

Inter BEE

International Broadcast Equipment Exhibition

November 16 – 18, 2011

at Makuhari Messe, TOKYO

Organizer: **JEITA** Japan Electronics and Information Technology Industries Association



**Professional Show for Audio,
Video and Communications**

Exhibition Guide

The Professional Information Site for Audio, Video and Communications

Inter BEE online
www.inter-bee.com

Inter BEE

International Broadcast Equipment Exhibition



Recognized as a professional show for audio, video and communications, Inter BEE has established itself as an international exhibition showcasing top-level domestic and overseas broadcast, video, audio and lighting equipment as well as peripheral applications and solutions all under one roof.

As media contents continue to expand in line with current media digitization, Inter BEE has developed from a broadcasting equipment show into a comprehensive media exhibition covering video content production and distribution technology. In its role as an exhibitor of world-class technology, Inter BEE responds to professional needs, circulates reliable industry information to targets in the global and domestic market, and provides both its exhibitors and visitors with an opportunity for effective and meaningful information exchange as well as business creation.

Inter BEE 被公认为音频、视频和通讯方面的专业展示会，是日本国内和海外顶尖水平的广播、视频、音频和灯光设备以及周边应用和解决方案集于一体的国际化展览会。

媒体的数字化使得媒体内容日益呈现出多样性，在此背景下，Inter BEE 已从广播设备展示会发展为涵盖视频内容制作和发行技术的综合媒体展览会。作为介绍世界最先进技术的展览会，Inter BEE 积极应对专业需求，将可靠的产业信息传递到全球和国内市场的对象，为展商和访问者提供富有成效且意义深远的信息交换的机会，以及商业创新的机会。

국제방송기기전 (Inter BEE)은 음향과 영상과 통신의 프로페셔널전으로 일본 국내외의 정상급 방송기기, 영상기기, 음향기기, 조명기기, 주변 어플리케이션과 솔루션을 한 자리에 선보이는 국제전시회입니다.

최근 방송 디지털화에 따라 미디어 콘텐츠가 계속 성장하는 가운데 Inter BEE는 방송기기 전시회에서 영상콘텐츠 제작 및 배급 테크놀로지까지 영역을 넓혀 종합적인 미디어 전시회로 발전했습니다. 세계의 최첨단 기술을 선보이는 Inter BEE는 프로페셔널 니즈에 부응하기 위해 세계 및 일본국내 시장에서 신뢰성 높은 업계 정보를 제공하고 출품업체와 참관객 모두에게 효과적이고 유익한 정보교류와 새로운 비즈니스 창출기회의 장을 제공하는 역할을 하고 있습니다.

2010 Review

Professional Audio

Reproduction of moving sounds through technology

High-end products that reproduce high sound quality and meet the needs of professionals, such as consoles, mixers and audio, as well as efficient workflow idea proposals from the recording to the mastering stage were on display.

Professional Lighting

Light controls space and colors a scene

The focus of attention was low power consumption and high-intensity LED spotlights, and a diversity of stage lighting equipment such as laser and moving lights that operate simultaneously with video and audio and dramatize space with a wide range of color representation.

Production & Post-Production

Creation evolves by seeking increased value

In addition to focus placed on ideas to connect filming, editing and media management into file-based workflow, interest was also expressed in HD, 4k, 2k and 3G related products and the latest non-linear systems.

Distribution & Delivery

Information submitted by whatever means

Because digital content can be archived, this has led to the development of retransmission business. IPTV 1seg area broadcasting, H.264 encoder and decoder related technology and FPU products and so on gained attention.

回顾 2010年

专业音频

通过技术再现动人心魄的声源

控制台、混音器和声卡等再现高音质并符合专业要求的高端产品，以及从录音到母带后期处理的高效工作流程构想提案闪亮登场。

专业灯光

空间光控为场景添色

关注的焦点在于低功耗和高亮度 LED 射灯，与视频及音频同步运作的激光和移动照明等多样化的舞台灯光设备，通过各式各样色彩表现创造富有戏剧性的空间。

制作及后期制作

不断进化的创造 寻求更高价值

除了聚焦于将拍摄、编辑和媒体管理与基于文件的工作流程相衔接的理念以外，HD、4k、2k 及 3G 关联产品和最新的非线性系统同样受到了关注。

发行及交付

多元化的信息传递方式

由于数字内容可以存档，因而造就了转播业务的发展。IPTV 1seg 区域广播、H.264 编解码器相关技术及 FPU 产品等获得关注。

2010년 전시회 소개

프로페셔널 오디오

심금을 울리는 음향 테크놀로지로 재현된다

콘솔, 믹서, 음향, 고음질 등 프로페셔널 니즈에 부응하여 고음질을 실현하는 하이엔드 제품이 전시되었으며 동시에 녹음부터 마스터링 단계까지 효율적인 워크플로도 제시되었습니다.

프로페셔널 조명

빛은 공간을 지배하여 장면장면을 아름답게 수놓는다

낮은 소비전력의 고투도 LED 스포트라이트나 영상 및 음향을 연동하여 다채로운 색 표현으로 장면을 드라마틱하게 연출하는 레이저, 무빙라이트 등의 다채로운 무대조명장치가 주목을 받았습니다.

프로덕션과 포스트 프로덕션

창조는 더 나은 가치를 찾아서 진화한다

촬영, 편집, 미디어 관리를 종합적으로 제한하는 파일 베이스 워크플로가 각광받았으며 그 밖에 HD, 4k, 2k, 3G 관련제품과 최신 논리니어 시스템도 관심을 받았습니다.

정보 제공과 배급

정보는 온갖 수단을 통하여 전달된다

디지털 콘텐츠는 기록보관이 가능해지면서 재송신 비즈니스가 발전하게 되었습니다. IPTV, 원세그 지역방송, H.264 인코딩과 디코딩 관련기술, FPU 제품 등이 주목을 받았습니다.



Cross Media

Media diversifies while business expands

Interest was shown in the expansion of digital media such as digital signage and digital cinema. In particular, 3D was a central talking point, and the application of 3D technology to filming, editing, relay broadcasting and film screening was introduced.

Forum & Seminar

Direct responses to diversifying needs

As well as conveying the actual opinions of those involved in the production front line, a wide range of forums covering latest policy and next generation technology information and overseas market trends were held on consecutive days. Seminars that were a must-see for budding professionals received great praise.

Exhibitors

A record high number of exhibitors

Since the digital technology-driven media revolution has expanded business possibilities, the number of participating companies has risen yearly. Seeking new business opportunities, media and customers are expressing increased interest.

■No. of exhibitors: record high

824 companies

■News media representatives

404 people

Trading Visitors

Visit of business-minded customers

Starting with those connected with broadcasting, production and post-production, there were many customers from media related businesses such as content production companies, and communications and distribution enterprises.

■Registered visitors:

31,567 people

70% or more are core customers

媒体跨界

媒体多样化带来更多商机

数字标牌和数字影院等数字媒体的发展备受瞩目。尤其是3D成为集中谈论的焦点，在拍摄、编辑、转播和放映方面引入了3D应用技术。

讨论会及研讨会

对多样性需求的直接响应

连续数日举办各种讨论会，除了传递涉及制作前沿的实际意见，还涵盖了政策相关和下一代技术的最新信息以及海外市场趋势。研讨会为专业人员必看，广受好评。

展商

展商数量创历史新高

由于数字技术主导的媒体变革现已进一步扩展了商机，参展公司数量每年不断增长。寻求新商机的媒体及客户均表现出不断增强的兴趣。

■展商数量：历史新高

824 家

■新闻媒体相关人员

404 名

交易访问者

具有商业意识的客户的访问

从广播、制作和后期制作相关的客户，到内容制作公司及通信和发行企业等媒体相关行业的众多客户参加展会。

■已注册访问者：

31,567 名

70% 以上为核心客户

크로스 미디어

미디어는 다양화되며 비즈니스는 확대된다

디지털 사이니지와 디지털 시네마 등 디지털 미디어 분야의 발전이 눈길을 끌었습니다. 특히 3D는 비상한 관심을 모았으며 촬영, 편집, 중계, 상영 등의 3D 기술이 소개되었습니다.

포럼과 세미나

다양화하는 니즈에 직접 부응

최전선 제작현장 관계자들의 생생한 의견 외에 정책이나 차세대 기술의 최신 정보, 해외의 업계동향 등을 전하는 다양한 포럼이 매일 개최되었습니다. 예비 전문가 대상의 세미나도 관계자들의 호평을 받았습니다.

출품업체

과거 최대의 출품업체 참가

디지털 테크놀로지가 주도하는 미디어 혁명에 의하여 비즈니스 기회가 확대되었습니다. 이에 따라 참가기업이 해마다 증가하는 가운데 새로운 비즈니스 기회를 얻기 위해 미디어와 기업의 관심도 높아졌습니다.

■출품업체수: 과거 최대 기록

824 개사

■미디어 관계자

404 명

관련업계의 참관객

비즈니스에 의욕적인 업계 참관객

방송국, 프로덕션, 포스트 프로덕션 관계자를 비롯한 콘텐츠제작회사, 통신 및 배급기업 등 미디어 관련기업자들이 방문했습니다.

