Adobe Inc. Strategic Business Development, 3D Strategic Sales Specialist)

### 11/15 Fri. CR-151 10:30▶11:15

**Asia's Creative Scene Is on Fire! ~ A Look Back at the 26th DigiCon6 ASIA Awards ~**  
 Panelist: Yasuhiro Yamaguchi (DigiCon6 Founder), Tomohiro Yamaguchi (DigiCon6 Secretary General)

### CR-152 11:30▶12:15

**Content production and its enjoyment utilizing advanced formats such as HDR and HFR part2**  
 Panelist: Makoto Imatsuka (Technical Supervisor Business Development DIV.), Toshiyuki Ogura (Product Technology Strategy Section Engineering DX Division Technology & Engineering Center)

### CR-153 13:00▶13:45

**Amzon Prime "Like a Dragon ~ Beyond the Game ~" Behind the Scenes of VFX Production**  
 Panelist: Takeshi Shin (VFX Supervisor), Takafumi Yuki (INTER BEE CREATIVE Director)  
 Moderator: Yasushi Kawamoto (GENKOSHA Co.,Ltd.)

### CR-154 14:00▶14:45

**Is It Still Hard for Women to Work? View the Reality and Future of the Film Industry**  
 Panelist: Kanako Kondo (Angle Pictures), Sayaka Nakane (Movie Director), Kana Maruta (Vook Inc.)

### CR-155 15:00▶15:45

**Accelerate with Generative AI! The World of Digital Video Production Using Real-Time Technology**  
 Panelist: Alex Timbs (Business Development & Alliances Manager - Media & Entertainment), Kenji Amano (Dell Technologies)

### CR-156 16:00▶16:45

**The New Era of Video Demands VX Creators What Is VX—Creating Experiences Through Video?**  
 Panelist: Toru Watanabe (Concent, Inc.), Shuntaro Okamoto (Vook, Inc. CEO)

# INTER BEE CINEMA

Film Production Technologies and Professionals Gathered!  
An Experiential Cinema Community Connecting to Next-Generation Content Creators



Venue: Exhibition Hall 3 Supported by: JSC, JSL, APDJ

## Product Exhibition Area(Exhibitor)

- 3702 SWITCH Co., Ltd.
- 3703 TOWAIEIZO LLC/SANWA CINE EQUIPMENT
- 3704 Technical Farm
- 3705 Restar Corporation
- 3706 NTI Japan Limited
- 3707 FUJIFILM Corporation
- 3708 Mitomo Co.,Ltd.
- 3709 SIGMA Corporation
- 3710 Angelbird Technologies GmbH
- 3711 Leader Electronics Corporation

## Studio Set Area

- Blackmagic Design
- Canon Inc./Canon Marketing Japan Inc.
- FUJIFILM Corporation
- Sony Marketing Inc.

## Lens Bar

- Canon
- CORAL Anamorphic
- DZOFILM
- Iron Glass
- LAOWA
- NISI
- SIGMA
- SIRUI
- Thypoch
- VILTROX
- 7Artisans

Equipment cooperation : Sony Marketing Inc., Kurosawa Film Studio, EIZO Corporation, Sanwa Cine Equipment Rental Co., Ltd., NANLITE/VANLINKS, MEDIAEDGE/ATOMOS, RAID Inc., Roland

## Special Session Venue: Exhibition Hall 3

### 11/13 Wed. CI-131 10:30▶11:30

**Cutting-Edge Cinema Lenses! Lens Bar Explanation**  
 Panelist: Akira Otoguro (ARGA LLC Representative)  
 Moderator: Nagako Hayashi (Video Writer)

### CI-132 11:35▶11:50

**Exhibitor's Presentation :** Leader Electronics Co

### CI-133 12:00▶13:00

**"Cinematography of TV Drama" - Case Study on "AIBOH"**  
 Panelist: Masahiro Aida (JSC), Ryo Takahashi (Director/Cinematographer)

### CI-134 13:05▶13:20

**Exhibitor's Presentation :** NTi Audio AG

### CI-135 13:30▶13:45

**Exhibitor's Presentation :** SIGMA Co.

### CI-136 13:55▶14:10

**Exhibitor's Presentation :** Restar Corporation

### CI-137 14:20▶14:35

**Exhibitor's Presentation :** TOWAIEIZO LLC

### 11/14 Thu. CI-141 10:30▶11:30

**MPTE Grand Prize-Winning: Exploring the Sound Recording and Sound Effects Technology of "Godzilla-1.0".**  
 Panelist: Hisafumi Takeuchi (Famio LLC), Natsuko Inoue (Playful / Sound LLC)  
 Moderator: Hiroyuki Murakoshi (Sales Department Sound Supervisor)

### CI-142 11:35▶11:50

**Exhibitor's Presentation :** MITOMO Co.,Ltd

### CI-143 12:00▶13:00

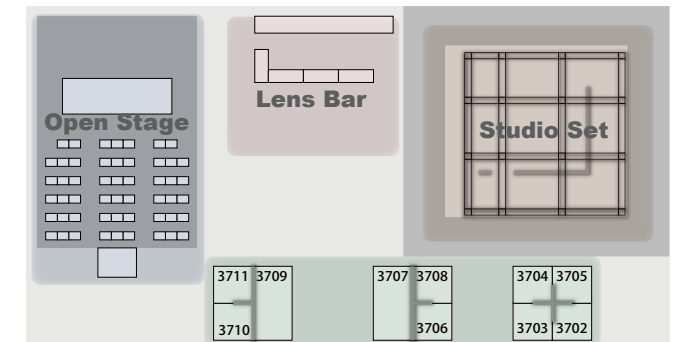
**Japanese Original Production: A Producer's Perspective on the Production Process**  
 Panelist: Yoshiki Ishii (kirameki inc. CEO / Executive Producer), Masami Ouchi (TAIYO KIKAKU co.,Ltd. Producer), Daisuke Misu (AOI Pro. 7th Production Dept. / Producer)  
 Moderator: Nagako Hayashi (Video Writer)

### CI-144 13:05▶13:20

**Exhibitor's Presentation :** TOWAIEIZO LLC

### CI-145 13:30▶14:30

**Use of Apps on Film Sets in 2024: The AR Finder Used in 'Godzilla Minus One' and the Development of NHK's '100 Cameras' App**  
 Panelist: Ryota Kurata (9percent LLC), Ryo Takahashi (Director/Cinematographer)



## Live filming demonstration

Featuring a top cinematographer active in the forefront of Japanese cinema along with many other professionals. Experience the latest equipment and professional techniques in a studio that authentically recreates a film set!  
**Nov. 13 & 14, 3:00 PM – 5:00 PM.**  
**Nov. 15, 2:30 PM – 4:30 PM.**  
 Commentator: Hideo Yamamoto (JSC Cinematographer), Takeshi Nakasu (JSL Gaffer), Ryo Takahashi (Director/Cinematographer), Nagako Hayashi (Video Writer)

### CI-146 14:35▶14:50

**Exhibitor's Presentation :** Restar Corporation

### 11/15 Fri. CI-151 10:30▶11:30

**What is SXSW, the gateway to cutting-edge video?**  
 Panelist: Maiko Miyagawa (VISIONGRAPH Inc / SXSW Japan Cofounder/Futurist), Tom Inokawa (PRONEWS)

### CI-152 11:35▶11:50

**Exhibitor's Presentation :** Leader Electronics Co

### CI-153 12:00▶13:00

**The Photography Professionals Supporting Art Direction**  
 Panelist: Chie Morimoto (goen\* Co.,Ltd. Representative director), Takeshi Nakasu (style genann President), Toyotaro Shigemori (GLASSLOFT Inc. director of cinematography and cinematographer)  
 Moderator: Nagako Hayashi (Video Writer)

### CI-154 13:05▶13:20

**Exhibitor's Presentation :** NTi Audio AG

### CI-155 13:30▶14:30

**~Towards the Future of Japanese Cinema ~ How EITEKI is Transforming Film Production in Japan**  
 Panelist: Toshimasa Oura (JAPAN MOTION PICTURE PRODUCTION STANDARDS ASSOCIATION), Takeshi Hamada (JAPAN MOTION PICTURE PRODUCTION STANDARDS ASSOCIATION)



## Professional Audio

2404 A.O.M. Corporation  
 2526 AMS Neve  
 2418 APOGEE  
 2412 APPLAUSE SYSTEMS Co.  
 2401 ARTWIZ Inc.  
 2512 Audinate  
 2311 Audiobrains.Co.Ltd  
 2416 Audio-Technica Corporation  
 2420 AV-Leader Corporation  
 2601 AZDEN CORPORATION  
 2207 Bestec Audio Inc./Beetech Inc.  
 2415 BOSE PROFESSIONAL  
 2306 CAEL WORKS INC.  
 2502 ComodoMattina, Inc./TAIDEN  
 3112 Continental Far East Inc.  
 2403 Cornes Technologies Ltd.  
 2309 Crescent.CO.LTD  
 2312 d&b audiotechnik Japan K.K.  
 2505 Digicom Co.,Ltd.  
 2522 Digital Laboratory, Inc.  
 2612 DSP Japan Ltd.  
 3212 ELECTORI CO.,LTD.  
 2002 Extreme Wave  
 2302 Fostex Company  
 2510 FourBit  
 3212 FULL-TEN  
 3101 Genelec Japan Inc.  
 2202 Hanaoka Musen Denki Co., Ltd.  
 3212 HIBINO  
 2417 Hibino Intersound Corporation  
 3212 Hibino Lighting Inc.  
 2417 Hibino marketing Div.  
 3212 Hibino Spacotech Corporation  
 2606 HOLLYVOX  
 2607 HOLLYVOX/Espec Inc.  
 2609 HOSHINO GAKKI HANBAI CO., LTD.  
 2405 Hyper Sound System Japan  
 2308 iconic  
 2517 iZotope  
 2406 Japan PreSonus  
 2604 JAPAN STAGE SOUND BUSINESS COOPERATIVE  
 3107 KEF JAPAN  
 3110 KORG INC.  
 2410 LEWITT  
 2304 Luminex Japan K.K.  
 2503 Malvicino Design Group  
 2408 MARUBUN CORPORATION  
 2409 MASCOT ELECTRIC CO., LTD.  
 3111 MASS-kobo  
 3114 Meyer Sound/Linear Sound Japan  
 3109 Mixwave, Inc  
 2516 MOGAMI WIRE & CABLE CORP.  
 2004 MORSON JAPAN Co., Ltd.  
 2514 Musignal Inc.  
 3113 Neutrik Limited  
 2521 Nice Company Inc.  
 3103 Nihon Electro Harmonix KK  
 3212 Nihon Onkyo Engineering Co.,Ltd.  
 3116 NSE.co.,LTD  
 2515 NTI Japan Limited  
 2201 Onkyo Tokki Ltd  
 3105 ONZU, Inc  
 2307 OTARITEC Corporation  
 2525 Proceed Magazine  
 2411 Public Address Inc.  
 2611 PULSE Co., Ltd.  
 2203 REWIRE INC.  
 2524 ROCK ON PRO  
 2003 S.C.ALLIANCE Inc. / SCA Sound Solutions Co.  
 2610 SANKEN MICROPHONE CO.LTD