■등록참관객:

31,567 명

70% 이상이 주요 참관객

Many technicians and engineers involved in the purchasing/introducing process attend this event.

2010 Visitors

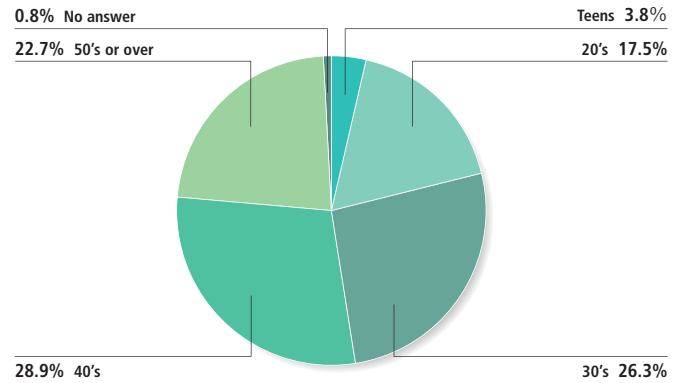
◆Breakdown of visitor number in 2010

2010	11/17(Wed.)	11/18(Tue.)	11/19(Fri.)	TOTAL
Domestic	9,794	10,279	10,532	30,605
Overseas	526	286	150	962
TOTAL	10,320	10,565	10,682	31,567

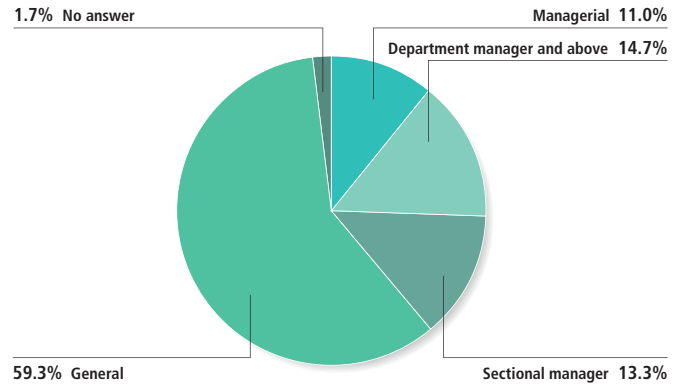


◆Visitor demography

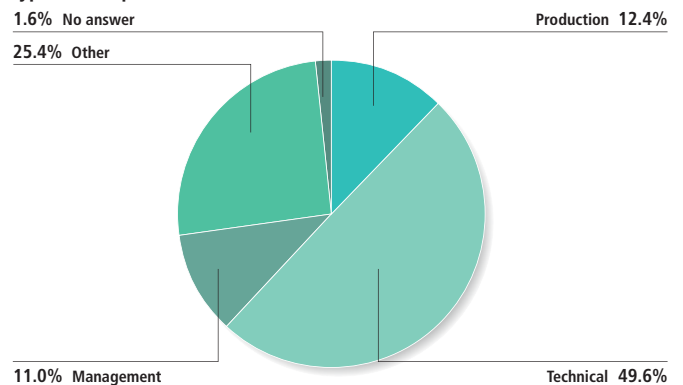
■Age Group



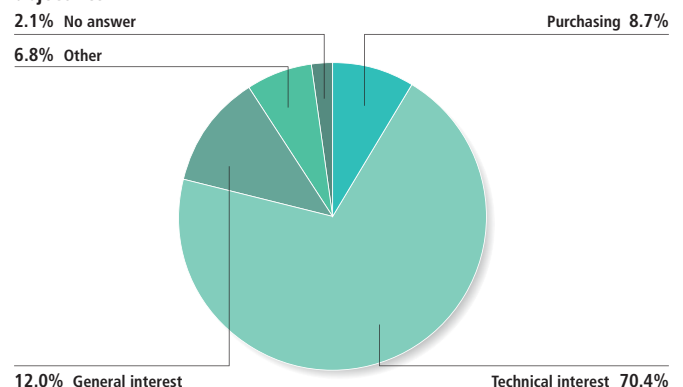
■Job title



■Type of occupation



■Objectives



◆Breakdown of registered visitors

Area	Number of countries/region Number of visitors	Breakdown of Visitors by Country/area
Domestic	1 country / 30,605	Japan 30,605
Asia	14 countries / region / 805	Korea 484 / China 99 / Taiwan 98 / Hong Kong 35 / Singapore 26 / Thailand 20 / The Philippines 11 / India 10 / Indonesia 8 / Malaysia 6 / Vietnam 4 / Macau 2 / Sri Lanka 1 / Myanmar 1
North America	2 countries / 25	USA 23 / Canada 2
Central and South America	8 countries / 17	Brazil 3 / Ecuador 3 / Mexico 3 / Colombia 2 / Paraguay 2 / Peru 2 / Argentina 1 / Bolivia 1
Oceania	1 country / 5	Australia 5
Middle East / Africa	5 countries / 9	Israel 5 / Botswana 1 / Ghana 1 / Turkey 1 / UAE 1
Europe	9 countries / 36	United Kingdom 11 / France 8 / Germany 7 / Austria 4 / Italy 2 / Norway 1 / Spain 1 / Sweden 1 / The Netherlands 1
Unknown		65
TOTAL	40 countries / region	31,567

Visitors from **40** countries / regions

Visitors who seek to obtain latest information and develop new business opportunities are highly satisfied with our show.

■ Type of business

State-run Broadcasting Station	3.3%	Related Internet Business	2.0%
Commercial TV Broadcaster	8.8%	Telecommunications Carrier	2.8%
Radio Station	0.8%	Content Delivery Network	0.9%
Post production	8.0%	Facilities and Stores	1.5%
Production House	5.2%	Government office, Organization	1.9%
Film and Video Production Company	1.8%	Other User	8.9%
Video Software Production Company	4.7%	Trading Company	6.1%
Recording Company	0.9%	Equipment Manufacture	12.7%
Related PA Equipment	4.3%	Ad Agency	1.0%
Related CATV	2.6%	Student	7.1%
Related Stage and Lighting	2.3%	Other	8.8%
Related Contents Publishers	2.2%	No Answer	1.4%



■ Interests (Multiple answers accepted)

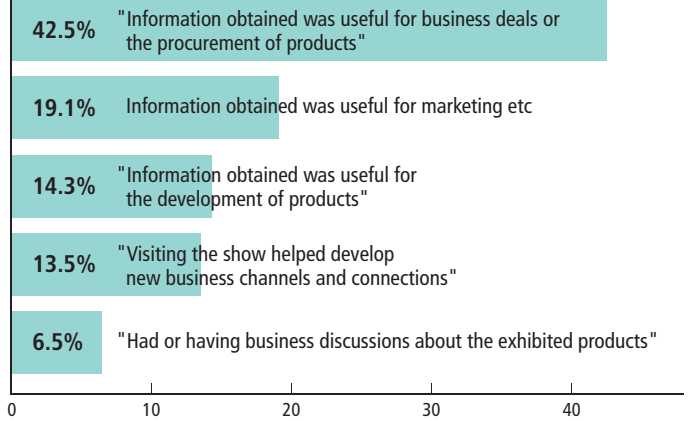
Audio Equipment	9.6%	Relay System	2.7%
Video Equipment	15.7%	Transmission Systems	2.5%
Microphone	3.1%	Electronic Power Unit	1.1%
Mixer	3.7%	Measuring Equipment	1.9%
Speaker	3.5%	Stand-by and Peripheral Products	2.5%
Camera	7.6%	Software	3.5%
VTRs, Memory Cards, Optical Disks	3.8%	IPTV	2.3%
Servers, Storage	3.1%	Mobile TV	2.0%
Lighting Equipment	2.6%	Digital Signage	2.7%
Electronic Display	4.0%	Digital Cinema	2.4%
Editing and Production Equipment	6.3%	3D	5.5%
Multimedia System	2.8%	Other	0.8%
Production Management Systems	1.2%	No Answer	0.7%
Output System	2.4%		



2010 Visitors

◆ Was your visit to Inter BEE 2010 valuable?

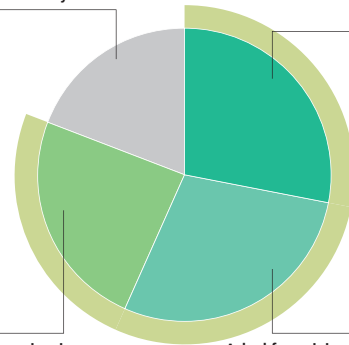
(Multiple answers accepted)



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

18.9% None of these match my criteria

Authorized to make purchase or introduction decisions
28.2%



Gather information for review in making a purchase or introduction
24.4%

Asked for opinion or do training for making a purchase or introduction
28.5%

Involved in the purchase and introduction:

81.1%

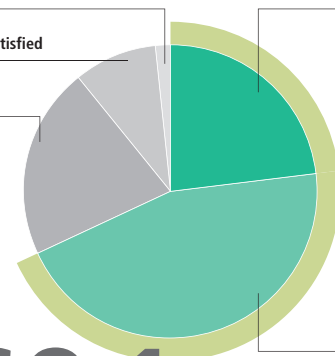
◆ Degree of satisfaction

1.5% Very unsatisfied

Very satisfied 23.1%

9.1% Somewhat unsatisfied

21.3% Hard to say

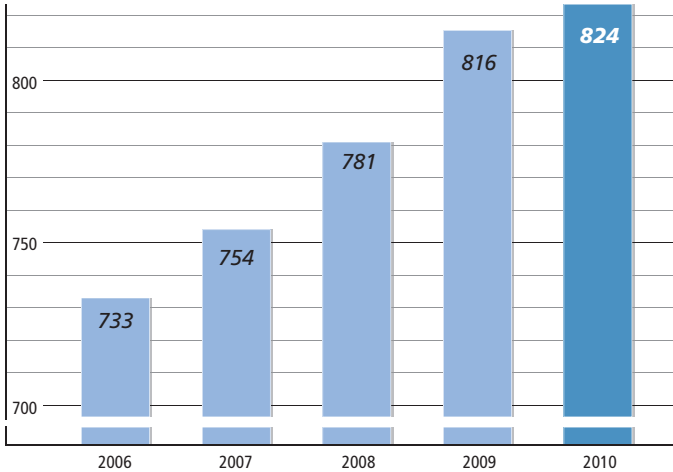


Satisfied: **68.1%**

A record 824 companies participated last year and the number of exhibitors from overseas was at its highest yet. This event is a place to search for new customers and promote sales.

2010 Exhibitors

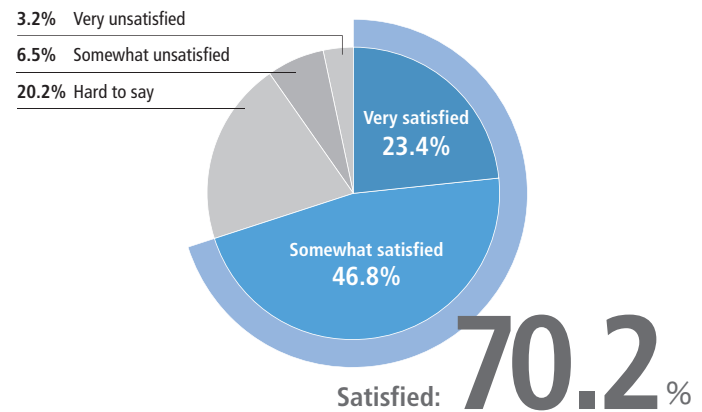
◆Transition : Number of exhibitors



◆What were you main objectives for exhibiting at Inter BEE 2010? (Multiple answers accepted)



◆Degree of satisfaction



◆Breakdown of exhibitors

Area	Number of countries/region Number of exhibitors	Breakdown of exhibitors by Country/region
Domestic	1 country / 346 companies	Japan 346
Asia	5 countries / region / 62 companies	Korea 21 / China 20 / Taiwan 14 / Hong Kong 4 / Singapore 3
North America	2 countries / 198 companies	USA 183 / Canada 15
Oceania	1 country / 8 companies	Australia 8
Middle East	2 countries / 29 companies	Israel 28 / India 1
Europe	18 countries / 181 companies	United Kingdom 61 / Germany 48 / France 18 / Sweden 9 / Switzerland 7 / Italy 6 / Spain 6 / The Netherlands 5 / Denmark 4 / Belgium 3 / Finland 3 / Latvia 3 / Bulgaria 2 / Norway 2 / Austria 1 / Hungary 1 / Liechtenstein 1 / Portugal 1
TOTAL	29 countries/region	824 companies

Exhibitors from **29** countries / regions

◆About 90% of exhibitors are planning or considering to exhibit at Inter BEE 2011 as well.

It is the largest broadcasting equipment show in Japan. More overseas visitors come to the show.

It is very effective venue for us to appeal our products and services because there were a lot of business prospects.

It is a great opportunity for us to introduce our new products and technologies to attendees from many countries and regions.

It is good place to appeal our technologies and products, and obtain market feedback.

At Inter BEE, we can meet potential customers who we cannot meet in our daily business activities.

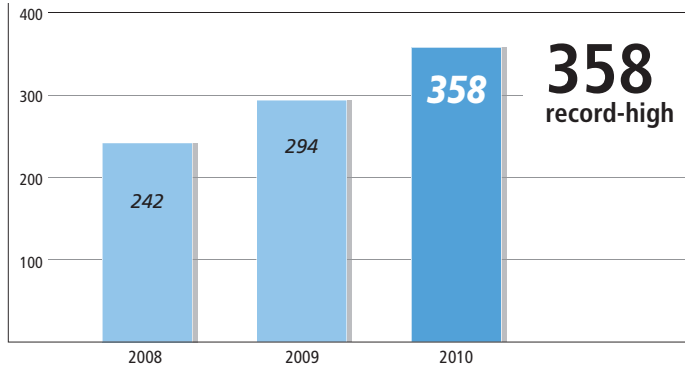
By optimize the capability of Inter BEE to disseminate information, we deliver the latest news on technologies to target users.

◆Distribution of press releases

Inter BEE 2010	
Notification of start of exhibitor recruiting	2/26
Announcement of Call for exhibitor	6/14
Notification of start of pre-admission registration	9/9
Notification of exhibition summary	10/14
Attracting interviewers	11/11
Information announcing the event	11/16
Set up press room	11/17~19
Reported completion	11/19



◆Number of articles



◆On-air media

France	LCI (La Chaîne Info)	Plein Ecran
U.S.A.	TELEMUNDO (National)	Morning News – Weekend Aread News – Weekend
	BET TV (National)	BET News
Colombia	RCN Television (National- Colombia)	In the News Weekend News

◆List of publication (Domestic)

PRO SOUND	Nikkei communication
Nikkei Network	Sound and Recording Magazine
Video Salon	MJ
CG World & Digital Video	Hoso Journal
Hoso Gijutsu	Dempa Times
FDI	Tsushinkougyo Shimbun
Telecommunication	Eizo Shimbun
Video Journal	Dempa Shimbun

◆List of publication (Overseas)

VIDEO ART'S	Asia Pacific Broadcasting
Video Plus	Television Asia
Audio	Asia Image
PA(Pro Audio)	Broadcast Engineering (US/Canada edition)
Broadcast&Production	IBC Daily
Info AV China	IBC Daily
IBI (International Broadcast Information)	TV Technology (Europe edition)
BET	JEI



The Professional Information Site for Audio, Video and Communications

InterBEE online

www.inter-bee.com

InterBEE online is Inter BEE's official website for providing year-round information related to Inter BEE exhibitors, from information about related domestic and international exhibitions to the latest industry news. Inter BEE's own reporting team, the "News Center," collects information and posts it on the website in the forms of the Online Magazine (written) and Inter BEE TV (video). Many industry affiliates are using **InterBEE online** to get exhibitor information and understand industry trends, and the number of website hits is increasing each year.

[2010 Statistics]

◆Official Website Page Views

5,395,182

◆Number of Articles Posted (Online Magazine)

183

◆Number of Video News Items Posted (Inter BEE TV)

87



Inter BEE Official Mail Magazine

Inter BEE sends News Center information, such as Inter BEE highlights and articles posted on **InterBEE online**, in e-mail magazine form to target visitors from the Inter BEE Visitor Database.

◆Inter BEE Online Members (Visitor Database)

Approx. **50,000** ※The number of data instances that can be distributed



Media Partners

Relevant industry magazines/papers support Inter BEE as media partners.



The latest technological developments and industry trends were addressed extensively at co-hosted conferences and forums.

Inter BEE Content Forum

Management : Japan Electronics Show Association (JESA)

Nov. 17 (Wed.) International Symposium, Visual Production
(Simultaneous interpreting available-Japanese/English/Korean)

◆Creating High-quality Digital Video Content and its Cross-Media Expansion

Panelists:

Mr. Alex Toader

Creative Director, Troublemaker Studios

Mr. Makoto Kawamura

Senior Engineer, Technical Operations & Engineering Division, Japan Broadcasting Corporation

Mr. Masanori Takahashi

Director/Senior Computer Graphics Artist, Shirogumi Inc.

Mr. Hidenori Watanabe

Associate Professor, System Design Department, Tokyo Metropolitan University Guest Professor, Digital Hollywood University Supervisor and Director, Photon, Inc.

MC:

Mr. Seiji Kunishige

Director A Member of Executive Board, NHK ART Inc.

Coordinator:

Mr. Hideichi Tamegaya

Professor, Graduate School, Joshibi University of Art & Design

Nov. 18 (Thu.) International Symposium, Audio Production
(Simultaneous interpreting available-Japanese/English/Korean)

◆Can Audio Loudness Standard definitely Free Users from Remote Volume Control?