2506 Schulze-Brakel GmbH  
 2204 Sennheiser Japan K.K.  
 2301 SHIZUKA Inc./ehs.Inc.  
 2613 Shure Japan Limited  
 2413 Sigma Systems Engineering  
 3115 Solid State Logic Japan K.K.  
 2605 Stage Sound Association of Japan  
 2001 Studio Equipment Corporation  
 2303 Suyama Dental Laboratory  
 2602 Synthax Japan Inc.  
 2305 TAMURA CORPORATION  
 3108 TANIZAWA SEISAKUSHO, LTD  
 2523 TASCAM/TEAC CORPORATION  
 2603 Tatsuta Electric Wire & Cable Co., Ltd  
 2310 Tech Trust Japan Co., Ltd.  
 2513 TOA Corporation  
 2508 Umbrella Company Co., Ltd.  
 2414 Usednet Co., Ltd.  
 2520 ValueHD Corporation  
 2511 voltampere Company  
 3102 Watanabe Musical instruments Co. Ltd.  
 2501 WAV+  
 2419 WAVES  
 2206 Yamaha Corporation  
 2205 YAMAHA MUSIC JAPAN CO., LTD.  
 2206 YAMAHA MUSIC JAPAN CO., LTD.  
 2206 YAMAHA SOUND SYSTEMS INC.  
 2518 YAMAKI Electric Corporation

## X-Headphone

2101 Aiuto Co., Ltd.  
 2104 Audio-Technica Corporation  
 2106 Genelec Japan Inc.  
 2102 STAX  
 2105 YAMAHA MUSIC JAPAN CO., LTD.  
 2104 Audio-Technica Corporation  
 2106 Genelec Japan Inc.  
 2103 Roland Corporation

## Video Production / Broadcast Equipment

5106 AbemaTV  
 4506 Accsoon  
 5306 ADTECHNO Inc.  
 6302 AIM Electronics Co.,Ltd.  
 4512 AJA/Vizrt/iodyne/Kiloview/GB Labs  
 4203 Amagi  
 4203 Amazon Web Services Japan G.K.  
 3603 Amber Sign, Ltd.  
 3411 AOTO ELECTRONICS(JAPAN) Co., LTD.  
 3408 APCOT Inc.  
 7512 Aridrem Next Corporation  
 5215 Arista Networks Japan Limited.  
 7418 ARK VENTURES Inc  
 8103 ARMOR CO.LTD  
 6401 Arvanics Corporation  
 7102 ASACA Corporation  
 8405 ASANUMA&CO.,LTD.  
 5111 ASC CORPORATION  
 3319 Association of Radio Industries and Businesses(ARIB)  
 6404 AstrHori / SG-image / E&I Creation Co., Ltd.  
 3507 ASTRODESIGN, Inc.  
 8225 AT Communications k.k.  
 4203 ATEME  
 5401 ATEN JAPAN Co., Ltd.  
 3310 Audio Network Japan KK  
 5202 Audiostock Inc.  
 7513 Avid Technology  
 4515 Barco Co., Ltd.  
 5102 Beijing Tianying Vision Technology Co., Ltd.  
 8311 BIOS  
 5305 Black Box Network Service  
 8409 Blackmagic Design

5201 BROAD-DESIGN Co., LTD.  
 4203 BytePlus, Pte Ltd.  
 5303 Canare Electric Co., Ltd  
 5308 Canon Inc./Canon Marketing Japan Inc.  
 4304 CANVASs Co., Ltd.  
 4511 Capella Systems  
 5606 Celerity Technologies  
 8408 Cerevo Inc.  
 4309 CHIEF/Audio Visual Communications Ltd.  
 3301 Comart System Co., Ltd.  
 8221 COMUNE LIBERAL HOLDINGS CO.,LTD.  
 5406 COSMIC ENGINEERING CORPORATION  
 5510 CrossImaging Inc.  
 4406 Dahua Technology Japan  
 4203 Datadog Japan G.K.  
 8213 DDP-Dynamic Drive Pool  
 4311 Dell Technologies Japan Inc.  
 4202 DIGIcas LLC  
 8105 Dongguan YC Onion Network Technology Co., Ltd  
 4501 DTS INSIGHT Corporation  
 8219 Dynacomware Corporation  
 3311 DZOFILM  
 5503 EIDEN Co., Ltd.  
 7413 EIZO Corporation  
 4203 Evergent Technologies, Inc.  
 8224 Explorer Inc.  
 8406 Flashback Japan Inc.  
 5117 FOR-A Company Limited  
 6204 Fraunhofer IIS  
 4502 Fuchugiken,Inc.  
 7104 FUJIFILM Corporation  
 5211 FUYOH VIDEO INDUSTRY CO., LTD.  
 3402 Gansui Corporation  
 5105 Gigatronix Ltd  
 3406 Gojoh.Inc  
 7309 Grass Valley  
 3601 Groove Co.,Ltd. Music Library Division  
 5605 H3C Technologies Co., Ltd.  
 3002 HAKOUMA×METALTOYS  
 4103 Harmonic Japan G.K.  
 5407 HEIWA SEIKI KOGYO CO., LTD./Libec  
 8408 hibino corporation  
 3305 HIGHLAND SUPER 8 LAB  
 4101 HIRAKAWA HEWTECH CORP.  
 7308 Hitachi Kokusai Electric Inc.  
 6303 Hohem  
 6203 HOLLYLAND  
 5001 HOSOGIKEN  
 4605 HYTEC INTER Co., Ltd.  
 4302 IBEX Technology Co., Ltd.  
 6401 IDK Corporation  
 4601 IDX Company, Ltd  
 5511 IKEGAMI TSUSHINKI CO., LTD.  
 4403 Imagenet Co., Ltd  
 5304 IMAGENICS  
 5507 ImageVISION.Co.Ltd.  
 4409 INFILED Japan Co., Ltd  
 4203 INNOTECH CORPORATION  
 4312 Innovator One Co.,Ltd  
 4604 Intelligent Wave Inc.  
 7202 Internet Initiative Japan Inc.  
 8223 I-O DATA/Western Digital  
 3206 Irix Lens  
 8217 ISHIKAWA TELEVISION BROADCASTING CORPRATION  
 8308 ISHIKAWA TRUNK  
 5501 ITG Marketing, Inc.  
 4205 ITOCHU Cable Systems Corp.  
 3302 Japan Communication Equipment Co., Ltd.  
 5404 Japan Material Co., Ltd.  
 3315 JAPAN MOTION PICTURE STANDARDS ASSOCIATION  
 7415 Japan Radio Co., Ltd  
 3317 Japanese Society of Cinematographers

4609 JEITA Tape Storage Technical Committee  
 8218 Kansai Broadcasting Equipment Exhibition  
 3405 KATO ELECTRIC INDUSTRY CO., LTD.  
 5607 Kawasaki Heavy Industries, Ltd  
 6301 Kenko Professional Imaging Co., Ltd  
 8403 Kenko Tokina Co., Ltd.  
 3309 KOBIA (KOREA E&X INC.)  
 3305 Kodak Japan  
 7515 KOKUSAI SHOMEI CO.,LTD.  
 5603 Kumamoto City  
 5610 K-WILL Corporation  
 3205 Laguna Hills, Inc./DATATON AB  
 4603 Lambda Systems Inc.  
 3404 Leader Electronics Corporation  
 5212 Leafoto JAPAN  
 5508 Leyard Japan Co., LTD.  
 8312 LiveU Japan K.K.  
 6406 LOGIC DESIGN INC.  
 3403 LYNX Technik AG  
 6503 M&Inext, Inc.  
 4404 MACNICA, INC.  
 8405 MARUMI OPTICAL CO.,LTD  
 5101 MATSUDA TRADING CO., LTD  
 6301 Matthews Studio Equipment, Inc.  
 5609 MEDIA LINKS CO., LTD  
 6202 Meiko Electronics Co., Ltd.  
 4503 MEIKYO ELECTRIC Co., Ltd.  
 3001 METAL TOYS  
 5601 Midoriya Electric Co.,Ltd  
 3211 Miharū Communications Inc.  
 6501 MIMAKI Electronics Components Co., Ltd.  
 5615 MisaoNetwork Co.,Ltd.  
 6301 MISONICS  
 6402 Mitomo Co., Ltd.  
 5107 MITSUI BUSSAN AEROSPACE  
 4102 Morisawa Inc.  
 5509 MOUBIC INC.  
 3307 MouseComputer Co.,LTD.  
 8309 M-Tec JAPAN Co., Ltd.  
 5210 Musashi.Co.,Ltd.  
 3320 NAB Show  
 4204 nac Image Technology Inc/ASK Corporation  
 6502 Nash Music Library  
 4313 NEC Corporation  
 5001 NEP Inc.  
 4607 NetApp G.K.  
 5301 NETGEAR Japan G.K.  
 4203 New Relic  
 4507 Nextorage Corporation  
 8408 NGC Corporation  
 8502 NHK ENTERPRISES, INC  
 8501 NHK Technologies, Inc.  
 8503 NIKE/ZEITA  
 5403 NICCABI CORPORATION/Plannet co.,Ltd  
 4401 NIKON CORPORATION  
 5205 NIPPON STEEL WELDING & ENGINEERING CO., LTD.  
 4303 Nippon Television Network Corporation  
 4002 Nippon Video System co.,LTD  
 5502 NISI  
 6101 NIXUS by Nikko Telecommunications  
 8107 NKL inc.  
 5204 NOX Co., LTD.  
 4303 NTT DATA Japan Corporation  
 5114 NTT Innovative Devices Corporation  
 8214 NTTSportict  
 4513 Oar .Inc  
 8307 OBSBOT  
 8216 Oinu Vision Co.,Ltd.  
 6501 OPTOHUB Co., Ltd.  
 5614 OSEE TECHNOLOGY LTD.  
 8305 OTARITEC Corporation  
 8306 OWC ASIA INC