Panelists:

Mr. Mikihiko Okamoto

Senior Manager, Technical Operations & Engineering Center, Technical Operations & Engineering Div., Broadcast Engineering Dept., Japan Broadcasting Corporation

Mr. Eiichi Matsunaga

Audio Engineer, Director Technical Operations Section, Fuji Television Network, Inc

Mr. Hideo Irimajiri

Specialist Manager, TV Operation Engineering Dept., Mainichi Broadcasting System, Inc

Mr. Hiroyuki Murakoshi

Sound Engineer, Gotanda Operation Group II /JPPA /Surround CM Study Group / Post Production Dept. IMAGICA Corp.

Mr. Florian Camerer

Chairman, EBU PLOUD group

MC:

Mr. Mick M Sawaguchi

Advisor of Pioneer Corporation, Fellow AES/IBS

Mr. Toru Kamekawa

Professor, Musical Creativity and the Environment, Tokyo University of the Arts

Nov. 19 (Fri.) Stereoscopic 3D(S3D) Special Seminar
(Simultaneous interpreting available-Japanese/Korean)

◆Toward A Full Understanding of "Safe of S3D"

- The Reports of Human Health Concern (ex. Headache, eye strain, 3D motion sickness) in Watching S3D Content
- The Stereoscopic 3D Fundamentals : Important basics of S3D for both beginners and professionals
- A Study Toward Ensuring "a Safe and Comfortable" of 3D Content
- The Latest Trends of "A Safe of S3D" in Japan and U.S.

Inter BEE Tutorial Session

Management : Japan Electronics Show Association (JESA)

Nov. 17 (Wed.) Audio Session Basic Knowledge for audio technicians

◆Microphone: Principles and Applications

Mr. Hiroshi Akino

Manager, Engineering Dept., Audio-Technica Corp.

Mr. Kiyoshi Ando

Sound Designer, KEY-3 Inc.

◆Applications and Techniques of Latest Digital Technology in PA

Mr. Kazuo Takei

CEO, Publicaddress Inc.

Nov. 18 (Thu.) Visual Session Basic Knowledge for digital video creators

◆A Basic Understanding of how MXF (Material Exchange Format)

Mr. Tetsuya Sasamori

Specialist, Filebase System, For-A Company Limited

◆A Basic Understanding of how Transcoding Technology works

Ms. Misako Nishi

Corporate Officer, EXA International Co., Ltd.

The 47th NAB-J Symposium of Broadcast Technology

Sponsored by: The National Association of Commercial Broadcasters in Japan

Nov. 17 (Wed.)	Room 301 ◆Network Linkage/Communication Room 302 ◆Information Technology/Network, Broadcast Operation Room 303 ◆Transmission
Nov. 18 (Thu.)	Room 301 ◆Special Program The Future of 3DTV Broadcasting: ~New Possibilities for Digital Television Era~
Nov. 19 (Fri.)	Room 301 ◆Production Engineering Room 302 ◆Pictorial Image Technology, Datacasting/Digital Services Room 303 ◆Sound Broadcasting/Audio

Asia Contents Forum Powered by DigiCon6

Special Collaborator: TBS DigiCon6 Co-Sponsor: Adobe Systems Incorporated

Nov. 17 (Wed.)	◆Co-Sponsor's session
Nov. 18 (Thu.)	◆DigiCon6 Top Creator's session Invited Lecture 1: Mr. Alex Lai Invited Lecture 2: Mr. Kwak Jae-yong Invited Lecture 3: Mr. Seiji Mizushima, Mr. Yohei Miyahara ◆DigiCon6 Asian Creators' Talk ◆Co-Sponsor's session
Nov. 19 (Fri.)	◆Co-Sponsor's session

National Board of Regional Visual Industry Associations Forum 2010

Organized by: National Board of Regional Visual Industry Associations
Sponsors: Ministry of Internal Affairs and Communications, Ministry of Economy, Trade and Industry, Agency for Cultural Affairs

Nov. 18 (Thu.)	First Session ◆Opening National Board of Regional Visual Industry Associations Grand Prix 2011 Awards Ceremony
	Second Session ◆The Future of Regional Video Content Unveiling of the New "Regional Development Category"

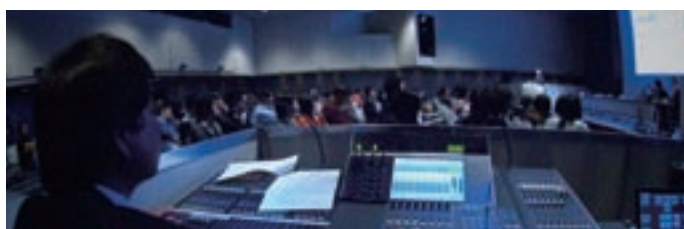


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1. Exhibitor eligibility / booth details

1-1. Exhibitor eligibility

Corporations and organizations involved with products included in the following list or related businesses are eligible to participate in Inter BEE:

- Equipment manufactures
 - Electronic components, devices, and materials manufacturers
 - Broadcasting and communications companies
 - Software and content production companies
 - Trading and distribution companies
 - Service companies
 - Newspapers, magazines and other publishing companies
 - Educational and research institutes
 - Government organization, administrative corporations, public-interest corporations, nonprofit public and industry organizations
 - Members of the sponsoring organization (JEITA) are also eligible to participate.
- (1) Advertising companies and other related agencies are not allowed to represent any company that exhibits products even if said products are included in the aforementioned list of eligible businesses or products.
- (2) The Organizing Committee reserves the right to refuse applications from companies that have violated regulations at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of in prior to or after holding an exhibitor contract. In such case, paid booth fees will be refunded. (see section 2-4: Exhibit application and contract agreement)

1-2. Exhibits

All types of equipment, accessories, measuring units, components and software used for broadcasting and program production.

Professional Audio Equipment Zone

■ Audio Equipment

Microphones, Recorders, Digital Audio Workstation, Consoles, Mixers, Mastering Equipment, Audio-compression / Transmission technology, Converters, Effectors, Amplifiers, Speakers, Players, Acoustic design / control, Audio Equipment for Facilities, Intercoms, Transmission Cables, Accessories, Power Supply, Racks / Cases / Bags, Other Related Peripheral Equipment

Professional Lighting Equipment Zone

■ Lighting Equipment

Studio Lighting Equipment, Stage Lighting Equipment, Lighting Control Systems, Lighting Control Consoles, Wireless Remote Control Devices, Stage and TV Studio Lighting, Elevating Unit for TV Studio Lighting Battens, Lighting System for Photography Studios, Other Related Peripheral Equipment

Video and Broadcast Equipment Zone

■ Production

● Cameras and Related Equipment

HDTV Systems, Studio Cameras, VTR-Pack Cameras, Camcorder, Crane Cameras, Lenses, Other Related Peripheral Equipment

● Recording Equipment

Video Servers, File Server System, DVD Systems, BD System, VTRs, Memory Cards, Memory Devices, Optical Disks, Video Tape, Data Compression Technology, Other Related Peripheral Equipment

● Electronic Displays

Video Monitors, Projectors, LCD / PDP / LED Displays, Prompters, Other Related Peripheral Equipment

■ Post-production

● Editing and Production Equipment

Editing Devices, Switchers, Routing Switchers, Non-linear Editing Systems, Subtitled, Title Production Systems, Character Generators, Composite Systems and Software, Painting Systems, Media Converter, Encoders, Other Related Software and Peripheral Equipment

● Multimedia Systems

CG Production Systems, Animation Production Systems, Virtual Studio Systems, Software and Systems, Other Related Software and Peripheral Equipment

● Production Management Systems

Content Management Systems, Systems Integration Technologies, Database Technologies, Storage Equipment, Archive Systems, Other Related Software and Peripheral Equipment

■ Output and Transmission Systems

● Output Systems

Automatic Program Output Systems (TV & radio), Automatic CM Output Systems (TV & radio), Server Systems, IT Solutions (broadband systems), File System (Audio), File System (Video), Graphic Libraries System, Film and Telecine, Graphic System, External Information Response System (weather, Stock, Traffic information etc), Other Related Peripheral Equipment

● Relay Systems

Base Station Facilities, FPs, SNG, OB Van, Automotive Related Systems and Peripherals, Communications Radios, Emergency News Systems, Other Related Peripheral Equipment

● Transmission Systems

Radio Broadcasting Equipment, FM Broadcasting Equipment, Terrestrial Television Broadcasting, One-segment Broadcasting, Satellite Broadcasting, CATV, Multicasting, Transmission Cables, Wireless Systems, Fiber Optics, Other Related Peripheral Equipment

■ Broadcasting Equipment

● Electric Power Units

No-break Power Units, Constant-Voltage / Constant-Current Regulated Power Units, Automotive Power Sources, Battery Packs, Battery Charger- Discharger Equipment, Other Related Peripheral Equipment

● Measuring Equipment and Converters

Test Signal Generators, Measuring Equipment, Signal Converters, Other Related Peripheral Equipment

● Stand-by and Peripheral Products

Cabinets, Racks, Pedestals, Camera Tripods, Camera Platforms, Cranes, Steadycams, Furniture, Camera Carrying Cases, Other Related Peripheral Equipment

■ Publications / Publicities

Related Books, Music Libraries, Related Software and Service, Consulting Service

Cross-media Zone

■ IPTV

Video Compression Techniques, Video Editing/Control Systems, Video Delivery Systems/Services, Data Broadcasting Systems, Video-on-demand Systems, Software, Other Related Techniques/Products/Services

■ Mobile TV

Video Editing Systems For Mobile Terminals, Video Delivery Systems For Mobile, Mobile Contents/Applications, Mobile Terminal Equipment, Wireless Systems, Wi-Fi/WiMAX, LTE, Other Related Techniques/Products/Services

■ Digital Cinema

Digital Cinema Filming Systems, Digital Cinema Editing Systems, Digital Cinema Delivery Systems, Digital Cinema Servers, Projection Systems, On-demand Services/contents, Other Related Techniques/Products/Services

■ Digital Signage

Digital Signage Editing/Control Systems, Image Receiving Systems, Video Content Delivery Systems, Communication Network Services, Advertising Media Services, Other Related Techniques/Products/Services

■ 3D Image

3D Image Output Systems, 3D Image Editing Systems, 3D Image Receivers/Terminals/Systems, 3D Screening Systems, 3D Contents, Other Related Techniques/Products/Services

■ Digital Contents

Live-action Contents, Animations, Computer Graphics, Virtual Realities, Other Related Techniques/Products/Services

1-3. Exhibition categories

Professional Audio Equipment Zone	full overhead lighting only
Professional Lighting Equipment Zone	all overhead lighting off only
Video and Broadcast Equipment Zone	either full overhead lighting or all overhead lighting off can be selected
Cross-media Zone	full overhead lighting only

When an item to be exhibited falls into both categories, two options are possible: the exhibit may either be placed in the category of greatest importance, or the exhibitor may exhibit in both categories. If the Video and Broadcast Equipment Category is selected, the exhibitor may choose to have all overhead lighting on or off. In addition, exhibitors in the Professional Lighting category may illuminate towards the ceiling; however, considering the influence on surrounding exhibitors, please note that this kind of exhibitors' booth will be located at the far end of the show space.

1-4. Booth standards, specifications and description

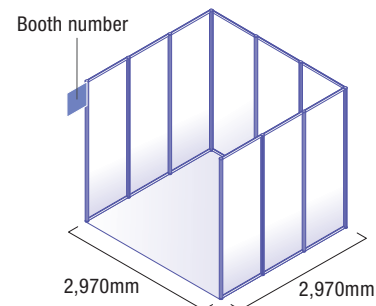
1. Standard Booth

(1) 1 to 4 row booths & Facilities (1 to 18 booth spaces)

a. Booth space : 2,970mm(W) x 2,970mm(D)

b. Specification :

For exhibitors with 1- to 4-row booths, system panels will be installed as back panels on the sides neighboring booths of other exhibitors. However, system panels will not be placed on the corner-facing sides of corner booths.

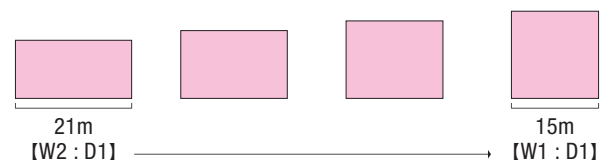


(2) Block booths (20 or more booth spaces)

The standard for block booths is: 1 booth space = 9 m². The floor will be marked in an area equal to (W:D) 2:1 or 1:1 based on the total floor space reserved (9 m² x no. of booth spaces). The actual dimensions will be provided to exhibitors at the lot drawing for booth space allocation.

[Sample booth dimensions]

Example of an application for 25 booth spaces: Dimensions are marked out for an area of 225m² (9m² x 25 booth spaces), ranging from a rectangular shape with a wider entry dimensions than a square.

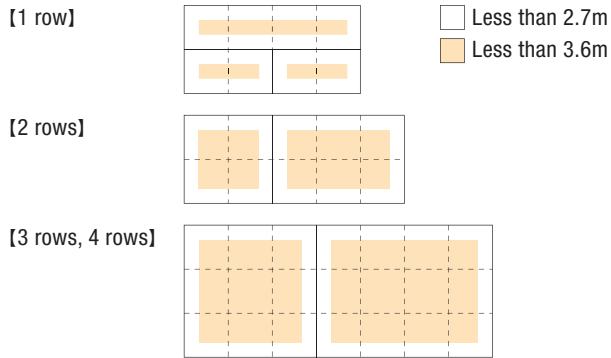


(3) Booth height limitations

The standard height is 2.7m. Details of booth wall heights are shown below.

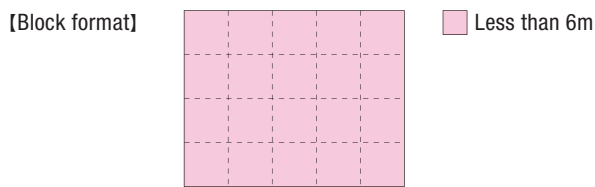
a. 1 to 18 booths(row-type booth)

The allowable height of booth walls set back 1.0m from the corridors and / or foundation panels will be 3.6m.



b. More than 20 booth spaces (block booths)

The height limit is 6m.



(4) If product sizes exceed height limitations

The height limitation on product exhibits and decorations is stipulated above. If exhibited products exceed these height limitations, the exhibitor should submit product specifications and other requested information to the Show Management Secretariat when the exhibition application is submitted, and the exhibitor must receive prior permission from the Inter BEE Organizing Committee. Product exhibits are to be displayed within the specified space limitations of the exhibition booth and not displayed in a way that would encroach upon corridor spaces. Exhibited products that have received prior permission to exceed height limitations must be exhibited in their original state. No additional decorations are permitted.

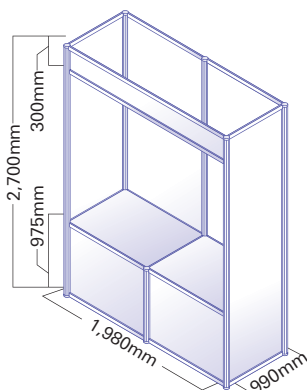
2. Small Package Booth

a. Booth space : 1,980mm(W) x 990mm(D) x 2,700mm(H)

b. Specification : The following facilities are included in

- Wall panels
- Display counter (975mm high with storage space)
- Fascia (300mm width)
- Company Name Display
- Fluorescent light
- Electricity socket (single-phase 100V, up 1 kW output)

*Small package booth exhibitors may apply for up to two booths.

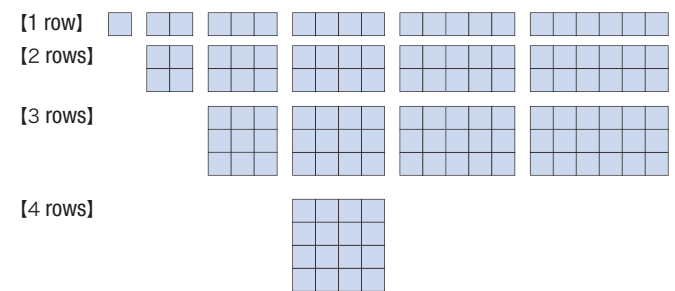


3. Booth description

At Inter BEE, booths are available in two types, a standard booth and small package booth. Regardless of type, however, all fees for booths will be referred to as the exhibit booth fee on the invoice statement.

1-5. Number of booths and booth type

	Booth Type	Number applied for
Standard booth	1 row	1. 2. 3. 4. 5. 6
	2 rows	4. 6. 8. 10. 12
	3 rows	9. 12. 15. 18
	4 rows	16
	Block format	20. 25. 30. 35. 40. 45. 50. 55. 60. 65. 70. 75. 80. 85. 90. 95. 100
Small package booth		1. 2



1. Exhibitors in rows (less than 18 booths) may have booths of other exhibitors on one or three sides.
2. Industry organizations and joint exhibitors may apply for more than 100 booths.
3. After the deadline for applications, the Organizing Committee will determine the layout of the show site. If the total space applied for exceeds the capacity of the site, the Organizing Committee reserves the right to determine an impartial method to reduce the number of booths applied for by exhibitors.

1-6. Allocation of booths

Booth locations will be determined by lot drawing. Lots will be drawn among exhibitors who have the same number of booths or share the same configuration in the same categories. However, depending on actual conditions at the booth allocation, lots may be drawn among exhibitors who have approximately the same number of booth spaces (±10 spaces) in the same stage (i.e. exhibitors with 25 to 35 booth spaces). In addition, exhibitors in the Professional Lighting category may illuminate towards the ceiling; however, considering the influence on surrounding exhibitors, please note that such exhibitors' booth will be located at the far end of show space. (The drawing of lots is scheduled for July 26.)

1. Primary lot drawing

Exhibitors who have submitted applications by Friday, May 31, may participate in the primary lot drawing. Please be aware that the number of booths can be changed until the end of June and that the Organizing Committee may adjust the order of the drawing in the event that exhibitors change the number of booths for which they applied to fit their needs after the end of June.