7310 PALTEK CORPORATION  
 4206 Panasonic Connect Co., Ltd.  
 4606 Panduit Corp. Japan Branch  
 8102 PAOX Inc./Kaga Solution Network Co.,Ltd.  
 4203 PHOTRON LIMITED  
 7306 PHOTRON LIMITED  
 7411 PHOTRON LIMITED HARBOR  
 8309 PlanD inc  
 4203 PLAY, inc.  
 4408 PLAY, inc.  
 4505 PREMIX  
 3321 Prolight + Sound Guangzhou  
 3410 PRONEWS  
 3503 PROSPER ELECTRONICS Co., Ltd  
 5113 P-tec Co., Ltd.  
 4001 RAID Inc.  
 4504 RAID Inc.  
 3306 REC SYSTEM co., Ltd  
 7310 Restar Corporation  
 4602 RF DESIGN Co., Ltd  
 6001 Riedel Communications GmbH & CO.KG  
 4302 Rikei Corporation  
 4402 RIP-TIE, Inc.  
 5208 Roland Corporation  
 5501 Samsung SSD  
 8407 Sanshin Electronics Co., Ltd.  
 3502 Sanwa Cine Equipment Rental Co., Ltd.  
 5604 SDJ K.K.  
 8222 Seagate  
 5118 SEH Technology  
 5207 Seiko Solutions Inc.  
 3303 SEIKOH GIKEN Co., Ltd.  
 5402 Semtech Corporation  
 3308 SET (Brazilian Society of Television Engineering)  
 4508 Settsu Metal Industrial Co., Ltd.  
 3313 Shanghai Jieyong Technology Co.,Ltd.  
 4306 Shenzhen Justek Technology Co.,Ltd  
 6102 SHIMBOL  
 6405 Shoten Kobo Co.,Ltd(Artisans)/ZHONG YI OPTICS/DULENS)  
 5307 Shotoku Broadcast Systems/RENT ACT SHOTOKU CORP.  
 5504 Sightron Japan Inc.  
 3304 SIRUI JAPAN  
 5209 SKY Perfect JSAT  
 8403 SLIK CORPORATION  
 4301 SmallRig Technology (HK) Limited  
 8108 Sony Biz Networks Corporation  
 8108 Sony Marketing Inc.  
 8108 Sony Wireless Communications Inc.  
 8404 SPICE Inc.  
 7512 Spin Digital Asia Pacific Inc.  
 3401 STACK ELECTRONICS CO., LTD.  
 6205 Studio Infinity  
 5605 SunTelephone Co.,Ltd.  
 8220 Synergy K.K.  
 8106 Syrk Inc.  
 7310 TAC SYSTEM, INC.  
 4611 Taiwan Electrical and Electronic Manufacturers' Association  
 8310 Tatsuta Electric Wire & Cable Co., Ltd  
 3210 Technical Farm  
 8408 TECHNO HOUSE INC.  
 5206 Teledyne LeCroy  
 4305 Teletream Japan G.K.  
 3407 Television Hokkaido Broadcasting Co. LTD.  
 5506 TESmart Co., Ltd.  
 5115 THAMWAY CO., LTD.  
 6103 THIRDWAVE CORPORATION  
 5602 THREE M .inc  
 5405 TILTA  
 6403 Tokyo Electron Device LTD.  
 5505 Too Corporation  
 7203 Toshiba Digital Solutions Corporation  
 7203 Toshiba Infrastructure Systems & Solutions Corporation

7203 Toshiba Lighting & Technology Corporation  
 5203 TOTSU INTERNATIONAL CO., LTD  
 4203 Traffic Sim Co., Ltd.  
 5109 Traffic Sim Co., Ltd.  
 5112 Turbo Systems Co., Ltd.  
 4404 Tuxera, Inc.  
 5108 TV Asahi Create Corporation  
 4407 TVU Networks  
 5103 UAC CORPORATION  
 8104 UCHIDA YOKO CO., LTD.  
 7307 UNITEX Corporation  
 7414 UNITEX Corporation  
 4203 UNIXON SYSTEMS CO.,LTD.  
 6201 Videndum Media Solutions  
 4201 Videndum Production Solutions Limited  
 5116 Videotron Corporation  
 4405 VILLAGE island Co., Ltd.  
 5214 Visual Graphics Inc.  
 4610 Well Buying Industrial Co., Ltd.  
 5106 WinTicket Inc.  
 4608 YUAN HIGH-TECH DEVELOPMENT CO., LTD.  
 5213 YUASA CO., LTD  
 8403 ZHIYUN  
 5302 Zhongshan Cayer Photographic Equipments CO.,Ltd.  
 — INTER BEE CINEMA —  
 — Cinema Camera —  
 3701 Blackmagic Design  
 3701 Canon Inc./Canon Marketing Japan Inc.  
 3701 FUJIFILM Corporation  
 3701 Sony Marketing Inc.  
 — Cinema Lense —  
 3701 Canon Inc./Canon Marketing Japan Inc.  
 3701 Mitomo Co., Ltd.  
 3701 NiSi  
 3701 RAID Inc.  
 3701 Second Reef GmbH  
 3701 Shenzhen Dongzheng Optical Technology Co., Ltd.  
 3701 Shoten Kobo Co., Ltd  
 3701 Sightron Japan Inc.  
 3701 SIGMA Corporation  
 3701 SIRUI JAPAN  
 — Product Exhibits —  
 3710 Angelbird Technologies GmbH  
 3707 FUJIFILM Corporation  
 3711 Leader Electronics Corporation  
 3708 Mitomo Co., Ltd.  
 3706 NTI Japan Limited  
 3705 Restar Corporation  
 3709 SIGMA Corporation  
 3702 SWITCH Co., Ltd.  
 3704 Technical Farm  
 3703 TOWAIEZO LLC/SANWA CINE EQUIPMENT

## Entertainment / Lighting

5613 Agai Trading Corporation  
 6111 Aputure Imaging Industries Co.,LTD  
 6413 EK lights  
 6110 FABULUX LED  
 6409 GODOX Photo Equipment Co.,Ltd.  
 6207 Harlowe  
 6209 HIKVISION JAPAN K.K.  
 6505 Hyundai Fomex Co., Ltd.  
 6108 Japan Association of Theatre and Entertainment Technology  
 6411 Koto Electric Co., Ltd.  
 6410 MEDIA PLUS CO., LTD.  
 6504 Midoriya Electric Co.,Ltd  
 6107 Mileruntech  
 6507 Nagoya Broadcasting Network Co.,Ltd  
 6213 NANLITE/NANLUX (VANLINKS Co.,Ltd.)  
 6105 ONUMEN TECHNOLOGY CO.,LTD  
 6407 Profoto K.K.  
 6109 PROFOUND

6306 REDCLIFF, Inc  
 6211 SAEDA Co., Ltd.  
 6106 Shenzhen Glosline Technology Co., Ltd  
 6408 Shenzhen Liantronics Co., Ltd.  
 6304 Shenzhen Scenico Optoelectronic Co. Ltd.  
 6212 SMDV Lightning system/LEKPLATS  
 5611 State of the Art Technologies Expression Association  
 6506 TAKE INC.  
 6412 Trisight inc  
 6307 WAEI.INC  
 6305 Zhangzhou SEETEC Optoelectronics Technology Co., Ltd.  
 5612 Zhuzhou Vod Visual Technology Co.,Ltd  
 — INTER BEE IGNITION × DCEXPO —  
 6615 0-9studio  
 6619 ASIAGRAPH 2024 CG Art Gallery  
 6624 DrivingPlates.com LLC  
 6623 evolve.inc  
 6620 Google "Project Starline" (Video exhibit)  
 6621 Hashilux Co.,Ltd.  
 6614 Kashika, Inc.  
 6616 Nippon TV × Sunmulon × TASKO  
 6652 polygros Inc.  
 6651 SIGGRAPH Asia 2024  
 6650 TOKYO EPIC  
 6617 ViXion Inc.  
 6622 X,inc.  
 6618 XRLab@NTUT&GoldenSlash (Taiwan)

## TechBiz

6604 Auto VR inc.  
 6606 cyber Namunamu  
 6605 HKSJ Inc.  
 6609 LOOVIC Inc.  
 6607 Pocket RD Inc.  
 6602 SceneryScent.co.,Ltd.  
 6603 Yukai Engineering Inc.  
 — TIP —  
 6611 Hapbeat LLC/Tokyo Tech  
 6613 Keio Media Design, Embodied Media Project  
 6610 Meiji University Homei Miyashita Laboratory  
 6612 Nara Institute of Science and Technology/The University of Tokyo

## Startup &amp; University

6637 amulapo, Inc.  
 6630 Bocek, inc  
 6631 CinemaLeap Inc.  
 6625 DoubleNest  
 6639 Group "Four-th People"(Department of Information Physics and Computing, Graduate School of Information Science and Technology, The University of Tokyo)  
 6626 iishina inc  
 6632 JP UNIVERSE, Inc.  
 6629 Portalgraph Inc.  
 6635 QONPLUS INC.  
 6628 ShortStop  
 6633 Tailor Innovations Inc.  
 6627 Tanaka Lab., Nagasaki University  
 6638 TechGALA Japan  
 6634 WELL-BEING TECHNOLOGY  
 6640 Yasuaki Kakehi Lab., Utokyo  
 6636 zeroiron Inc. / TOYAMA Prefectural University

## Media Solutions

7506 ABC LIBRA Co.,Ltd  
 7401 AMATELUS INC.  
 8210 ATBiS  
 7501 AUSPEX co.ltd.  
 8401 Colorlight Cloud Tech Ltd  
 8208 Comworks Co.,LTD.  
 8207 CRI Middleware Co.,Ltd  
 8003 DPSJ  
 7503 DVC Co LTD  
 7302 Enlyt, Inc.  
 8203 Fiber 26 Network Inc.