2. Secondary selection

Exhibitors applying from Saturday, June 1, through Friday, June 24, may select their booth locations from the locations that remain vacant, in the order of which applications are received.

3. Spare booth spaces

If booth spaces remain available at the end of the lot drawing dates, the remaining spaces will be placed on the floor as spare booths. Exhibitors submitting applications after Saturday, June 25 can select their booth locations from the available spare booths on a first-come, first-served basis.

4. Fixed booth spaces

The Organizing Committee has determined the following booth spaces to be fixed:

- (1) Because lots are drawn among exhibitors with the same number and type of booths in the same exhibit zones, an exhibitor not meeting this criterion will be afforded a fixed booth space(s).
- (2) Cooperative exhibitors
- (3) Overseas cooperative exhibitors and related domestic exhibitors.
- (4) Booths for which the exhibition type "Publications/Publicities" was chosen.

5. Utility booths will be setup in spare open spaces after the booth lot drawing is completed. However, exhibitors should be aware that further changes in booth allocation may occur due to exhibitor cancellations, reduction in booth spaces, etc.

6. The position of entry ways and the use of block booths by exhibitors may be adjusted by the Organizing Committee in consideration of overall visitor flow.

7. Overhead lighting

Full overhead lighting delivers approximately 500 lux, but exhibitors in the Video and Broadcast Equipment category may choose to locate their booths in areas where all overhead lighting is decreased (approximately 50 lux). Please note that this option may not be available, depending on the ratio of visitors requesting overhead lighting. For exhibitors in the Professional Audio Equipment category, only the option of full overhead lighting (approximately 500 lux) is available and all overhead light is not available for those in the Professional Lighting category (approximately 50 lux).

Exhibition Categories	Overhead lighting
Professional Audio Equipment Zone	Full overhead lighting (approx. 500 lux)
Professional Lighting Equipment Zone	All overhead lighting off (approx. 50 lux)
Video and Broadcast Equipment Zone	Full overhead lighting (approx. 500 lux) or All overhead lighting off (approx. 50 lux)
Cross-media Zone	Full overhead lighting (approx. 500 lux)

2. Booth fees / exhibit applications and contract details

2-1. Booth fees

1. Standard Booth

(1) The exhibition fee per booth space is as follows:

General exhibitors (standard rate)	@¥283,500 (including tax)
<ul style="list-style-type: none"> • JAPAN Electronics Show Association members • IABM Members (member rate) 	@¥252,000 (including tax)

(2) Small package booth (includes basic decorations)

One booth	@¥152,250 (including tax)
Two booths	@¥304,500 (including tax)

2-2. Items included in the booth fee

Invitation leaflets and registration cards for visitors	150 per booth	
Badges	For exhibitors	10 per booth
	For constructors	5 per booth
Electric power supply costs and expenses Single-phase 100V or 200V	1kW per booth	
Electric power usage	Free of charge	
Bar code registration system	System charge	Free of charge
	Bar code terminal rental charge	1 terminal per exhibitor
Home page listing	1 page per company	

2-3. Other fees

1. The following items are not included in the both fees.

*includes consumption tax

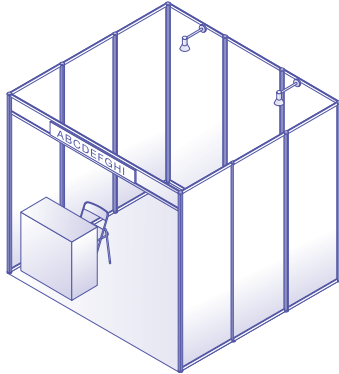
Invitation leaflets and registration cards for visitors (in excess of the number of free leaflets and cards indicated above.)	¥30 per set	
Badges	Exhibitors (in excess of 10 badges per booth)	¥1,000 per badge
	Constructors (in excess of 5 badges per booth)	¥500 per badge
Electric power supply costs and expenses	Single-phase 100V or 200V	¥6,825 per kW
	Three-phase 200V	¥6,825 per kW
Bar code registration system Rental charge for bar code terminal	For two or more terminals, ¥8,400 per terminal	
Overtime work	¥10,500 per hour	

2. Booth decorations other than basic panels

Booth decorations other than system panels are to be handled by exhibitors. The Show Management Secretariat offers package booth programs.

Basic specification of package booth

- Fascia
- Company name display
- Reception counter(s)
- Chair(s)
- Spotlights
- Fluorescent lights
- Carpeting
- Electricity socket(s)



One Package booth	¥73,500 (including tax)
Two Package booths	¥115,500 (including tax)
Three Package booths	¥157,500 (including tax)

*Numerous variations are available. Details will be available in the Exhibitor Manual.

3. Other

Additional expenses may be charged as required by law and regulations. Details regarding these charges will be provided in the Exhibitor Manual.

2-4. Exhibition application and contract agreement

To apply for and contract exhibition space, fill in the information required on the exhibition contract application form, and submit the form to the Show Management Secretariat of the Japan Electronics Show Association (JESA), which will confirm your full understanding of the exhibition regulations. Upon receiving the application form, the Show Management Secretariat will send a receipt confirmation notice via e-mail. The receipt date stated in this confirmation e-mail is regarded as the contract date, whereupon exhibitors are liable for participation fees. If applying in multiple categories, a separate application is required for each category. However, the Organizing Committee reserves the right to advise exhibitors on the most appropriate location for their booths. In addition, exhibitors are required to submit one application per Category if applying for booth spaces in multiple Categories.

1. Applications should be sent to:

Japan Electronics Show Association (JESA)
12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004
TEL: 03-6212-5231 FAX: 03-6212-5225

2. Application deadlines

- (1) **First application deadline: Friday, May 31st, 2011.**
Applicants may participate in the primary booth allocation lot drawing.
- (2) **Second application deadline: Friday, June 24th, 2011.**
Applicants may participate in the secondary selection.
*Even prior to these deadlines, no more applications will be accepted if all booth spaces have been filled.
- (3) **After the second deadline**
Applications will be accepted after June 25th, 2011 or until all available booth spaces are taken.

3. Submitting a company profile

First-time exhibitors to the show are required to provide a company profile and catalog(s) of product(s) planned to be exhibited upon submission of the exhibit application / contract. And, if there are major changes made to the corporate profile or catalog(s) of product(s) planned to be exhibited after the company has submitted these documents, an updated profile and / or catalog(s) must again be submitted.

Applications without these documents will be put on hold until the Show Management Secretariat confirms the receipt of these items.

4. Cooperative exhibitions or neighboring exhibitions which involve more than two companies

Exhibitors who wish to maximize the effects of exhibitions by holding cooperative exhibitions with group / affiliated companies in one booth or neighboring exhibitions with other companies, must submit applications according to the following criteria.

(1) Collaboration exhibitions

One of the exhibiting companies should submit an application and pay booth fees. Please fill in and submit "Collaboration exhibitor registration form" which is sent to you by the Show Management Secretariat upon completion of application of cooperative exhibitions. By submitting this form, you can print the names of affiliated companies on the lists and the layout.

(2) Neighboring exhibitions

- a. The total number of booths requested by each company conforms to the standard booth specification and configuration.
- b. Each company should pay its booth fees separately.
- c. The position of booths will be decided by the lot drawing among the total number of booths applied for.
- d. We will confirm if the panels on the sides neighboring booths of other exhibitors and booth numbers are available on the questionnaire.

(3) Cooperative exhibitions

- a. Total number of booths requested by each company does not conform to the standard booth specification and configuration.
- b. Exhibitors wish to have booths facing each other on each side of the entryway.
- c. The number of booths requested by each company conforms to the standard booth specification and configuration.
- d. Each exhibitor should pay booth fees separately.
- e. The position of booths will be decided by the Show Management Secretariat beforehand. It is not possible to choose the position of booths.
- f. We do not allow linking of standard booths and small package booths.
- g. Please be aware we reserve the right to refuse applications if we cannot verify validity of the cooperative exhibitions. Also, please be aware that we cannot accommodate your requests concerning the configuration of booths.

5. Refusal of application

Applications from any persons involved in bankruptcy, composition, receivership, civil rehabilitation, or corporate reorganization proceedings, or persons who are suspended from current account transactions from financial institutions will not be accepted. Similarly, applications from any persons deemed by the Association to be involved in similar circumstances will not be accepted. If an exhibitor company is found to fall into one of the categories described above after the contract has been concluded, the contract will be voided and that company will not be permitted to exhibit. In such a case, participation fees paid by exhibitors will be refunded. If deemed necessary by the Association, an investigation or inquiry into the surrounding circumstances will be conducted.

2-5. Payment of booth fees

Booth space payments are to be paid via electronic bank transfer according to the schedule below. JESA will issue an invoice and designate the bank account for remittance at this time. Checks and promissory notes are not acceptable as payment. Transfer fees are to be borne by the exhibitor.

Payment deadline

Primary applicant	Friday, July 29
Secondary applicant	Wednesday, August 31

2-6. Cancellation or reducing the number of booths

If an exhibitor cancels or reduces the number of booth spaces applied or, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax (5%) will be added to all fees.

July 1 to July 31, 2011	60% of exhibition booth fee
August 1 to August 31, 2011	80% of exhibition booth fee
On or after September 1, 2011	100% of exhibition booth fee

Please notify us promptly of cancellations of exhibitions, and additions / reductions of booth spaces. Please fill in and submit "Application for booth cancellation or changes for number of booth(s)" that is sent to you by the Show Management Secretariat. The Show Management Secretariat will inform you that it has received the application as a confirmation.

3. Important exhibit details and prohibitions

3-1. Exhibiting of products from outside of Japan (including fixtures)

Inter BEE plans to make all exhibition halls open to the display of bonded goods. Therefore, it will be possible for exhibitors to display overseas products (those manufactured outside Japan or items that have not yet cleared Customs proceedings) even if they have not cleared Customs by the time the exhibition begins.

3-2. Protection of industrial property rights

The exhibition sponsors will file an application with the director-general of the Japanese Patent Office to protect exhibits and their content under the provisions of the regulations listed below. Upon approval of this application, exhibitors will be eligible to apply for industrial property right protection regarding exhibited items for which patent and copyright applications have not yet been submitted. Details of this protection will be provided after the application to the Japanese Patent Office has been accepted.

1. Patent Law (Article 30, Paragraph 3)
2. Utility Model Law (Article 11, Paragraph 1)
3. Trademark Law (Article 9, Paragraph 1)

3-3. Prohibited activities

The following activities are considered as prohibited:

1. **Exhibit space transfer**
Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors.
2. **Directing visitors to other venues**
Directing Inter BEE visitors to simultaneous product or technology exhibits off-site is prohibited.
3. **Engaging in sales activities**
Selling products other than publications and software on-site during the show is prohibited. Exhibitors who wish to sell publications and software are required to submit details and seek approval in advance.
4. **Inappropriate behavior**
Aggressively attempting to attract visitors to view demonstrations while standing outside of booths or in aisles is prohibited. Persistent sales approaches and/or techniques considered to be excessive are also prohibited.
5. **Exhibiting for the purpose of obtaining personal information**
It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan's personal information protection legislation. Details on the collection and handling of personal information will be available in the Exhibition Manual.

3-4. Responsibilities of exhibitors

1. **Prompt fee payment**
Exhibitors will pay all exhibitor fees and expenses invoiced by Show Management Secretariat and bear responsibility until all payments are complete.
2. **Obeying the law**
The laws and regulations of Japan shall be followed in all cases related to the transfer and management of display and related items, and in management and other matters related to constructs and structures for use in exhibits.
3. **Liability for damage, management of exhibited items, and insurance.**
 - (1) The sponsors, organizing committee and Show Management Secretariat will make every effort to ensure the security of exhibits during the show period by, for example, implementing security guard patrols. However, the management cannot assume responsibility for damages arising from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.
 - (2) Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third persons as well as damage to items at the exhibition site. Inter BEE sponsors and / or the organizing committee shall bear no responsibility whatsoever in such circumstances.
 - (3) A booth manager, whose responsibility is to supervise all activities that take place in the exhibitor's booth, must be confirmed with the organizer prior to the start of the exhibition.
 - (4) Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.

- (5) The organizer will make every effort to provide effective management, enhanced safety, and maintenance of order at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor's demonstration. Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and Inter BEE sponsors and / or the organizing committee shall bear no responsibility whatsoever in such circumstances. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately to the organizer.

4. Complying with the exhibition schedule

Prior, during and after the show, all exhibitors are requested to comply with the exhibition schedule specified by the organizer. Construction activities to the booth, delivery and/or wrap-up activities during the exhibition are prohibited.

3-5. Termination or shortening of exhibition duration due to unavoidable or potential calamity

- (1) If the exhibition is canceled because of an event of force majeure, such as an earthquake, typhoon, fire, disease, terrorist act or order from the public authorities, the organizers reserve the right to shorten the duration of the exhibition or the hours that the exhibition is open to the public, either before or during the exhibition. If the exhibition sponsors deem such action necessary, this information will be promptly published on the official Website and exhibitors will be notified. Neither the exhibition organizers nor the Association shall assume any liability for losses incurred by exhibitors in such a case.
- (2) If an unavoidable calamity that occurs prior to the opening of Inter BEE forces cancellation of the exhibition, participation fees paid by exhibitors will be refunded in full, minus charges for expenses already incurred.
- (3) Neither the exhibition organizers nor the sponsors shall be held liable to refund exhibition expenses, either in full or in part, if the exhibition duration is unavoidably shortened because of a calamity or potential calamity.
- (4) The exhibition sponsors and the Show Management Secretariat assume no responsibility for expenses incurred by exhibitors if the exhibition is canceled or shortened because of a calamity.

3-6. News gathering and filming

Staff members appointed by the sponsors and / or the organizer will be authorized to gather news and / or conduct interviews as well engage in filming and / or photography. Exhibitors are requested to cooperate with such news gathering and filming activities and also agree that any image, photograph, information, etc. obtained during the exhibition can be used solely for the purpose of promoting Inter BEE.

3-7. Dealing with disputes between exhibitors

Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. The exhibition sponsors shall bear no responsibility whatsoever in such instances.

4. Matters related to the booth set-up

4-1. Booth design

Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth. If for some reason this rule is not followed properly, the organizing committee and / or the Show Management Secretariat will request that the exhibitor comply with the rule; any further noncompliance may result in termination of the exhibitor's booth.

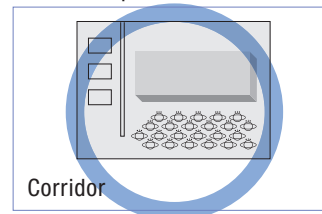
1. Prohibition of usage of space beyond booth boundaries

- (1) Exhibitors are responsible for controlling crowds around their booths, which might block walkways in public spaces. If a stage is set up in a booth, the Exhibitor must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth.
- (2) Inviting visitors into booths and/or conducting surveys in walkways in public spaces is strictly prohibited.
- (3) Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths, but must be stored within booths.
- (4) Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

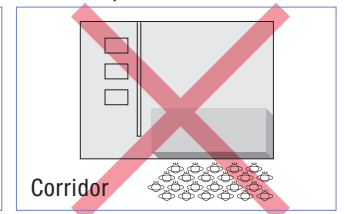
2. In-booth stages

Exhibitors planning to set up a stage in their booths must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth. Further more, depending on the height of the stage and the video equipment installing, take sufficient care of the visitors viewing angle and of an appropriate distance. If any problems occur in line with in-booth stages, the Show Management Secretariat will request immediate countermeasures.

Good example



Bad example

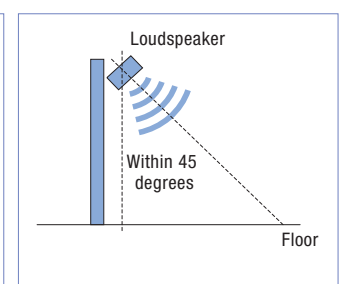
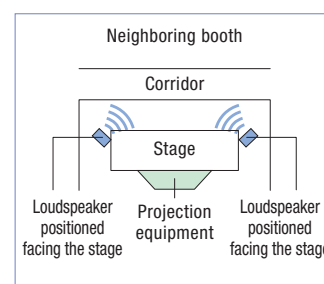


3. Visibility of neighboring booths

Exhibitors planning to set up independent booths must pay attention to the locations of the neighboring booths to design the booths in a way that ensures visibility of neighboring booths.

4. Speakers

Exhibitors are prohibited from setting up public address systems, such as loudspeakers or mixers, directly facing neighboring booths. So as not to inconvenience visitors or neighboring booths, these systems must be positioned facing the stage. If installing loudspeakers on booth walls or displays fixture pillars, the central axis of each speaker must be 45 degrees or less.



4-2. Ceiling structure and two-floor construction

1. Ceiling structure

Ceilings, either whole or partial, are prohibited. However, if ceilings are absolutely necessary for such reasons as to create shading, soundproofing, etc., they may be constructed with fireproof blackout curtains. The exhibitor must obtain permission from the local fire department. Direct sunlight can be shaded. However, it is possible that indirect rays of fluorescent light will reflect on TV monitors, etc., in booths. Also, it might be required to install automatic fire detectors or fire extinguishers in concealed spaces such as sound-proof rooms depending on the area of the booth. Please follow the instructions from the local fire department.

2. Two-floor construction / Suspended Structure

Two-story structures and suspending decorations from the ceiling are not allowed.

4-3. Floor work

Prior to performing flooring work, exhibitors are required to submit to the Show Management Secretariat the actual number of anchor bolts to be used in the floor plan. The use of concrete nails, dry pits, and the mounting of pit lids to anchor bolts is prohibited.