7304 FUJIMIC, INC.  
 8201 HikariPath Communications Co., Ltd.  
 8303 INISOFT Co.,Ltd.  
 8304 InnoQos Corporation  
 7407 intoPIX  
 8202 J2I Corporation  
 7505 Japan Association of Video Communications  
 8212 KEYAKI Co.,Ltd  
 7510 Logic and Design Inc.  
 8002 Magewell  
 8209 MEDIACAST CO., LTD.  
 7001 MEDIAEDGE Corporation/ATOMOS  
 8004 Mediaproxy  
 7404 NAXA Inc.  
 7305 NAYUTANET Inc.  
 8001 Network Electronics Japan Co.,  
 7304 NHK Technologies, Inc.  
 7304 NTV Wands Inc.  
 8205 Nvii Microelectronics Technology (Jinan) Co., Ltd.  
 8206 Okta Japan K.K.  
 7301 PLAT EASE  
 7301 PLAT WORKS Corporation  
 8401 Recience  
 7408 Research Institute of Systems Planning, Inc.  
 7503 Salon Japan  
 8402 Samsung R&D Institute Japan  
 7303 SHIMI-LAB CO., LTD.  
 7409 Soliton Systems K.K.  
 7405 SPACEONE Co.,Ltd  
 7511 Synamedia  
 7304 TBS GLOWDIA, Inc.  
 7508 Tencent Cloud  
 7504 TERIS (BEIJING)TECH TRADE CO.LTD  
 7304 tv asahi mediaplex corporation  
 7304 TV Asahi Service Co., Ltd.  
 7304 TV TOKYO Systems, Inc.  
 7402 TVSnext  
 7410 Vimeo / Dxable  
 7305 Webstream Corporation  
 7403 Wovn Technologies, Inc.  
 — INTER BEE BORDERLESS —  
 7111 IPTV FORUM JAPAN  
 7104 J-Stream Inc.  
 7108 Multiscreen Broadcasting Study Group  
 7109 OPTAGE Inc.  
 7110 ORCA Production, Inc.  
 7106 QualityNet Solutions Co.,Ltd  
 7107 The Association for Promotion of Advanced Broadcasting Services

## INTER BEE CREATIVE

8611 D.&A.MUSIC  
 8612 Japan Post Production Association  
 8610 qoop, Inc.  
 — Video Marketing Lounge —  
 8602 CHEESE  
 8604 hati co., Ltd.  
 8603 MARUMORI COMPANY  
 8609 mountain studio  
 8606 Shaberrys Co.,Ltd.  
 8605 Super Sub LLC  
 8607 W CREATIVE, Inc

## IABM Pavilion

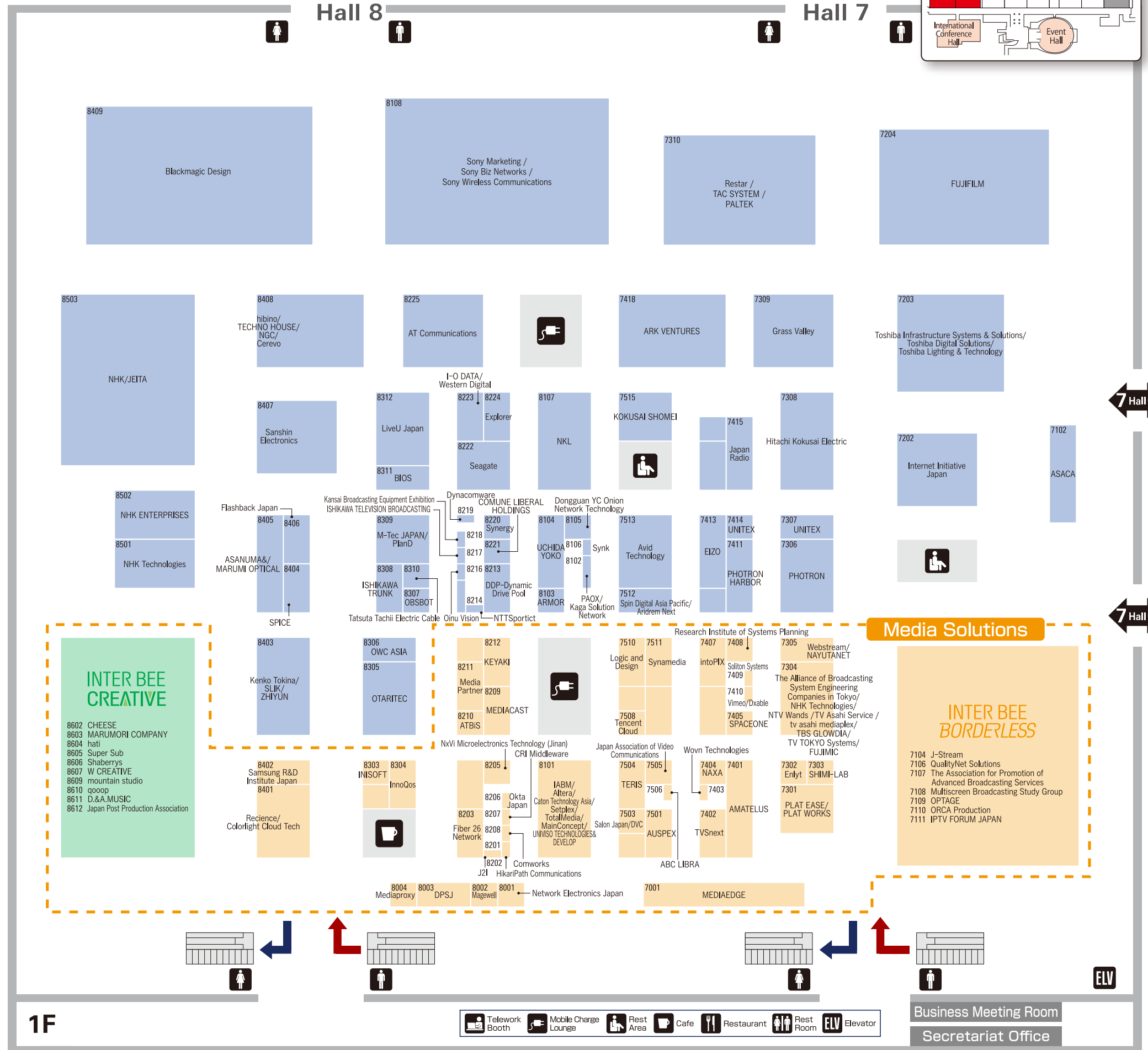
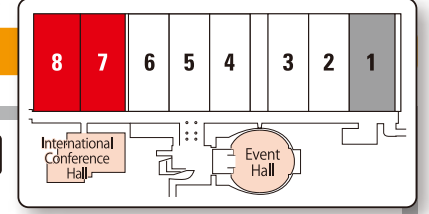
8101 Altera (an Intel Company)  
 8101 Caton Technology Asia Pte Ltd  
 8101 IABM  
 8101 MainConcept  
 8101 Setplex  
 8101 TotalMedia Inc.  
 8101 UNWISO TECHNOLOGIES&DEVELOP LIMITED  
 — Online Exhibitor —  
 NTT DATA, Inc  
 Google Cloud Japan





Video Production / Broadcast Equipment

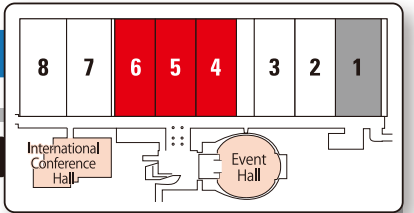
Media Solutions





Entertainment / Lighting

Video Production / Broadcast Equipment



Hall 6

Hall 5

Hall 4

ROKKE-BENTO Grand prix

Entertainment / Lighting

INTER BEE IGNITION x DCEXPO

- |  |                                       |   |
|--|---------------------------------------|---|
| 6602~6609 TechBiz                              | 6624 DrivingPlates                    | 6636 zeroion / TOYAMA Prefectural University  |
| 6610~6613 TIP                                  | 6625 DoubleNest                       | 6637 amulapo  |
| 6614 Kashika                                   | 6626 ishina                           | 6638 TechGALA Japan   |
| 6615 0~9studio                                 | 6627 Tanaka Lab., Nagasaki University | 6639 Group "Four-1h People" (Department of Information Physics and Computing, Graduate School of Information Science and Technology, The University of Tokyo) |
| 6616 Nippon TV x Sunmulo x TASKO               | 6628 ShortStop                        |   |
| 6617 ViXion                                    | 6629 Portalgraph                      |   |
| 6618 XRLab@NTUT&GoldenSlash (Taiwan)           | 6630 Bocek                            |   |
| 6619 ASIAGRAPH 2024 CG Art Gallery             | 6631 CinemaLeap                       |   |
| 6620 Google "Project Starline" (Video exhibit) | 6632 JP UNIVERSE                      | 6640 Yasuaki Kakehi Lab., Utokyo  |
| 6621 Hashilus                                  | 6633 Tailor Innovations               | 6650 TOKYO EPIC   |
| 6622 X   | 6634 WELL-BEING TECHNOLOGY            | 6651 SIGGRAPH Asia 2024   |
| 6623 evolve                                    | 6635 QONPLUS                          | 6652 polygros   |

5511 IKEGAMI TSUSHINKI

5308 Canon / Canon Marketing Japan

5117 FOR-A

4313 NEC

4206 Panasonic Connect

7 Hall 6

7 Hall 6

4 Hall 3

4 Hall 3

6507 Nagoya Broadcasting Network

6413 EK lights

6213 NANLITE / NANLUX (VANLINKS)

6111 Aputure Imaging Industries

5307 Shotoku Broadcast Systems / RENT ACT SHOTOKU

5116 Videotron

4515 Barco

4312 Innovator One

4205 ITOCHU Cable Systems

6506 TAKE

6412 Trisight

6411 Koto Electric

6307 WAEI

6212 SMDV Lighting system / LEKPLATS

6110 FABULUX LED

5306 ADTECHNO

5214 Visual Graphics

5215 Arista Networks Japan

5116 THAMWAY

4609 JEITA Tape Storage Technical Committee

4513 Oar

4408 PLAY

4311 Dell Technologies Japan

4204 nac Image Technology / ASK

4103 Harmonic Japan

6505 MEDIA PLUS

6410 GODOX Photo Equipment

6409

6306 WAEI

6211 SAEDA

6109 PROFOUND

5305 Black Box Network Service

5212 Leofoto JAPAN

5111 ASC

5109 Traffic Sim

4610 Well Buying Industrial

4611 TEEMA

4608 YUAN HIGH-TECH DEVELOPMENT

4512 AJA / Vizrt / iodyne / Kiloview / GB Labs

4407 TVU Networks

4309 CHIEF / Audio Visual Communications

4203 Amazon Web Services Japan / PLAY / Traffic Sim / INNOTECH / BytePlus / Sony Marketing / UNIXON SYSTEMS / Datadog / New Relic / PHOTRON / Evergent / ATEME / Amagi

6504 Midoriya Electric

6408 Shenzhen Liantronics

6407 Profoto

6305 REDCLIFF

6209 HIKVISION JAPAN

6106 Shenzen Glosline Technology

6107 Mikeruntech

6108

5304 IMAGENICS

5211 FUYOH VIDEO INDUSTRY

5210 Musashi

5113 P-tec

5112 Turbo Systems

4606 Panduit Corp. Japan Branch

4607 NetApp

4508 Settsu Metal Industrial

4507

4506

4404 Tuxera / MACNICA

4405 VILLAGE island

4305 Telestream Japan

4204 nac Image Technology / ASK

4102 Morisawa

4101 HIRAKAWA HEWTECH

6306 REDCLIFF

6209 HIKVISION JAPAN

6106 Shenzen Glosline Technology

6107 Mikeruntech

6108

5304 IMAGENICS

5211 FUYOH VIDEO INDUSTRY

5210 Musashi

5113 P-tec

5112 Turbo Systems

4606 Panduit Corp. Japan Branch

4607 NetApp

4508 Settsu Metal Industrial

4507

4506

4404 Tuxera / MACNICA

4405 VILLAGE island

4305 Telestream Japan

4204 nac Image Technology / ASK

4102 Morisawa

4101 HIRAKAWA HEWTECH

6305 ZHANGZHOU SEETEC Optoelectronics Technology

6304

6207 Harlowe

6105 ONUMEN TECHNOLOGY

5303 Canare Electric

5302 Zhongshan Cayer Photographic Equipments

5209 SKY Perfect JSAT

5208 Roland

5108 TV Asahi Create

5107

5106

4605 HYTEC INTER

4604 Intelligent Wave

4509 Capella Systems

4509 Media Partner

4406 Dahua Technology Japan

4409

4306 Shenzhen Justek Technology

4304 CANVASs

4303 Nippon Television Network / NTT DATA Japan

4202 DIGIcas

6303 Hohem

6204 Fraunhofer IIS

6205 Studio Infinity

6203 HOLLYLAND

5609 MEDIA LINKS

5505 Too

5301 NETGEAR Japan

5203 TOTSU INTERNATIONAL

5204

5205

5206

5207

5118

5103 UAC

5102

5105 Gigatronix

4602 RF DESIGN

4603 Lambda Systems

4504 RAID

4401 NIKON

4302 IBEX Technology / Rikei

4301 SmallRig Technology (HK)

4201 Videndum Production Solutions

6302 AIM Electronics

6201 Kenko Professional Imaging / MATTHEWS Studio Equipment / MISONICS

6201 Videndum Media Solutions

6102 SHIMBOL

6103 THRD WAVE

6101 NIKUS by Nikko Telecommunications

5604 SDJ

5603 SunTelephone / H3C Technologies

5602 Kumamoto City

5606

5601 Midoriya Electric

5502 NISI

5501

5403 NICCABI / Plannet

5402 Semtech

5401 ATEN JAPAN

5301 NETGEAR Japan

5201 Audiosstock

5201 BROAD-DESIGN

5101 MATSUDA TRADING

4601 IDX

4503 MEIKYO ELECTRIC

4505 PREMIX

4502 Fuchugiken

4501 DTS INSIGHT

4401 NIKON

4301 SmallRig Technology (HK)

4201 Videndum Production Solutions

6301 Kenko Professional Imaging / MATTHEWS Studio Equipment / MISONICS

6201 Videndum Media Solutions

6102 SHIMBOL

6103 THRD WAVE

6101 NIKUS by Nikko Telecommunications

5604 SDJ

5603 SunTelephone / H3C Technologies

5602 Kumamoto City

5606

5601 Midoriya Electric

5502 NISI

5501

5403 NICCABI / Plannet

5402 Semtech

5401 ATEN JAPAN

5301 NETGEAR Japan

5201 Audiosstock

5201 BROAD-DESIGN

5101 MATSUDA TRADING

4601 IDX

4503 MEIKYO ELECTRIC

4505 PREMIX

4502 Fuchugiken

4501 DTS INSIGHT

4401 NIKON

4301 SmallRig Technology (HK)

4201 Videndum Production Solutions

6001 Riedel Communications

5001 NEP / HOSOGIKEN

4002 Nippon Video System

4001 RAID

ELV Elevator

Meeting Room

Secretariat Office

Organizer / First-aid Room

Business Meeting Room

1F

Teleshop Booth

Mobile Charge Lounge

Rest Area

Cafe

Restaurant

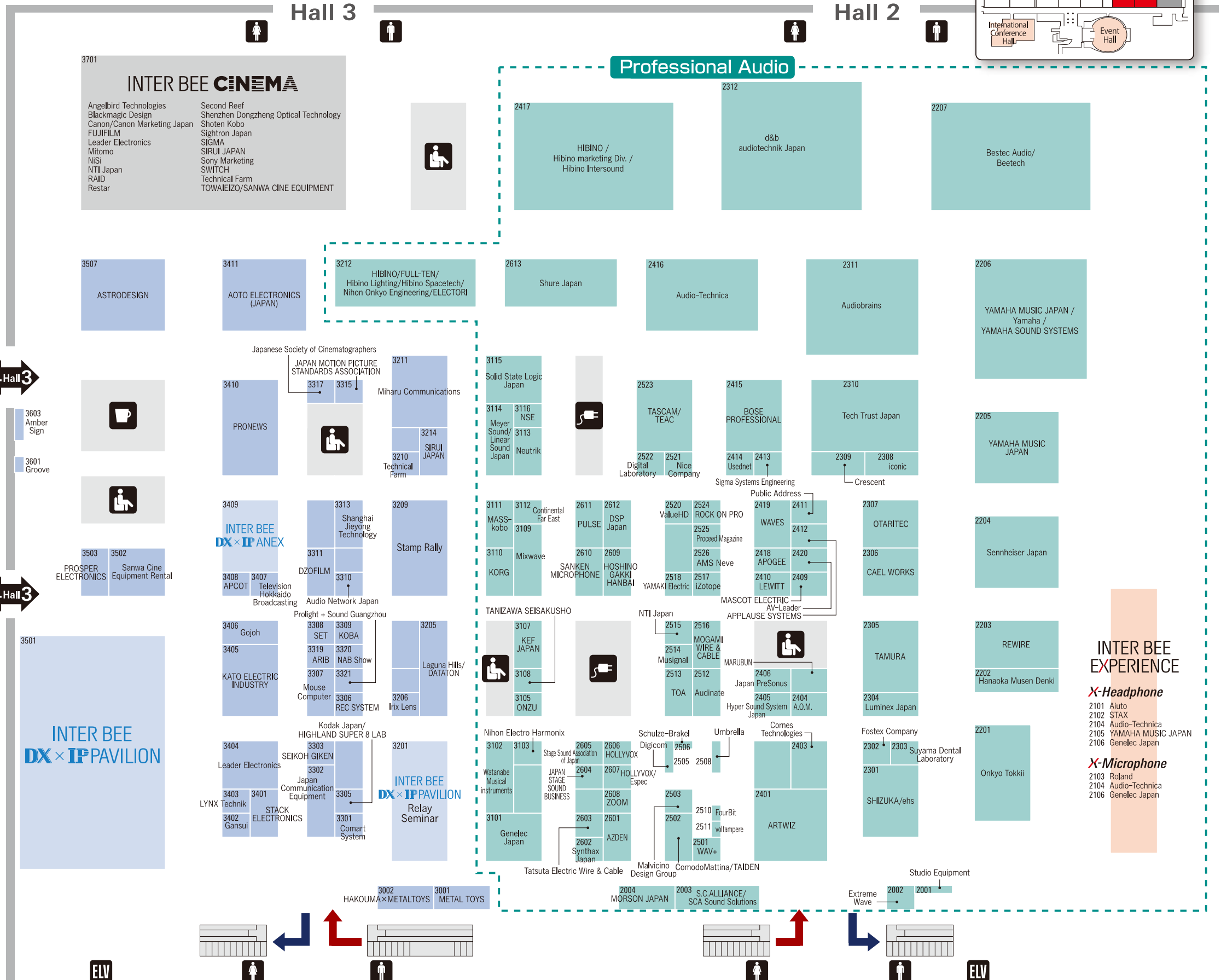
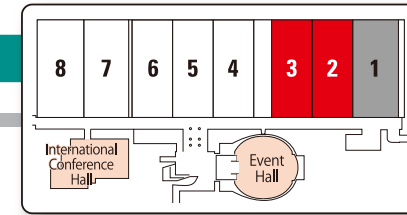
Rest Room

Elevator



Video Production / Broadcast Equipment

Professional Audio



Inter BEE Lunch & Cafe Spot



We provided delicious coffee to visitors during breaks in their tours or while having business meetings.



ROKKE-BENTO Grand prix

The mainstay behind the scenes that draws out the power of the site. Eight carefully selected stores with a rich variety of lunch boxes were opened.

Dolphin, Makuten, BENT-BENT Azabujubannten, LUNCH FACTORY, Tempura Dining WAKI, tono cafe Baran, Ramen 106(Tom) feat. KASHU



Experience Inter BEE with the Latest Devices

Together with Tokio coming from the future, visitors experienced the history and future of Inter BEE in a VR world built with AR.



AR Stamp Rally

A new type of stamp rally using the AR function of smartphones. Visitors collected stamps at checkpoints throughout the venue, and those who completed five were given a chance to win a prize in the AR gacha.



# INTER BEE AWARD 2024

The "INTER BEE AWARD" was newly established to recognize and present awards to outstanding exhibits from among the products, technologies, services, software, and contents exhibited at Inter BEE both inside and outside Japan. The awards were selected through a rigorous selection process by INTER BEE AWARD Judging Committee with the aim of contributing to the revitalization and future development of the media and entertainment industry, as well as the advancement of technology and the diversity of creative activities in this field.



## Professional Audio Category

### ◆Grand-Prix

Awarded product: TASCAM Sonicview series, a compact digital mixer compatible with SMPTE ST2110 by installing optional IF-ST2110 card  
Exhibitor's name: TEAC CORPORATION



### ◆Runner-up

Awarded product: UNIO PRM (Personal Reference Monitoring)  
Exhibitor's name: Genelec Japan Inc.



## Content Production / Broadcasting & Media (Hardware & Software)

### ◆Grand-Prix

Awarded product: BURANO's advanced features contribution to high-end contents production  
Exhibitor's name: Sony Marketing Inc.



### ◆Runner-up

Awarded product: virtual master operator (VMO)  
Exhibitor's name: Television Hokkaido Broadcasting Co., Ltd.



### ◆Runner-up

Awarded product: PTP Grand Master Clock TS-2950 with High Accuracy & High Availability  
Exhibitor's name: Seiko Solutions Inc.



## Entertainment / Lighting / Visual Expression

### ◆Grand-Prix

Awarded product: GATZUNT XR  
Exhibitor's name: Hashilus Co., Ltd.



### ◆Runner-up \*None applicable

## Content Production / Broadcasting & Media (Total Solution)

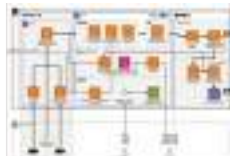
### ◆Grand-Prix

Awarded product: Revolutionary efficiency in sports filming and production with the StadiumTubeTouch sports AI camera and multi-angle live streaming.  
Exhibitor's name: NTT Sportict



### ◆Runner-up

Awarded product: Next-Generation Cloud-Based Broadcasting Platform  
Exhibitor's name: Amazon Web Services Japan G.K.



# Exhibitor Profile

## Number of Exhibitors

| Exhibition Category                    | Number of Exhibitors | Number of Booths |
|--|----------------------|------------------|
| Professional Audio                     | 272                  | 338              |
| Entertainment / Lighting               | 100                  | 159              |
| Video Production / Broadcast Equipment | 565                  | 1,193            |
| Media Solutions                        | 121                  | 121              |
| <b>Total</b>                           | <b>1,058</b>         | <b>1,811</b>     |

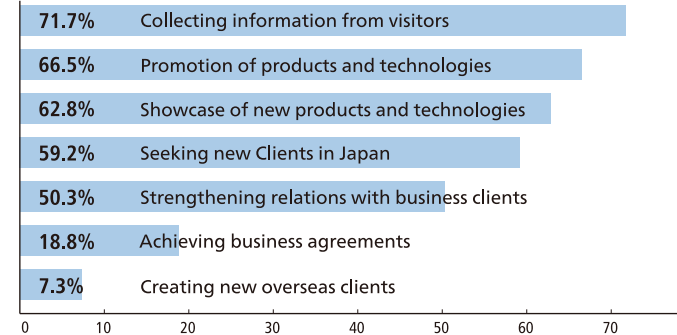
Number of Exhibitors: **1,058** Number of countries/regions: **36**

## Breakdown of Exhibitors

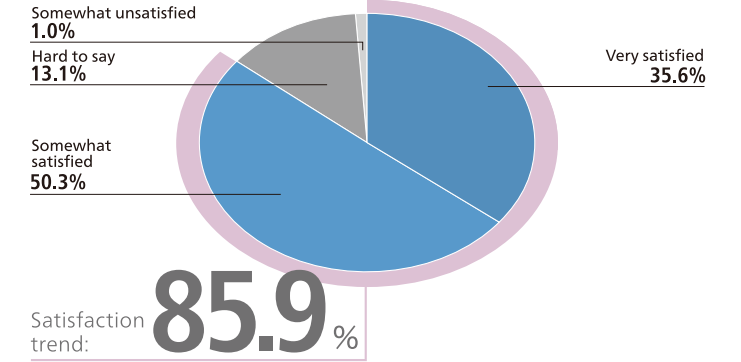
| Area                        | Number of Country-Region/ Number of Exhibitors | Name of Country-Region/ Number of Exhibitors  |
|-----------------------------|--|---|
| Domestic                    | 1 / 503  | Japan 503   |
| Asia                        | 8 / 177  | China 118 / Korea 26 / Taiwan 24 / Hongkong 3 / Thailand 3 / Singapore 1 / Indonesia 1 / Malaysia 1   |
| America                     | 4 / 161  | U.S.A. 144 / Canada 14 / Mexico 2 / Costa Rica 1  |
| Oceania/ Middle East/Africa | 2 / 15   | Australia 8 / Israel 7  |
| Europe                      | 21 / 202                                       | Germany 53 / U.K. 43 / France 15 / Italy 13 / Denmark 10 / Belgium 10 / Netherlands 9 / Switzerland 8 / Sweden 7 / Norway 6 / Austria 5 / Poland 5 / Spain 4 / Hungary 4 / Türkiye 2 / Finland 2 / Latvia 2 / Ireland 1 / Estonia 1 / Croatia 1 / Liechtenstein 1 |
|                             | 36 Countries/Regions                           | 1,058   |

## Exhibitor Survey

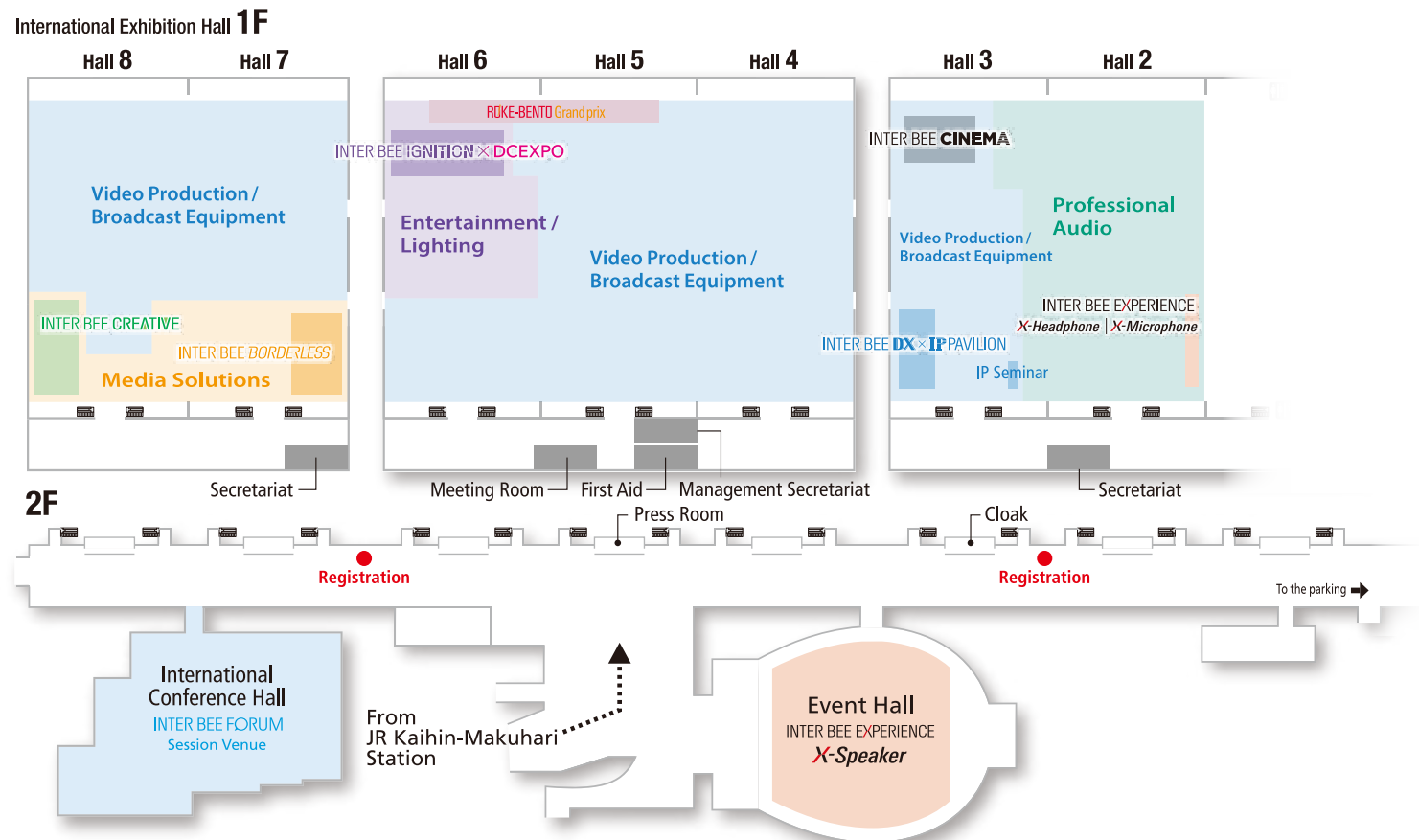
### ◆What were your main objectives for exhibiting at Inter BEE 2024? (Multiple answers accepted)



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



## Floor plan





# Visitor Profile

## Registered Visitors

| Registered Visitors | 11/13 (Wed.)  | 11/14 (Thu.)  | 11/15 (Fri.)  | Total         |
|---------------------|---------------|---------------|---------------|---------------|
| Domestic            | 11,537        | 10,970        | 10,341        | 32,848        |
| Overseas            | 665           | 221           | 119           | 1,005         |
| <b>Total</b>        | <b>12,202</b> | <b>11,191</b> | <b>10,460</b> | <b>33,853</b> |

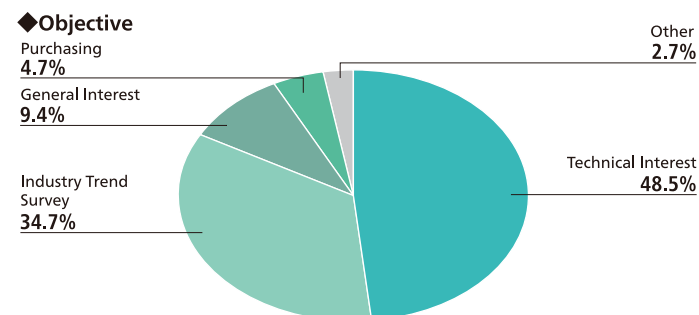
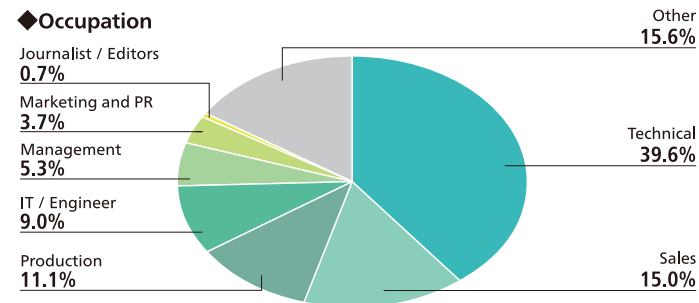
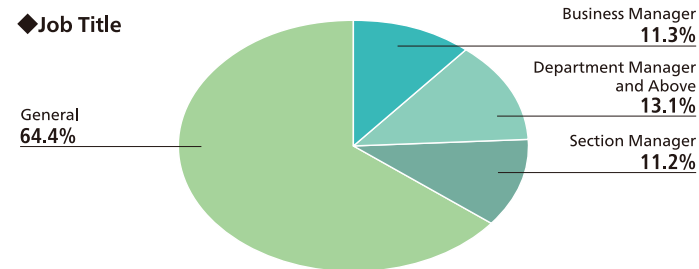
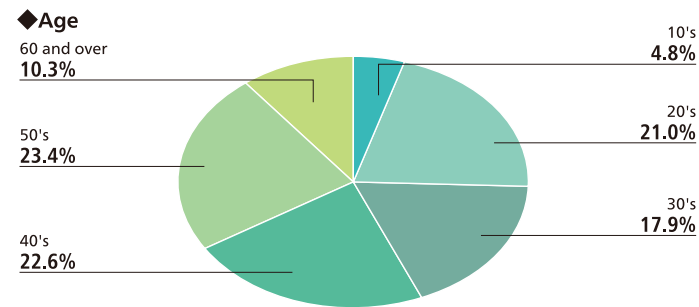
Total number of visitors: **33,853**

Number of unique online visitors (Period: 10:00 am October 3rd - 5:00 pm December 13th) **16,937**

## Breakdown of Visitors

| Area               | Country/Exhibitor             | Number of Visitors/Country · Region   |
|--------------------|-------------------------------|---|
| Japan              | 1 Country / 32,848            | Japan 32,848  |
| Asia               | 14 Countries · Regions / 758  | Korea 322 / China 156 / Taiwan 96 / Thailand 45 / Indonesia 38 / Hong Kong 38 / Singapore 24 / Vietnam 15 / Malaysia 8 / Philippine 7 / India 4 / Myanmar 3 / Cambodia 1 / Mongolia 1 |
| North America      | 4 Countries / 49              | The U.S.A 38 / Canada 9 / Cuba 1 / Mexico 1   |
| Oceania            | 1 Country / 18                | Australia 18  |
| Middle East/Africa | 4 Countries / 10              | United Arab Emirates 4 / Turkey 3 / Israel 2 / Saudi Arabia 1   |
| Europe             | 13 Countries / 69             | UK 27 / Germany 9 / France 5 / Norway 5 / The Netherland 5 / Russia 4 / Italy 3 / Belgium 3 / Austria 2 / Latvia 2 / Spain 2 / Azerbaijan 1 / Poland 1                                |
| Unidentified       |                               | 101   |
| <b>Total</b>       | <b>37 Countries · Regions</b> | <b>33,853</b>   |

## Visitor demographics



## Type of Business

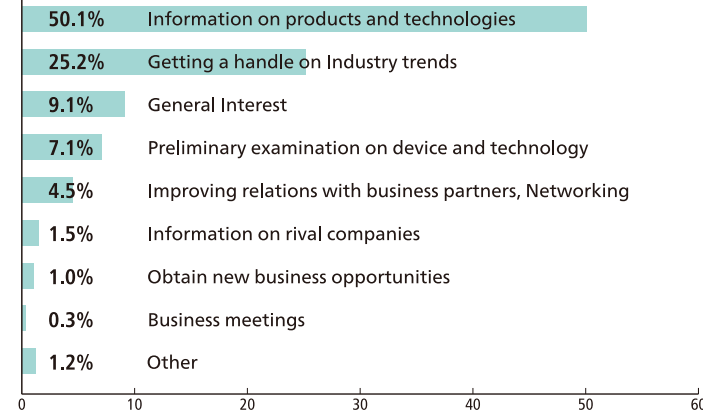
|  |       |  |      |
|--|-------|--|------|
| Equipment Manufacture                          | 14.4% | Related Internet Business and Web services     | 2.4% |
| Commercial TV Broadcaster                      | 9.3%  | Related Staging, Art, Lighting and Fashion     | 2.4% |
| Film and Video Production Company/Videographer | 7.3%  | Related CATV                                   | 2.1% |
| Other Guest                                    | 5.9%  | Entertainment, event planning and Ad Agency    | 1.7% |
| System Integrators                             | 5.8%  | Government Office, Organization                | 1.5% |
| Post-Production                                | 5.2%  | Content Delivery Network                       | 1.5% |
| Other User                                     | 4.9%  | Theater, Facilities and Retail Stores          | 1.5% |
| Trading Company                                | 4.8%  | Record Manufacture, Music Creator and Musician | 1.3% |
| Related PA Equipment                           | 3.7%  | Other media (Web and printing)                 | 1.2% |
| Production                                     | 3.6%  | Radio Station                                  | 0.8% |
| Public Broadcast Station                       | 3.4%  | Video Software Production Company              | 0.3% |
| Related Content Creation                       | 3.0%  | Student  | 9.4% |
| Telecommunication Carrier                      | 2.6%  |  |      |

## Interest (In order of highest to lowest percentage)

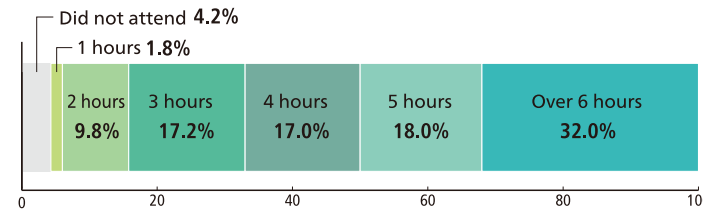
|                                  |       |   |      |
|----------------------------------|-------|---|------|
| Video Equipment                  | 54.6% | Output Systems                                      | 8.9% |
| Audio Equipment                  | 37.1% | Servers / Storage                                   | 8.3% |
| Camera                           | 26.3% | OTT, SNS, Second Screen                             | 8.1% |
| Streaming System                 | 16.8% | Transmission Systems                                | 7.5% |
| Editing and Production Equipment | 15.8% | Advertising/marketing services                      | 7.5% |
| Speakers                         | 15.3% | Public Viewing, Projection Mapping, Digital Signage | 7.2% |
| Electronic Display               | 14.2% | Digital Cinema                                      | 6.0% |
| Cloud Services                   | 13.8% | Stand-by and Peripheral Products                    | 5.6% |
| Microphone                       | 13.4% | Production Management Systems                       | 5.6% |
| Mixer                            | 13.3% | Art and Staging                                     | 5.5% |
| VR, AR,3D, Meta verse            | 13.1% | Measuring System                                    | 4.9% |
| Digital Content Creation         | 12.6% | VTRs, Memory Cards, Optical Disks                   | 4.0% |
| Software                         | 11.8% | Electronic Power Unit                               | 3.8% |
| Lighting Equipment               | 11.4% | Other   | 1.5% |
| Relay System                     | 10.1% |   |      |

## Visitor Surey

### ◆ What was your goal in coming to Inter BEE 2024? (Multiple answers accepted)

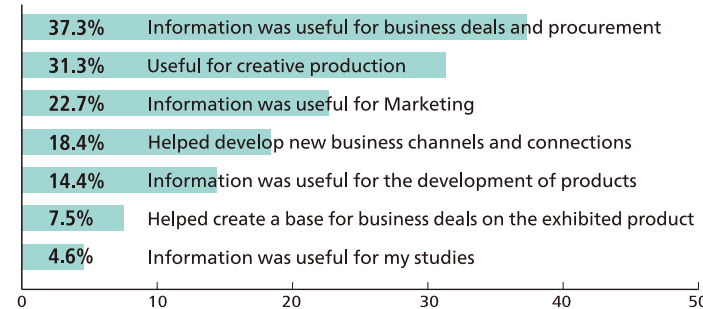


### ◆ How long did you spend your time in Inter BEE 2024? Please choose the longer time spent, for those who spend more than 2 days visiting the exhibition.

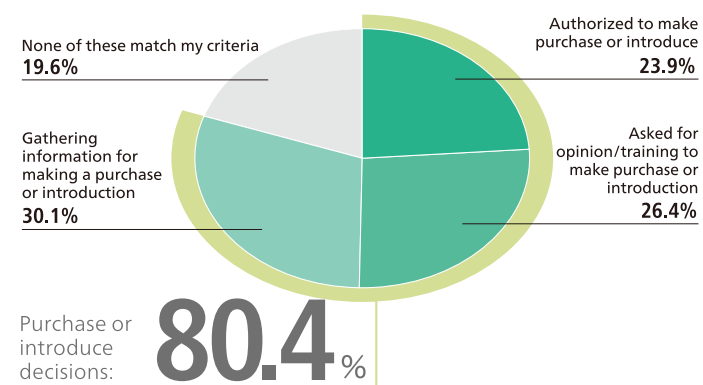


**67%** stayed more than **4** hours

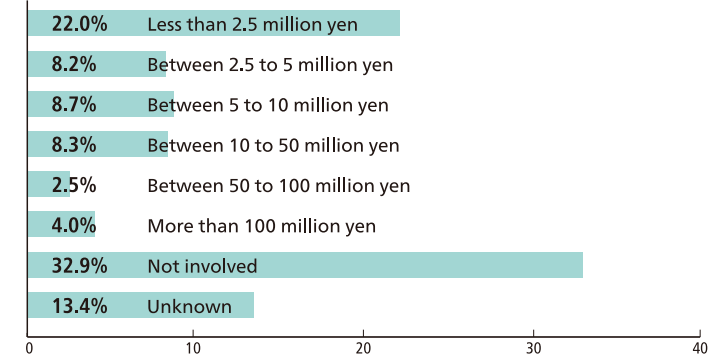
### ◆ Was your visit to Inter BEE 2024 valuable? (Multiple answers accepted)



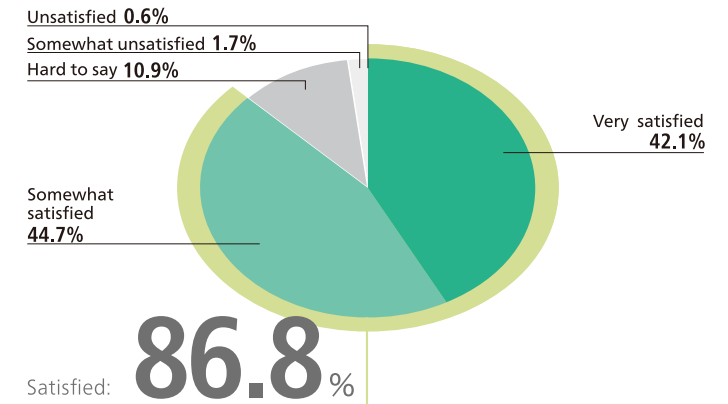
### ◆ To what degree are you involved in the process of purchasing products/services in your company?



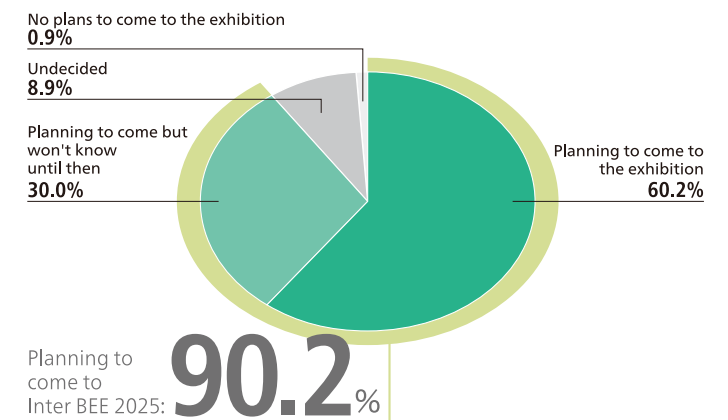
### ◆ Approximately how much is your annual budget for purchasing and implementing products and services in which you are involved



### ◆ How satisfied are you with Inter BEE 2024 overall?



### ◆ Would you like to come to Inter BEE 2025?





## Publication and Promotion

### ■ Press Release

- \* Announcement of the start of recruitment for exhibitors (3/1)
- \* Announcing establishment of a Special Event "INTER BEE CINEMA" (4/3)
- \* Pre-registration release for visitors (10/3)
- \* Opening announcement release (11/12)
- \* 『INTER BEE AWARD』 winners release (11/14)
- \* End of the period release (11/18)

### ■ Number of Registered Press and Media

**227**

### ■ WEB NEWS (in no particular order)

|                   |                          |
|-------------------|--------------------------|
| PRONEWS           | IT media news            |
| PRTIMES           | AV Watch                 |
| The Dempa Times   | Dempa Shimbun Digital    |
| VIDEO SALON       | CAPA CAMERA WEB          |
| PHILE WEB         | YahooNEWS                |
| ASCI.jp           | The Nikkan Kogyo Shimbun |
| Screens           | Sankei Shimbun           |
| Mynavi NEWS       | Samyo Shimbun            |
| Value Press       | Nikkei                   |
| MICE TIMES ONLINE |                          |

### ■ Newspapers and Magazine Articles in Japan

|   |  |
|---|--|
| (in no particular order)                                |  |
| Eizo Shimbun  | FDI  |
| Sound&Recording   | Specified Radio microphone User's Federation Event Marketing |
| JPPA  | Event Marketing  |
| Monthly NEW MEDIA                                       | Video Tsushin  |
| JAPANESE SOCIETY OF LIGHTING DIRECTORS society magazine | Monthly B-maga   |
| The Japan Exhibition News                               |  |

### ■ List of publication (including Web banner)

|                        |  |
|------------------------|--|
| Eizo Shimbun           | PRONEWS  |
| B-maga                 | JAPANESE SOCIETY OF LIGHTING DIRECTORS                       |
| Video Tsushin          | The Dempa Times  |
| IABM Journal           | Rittor Music   |
| KENROKU KAN PUBLISHING | NEWS Picks   |
| Apérza                 | Monthly NEW MEDIA  |
| UNI WORLD              | Japan Association of Video Communications                    |
| GENKOSHA               | Specified Radio microphone User's Federation Event Marketing |
| UNI PRESS SERVICE      | Event Marketing Monthly                                      |

### ■ On-air media

| Date    | Broadcast station       | Program                                |
|---------|-------------------------|--|
| Nov. 13 | Fuji Television Network | LiveNews "It"!<br>FNNLiveNews α        |
|         | ABEMA-TV                | ABEMA News                             |
|         | Chiba Television        | News Chiba 18:00-<br>News Chiba 21:30- |
| Nov. 14 | Fuji Television Network | MEZAMASHI8                             |
|         | ABEMA-TV                | ABEMA Morning #1<br>ABEMA Morning #2   |
| Nov. 15 | Radio Nippon            | Happy Voice from YOKOHAMA              |
| Nov. 22 | BAYFM78                 | AWAKE                                  |

### ■ Inter BEE Official Mail Magazine

Distribute up-to-date information to the visitor database that has been accumulated over time.

**106,662** magazines delivered per time  
**39** times delivered \*January to December 2024  
(As of December 3, 2024)

### ■ Inter BEE Official Website

The official Inter BEE website serves as an online platform for sharing information about Inter BEE exhibitors and provides year-round updates on related events and trending topics in the industry.

- ◆ March to December 2024  
**710,528** views
- ◆ Online Magazine  
**97** articles



### ■ Official X

- ◆ Number of Followers  
**5,246**
- ◆ Number of posts  
**366**
- ◆ Annual Impression  
\*January to December 2024  
**5,214,185**



### ■ Official Facebook

- ◆ Number of Followers  
**6,034**
- ◆ Number of posts  
**239**
- ◆ Annual reach on Facebook  
**783,993**



### ■ Official Instagram

- ◆ Number of Followers  
**2,147**
- ◆ Number of posts  
**195**



## NEXT EXHIBITION

# New Era of Media: Shaping the Future of Content Business



Broadmedia & Entertainment

# Inter BEE 2025

Nov.19-21 Makuhari Messe

[www.inter-bee.com](http://www.inter-bee.com)

#interbee2025  
f X @