1. Restoring the site to its original condition

Restoration to original condition Floor work is permitted on the condition that all flooring will be restored to its original state after the exhibition. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Show Management Secretariat will complete the restoration work and charge the total amount of expenses to the exhibitor after the exhibition.

2. Floor restoration expenses

Exhibitors are required to pay the floor restoration fees regardless of the size of anchor bolts used. ¥1,050 (including consumption tax) per anchor bolt.

4-4. Fire prevention regulations

Inspections by the local fire department will be carried out during the display construction work of after its completion. Any work not in accordance with the below regulations may be suspended, or the structure(s) in question removed. Exhibitors are required to follow the instructions below.

1. Any type of material, whether cloth or paper, affixed to plywood for display purposes should be fireproof.

2. Materials such as display mountings, artificial flowers, draperies, drop curtains, display plywood, fiber blinds, blackout curtains, carpeting or other flammable materials must be fireproof. Please attach a Fireproof tag to each of these materials in an easily visible location.

3. Avoid using paper flowers, urethane, acetate, polyester, nylon or other materials that are difficult to fireproof.

4. The use of plastic foam is prohibited. Please substitute Styrofoam or similar materials.

5. Exhibited items and management

5-1. Counterfeit or imitation products are strictly prohibited

1. The display, distribution, or demonstration of counterfeit or imitation products that infringe on a third party's intellectual property rights (e.g. patents, trademarks, design rights, copyrights, overseas rights, etc.) or any other related activity is strictly prohibited.

2. If the Organizing Committee discovers counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately with all costs incurred becoming the responsibility of the offending exhibitor.

3. In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with the Organizing Committee whenever any type of inspection is conducted.

4. Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

5-2. Comparison displays

As a general rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and / or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such comparisons must not infringe upon the property rights of that company.

1. Comparisons using exhibits and demonstrations.

2. Comparisons using information panels and pamphlets.

3. Verbal comparisons in audio announcements.

4. Other comparisons related to products and technologies.

When the organizers and / or Organizing Committee determine that the aforementioned guidelines on comparison displays have not been observed, they reserve the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor. If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in Inter BEE.

5-3. Suitable displays

The following regulations must be strictly observed for all displays in the exhibition booths.

1. Safety and precaution signage

All booths must have adequate safety and precaution signage positioned in clearly visible locations around the displays.

2. Displays should reflect real-life situations

Product presentations and / or displays should be demonstrated in real-life situations as much as possible and not in an exaggerated or unrealistic manner. If this is not practical, the product(s) must have accompanying captions stating how they are used in actual applications.

5-4. Vehicle display

When displaying broadcast relay vans or other vehicles, please be certain that the vehicle can be stored within the space stipulated by the booth specifications. If this height is exceeded, please specify that “display exceeds height regulations” and complete the over-height application from.

5-5. Restrictions on Audio Volume

When explaining products or making demonstrations, audio volume in the booth must be maintained at the levels less than 75dB. Please remember that it is important to maintain audio volume at reasonable levels to ensure that visitors can hear the presentations of other exhibitors.

1. The value is the standard, when measured from 2 m away from the border line of booth. These levels must be observed throughout every booth.
2. During the exhibition period, the Show Management Secretariat will regularly measure sound levels. Exhibitors are also asked to voluntarily measure sound levels within their booths before and during the exhibition. Contact the on-site Management Office to borrow measuring equipment.
3. Breach of noise-level restrictions: Any exhibit exceeding the specified noise levels must be modified to conform to regulations. Failure to conform may result in the loss of exhibiting privileges.
4. Regardless of these regulations, if complaints are received from neighboring exhibitors or noise is noticeable in other areas of the site, the Show Management Secretariat will require the exhibitor in question.
5. Please make sure that a person responsible for audio equipment is stationed in your booth at all times, and that the audio equipment is operated in accordance with the regulations.

5-6. Demonstration regulations

1. Copyrights

Exhibitors playing music or replaying recorded audio or video material must pay royalties on said material (unless the exhibitor owns the rights or has made separate arrangements for payment of royalties). Royalties are payable to the Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC), which handles royalties in Japan. Please contact JASRAC for details on arrangements and royalty calculation methods.

2. Illumination / Lighting

No illumination that projects directly into another company's lighting or onto walls or corridors is permitted. Exhibitors in the Professional Lighting category who need to illuminate in distance to describe or feature its exhibit product may illuminate only towards the ceiling within the exhibitor's booth.

When strong lighting equipment such as LEDs are used in displays and / or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths.

3. Smoke machines

The use of smoke machines (including alcohol, oil or petroleum smoke machines, and dry ice machines) is not permitted.

4. Other

Please take preventive measures to avoid the generation of the following during demonstrations. Please be considerate of other exhibitors and visitors.

1. Hot air
2. Gases
3. Odors
4. Vibration

5-7. Handling of hazardous items

1. The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

- (1) Smoking
- (2) Live flames (spark-producing items, exposed elements, etc.)
- (3) Liquefied petroleum gas (LPG) or other flammable / pressurized gases
- (4) Hazardous objects (gasoline, kerosene, other oils, etc.)
- (5) Hazardous materials
(explosives, matches or disposable lighters in large quantities, etc.)

2. Exemptions for prohibited activities

Excluding smoking, exemptions for prohibited activities and / or the use of some of the aforementioned substances may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items on the “Hazardous Materials Usage Application” in the exhibitor's manual and submit the form together with two declaration copies explaining the nature of the performance or exhibit. The association will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

3. Smoking

Smoking is prohibited in booths. Smoking is permitted only in specially designated smoking areas.

4. Live Flames

The following should be strictly observed when using live flames:

- (1) Minimize the size and quantity of on-site equipment to the extent possible and use devices of the same type.
- (2) Protect the surrounding area with fireproof materials.
- (3) Monitor conditions closely and provide adequate fire safety equipment.
- (4) At least one fire extinguisher must be available (with a 2-unit minimum fire extinguishing capability and a minimum size of 10).
- (5) A designated person responsible for fire prevention and extinguishing any possible fire must be stationed in the booth.
- (6) Live flames must be at least 5 m from fire exits, hazardous materials and other flammable materials

5. Liquefied Petroleum Gas (LPG) or Pressurized Gas

The following rules should be strictly observed when using LPG and other pressurized gases (oxygen, hydrogen, nitrogen, carbon dioxide, argon gas, etc.):

- (1) After installation, test all containers for leaks, and if necessary display a "Caution: Do Not Use Near Flammables" sign on them.
- (2) Use pressurized gases under the lowest possible pressure, and handle containers carefully. Bringing flammable gas cylinders (except cartridge types) onto the exhibition site is prohibited.
- (3) To prevent gas leakage, use a complete connector for all connecting parts and monitor continuously with a gas leak detector.

6. Hazardous Materials

When using hazardous substances in the exhibition venue, the following regulations must be strictly observed.

- (1) Bring only one day's supply or less onto the exhibition site.
- (2) Do not replenish supplies during exhibition operating hours.

- (3) Provide adequate fire safety measures and handle materials carefully at all times.
- (4) Place hazardous materials 6 m and other materials 3 m or more from fire escapes.
- (5) A Type 10 fire extinguisher must be readily available.
- (6) Place hazardous materials 5 m away from areas in which open flames are being used.
- (7) Appoint personnel to monitor safety.

4. If an exhibitor has been ordered to take corrective measures described in section 2 above, and fails to do so accordingly, or if the corrective measures taken are determined to be insufficient by the Organizing Committee, the following penalties may apply.
 - (1) The exhibitor will be prohibited from continuing with exhibition activities from the next day.
 - (2) If the penalty in section 1 above is not abided to, the exhibitor will be barred from exhibiting at the subsequent Inter BEE exhibition.

6. Violation of the regulations and discrepancies in interpretation / Others / Organizing Committee

6-2. Others

1. Other prohibited activities and regulations that are not included in these regulations will be detailed in the Exhibitor Manual that will be distributed at a later date.
2. Promissory notes cannot be accepted for payment for booth fee and all the expenses. Transfer fees are to be borne by the exhibitor.
3. These regulations are subject to change as deemed necessary by the show sponsors, the Organizing Committee or the association. If changes occur to the regulations, they will be posted on the Inter BEE Official Website, or brought to the attention of exhibitors by other means.
4. Observing these regulations is the sole responsibility of the exhibitor. The show sponsors, Organizing Committee and the association will not accept any responsibility resulting from violations of existing laws and / or local ordinances by exhibitors.

6-3. Organizing Committee

The Organizing Committee functions as a body to deliberate and decide matters related to the management of the exhibition, including regulations and plans. The Organizing Committee will be represented at the exhibition site during the preparation and execution phases of the exhibition. These representatives will be responsible for maintaining the exhibition environment, dealing with problems and ensuring that the exhibition regulations are adhered to at all times. They have the authority to address problems as they arise.

6-1. Violation of the regulations and discrepancies in interpretation

Concerning official regulations, if an exhibitor violates regulations or if there is a discrepancy in interpretation or the application of these regulations, the following measures will be taken. Please note that the interpretation of the regulations as defined in the original Japanese language documentation will take precedence.

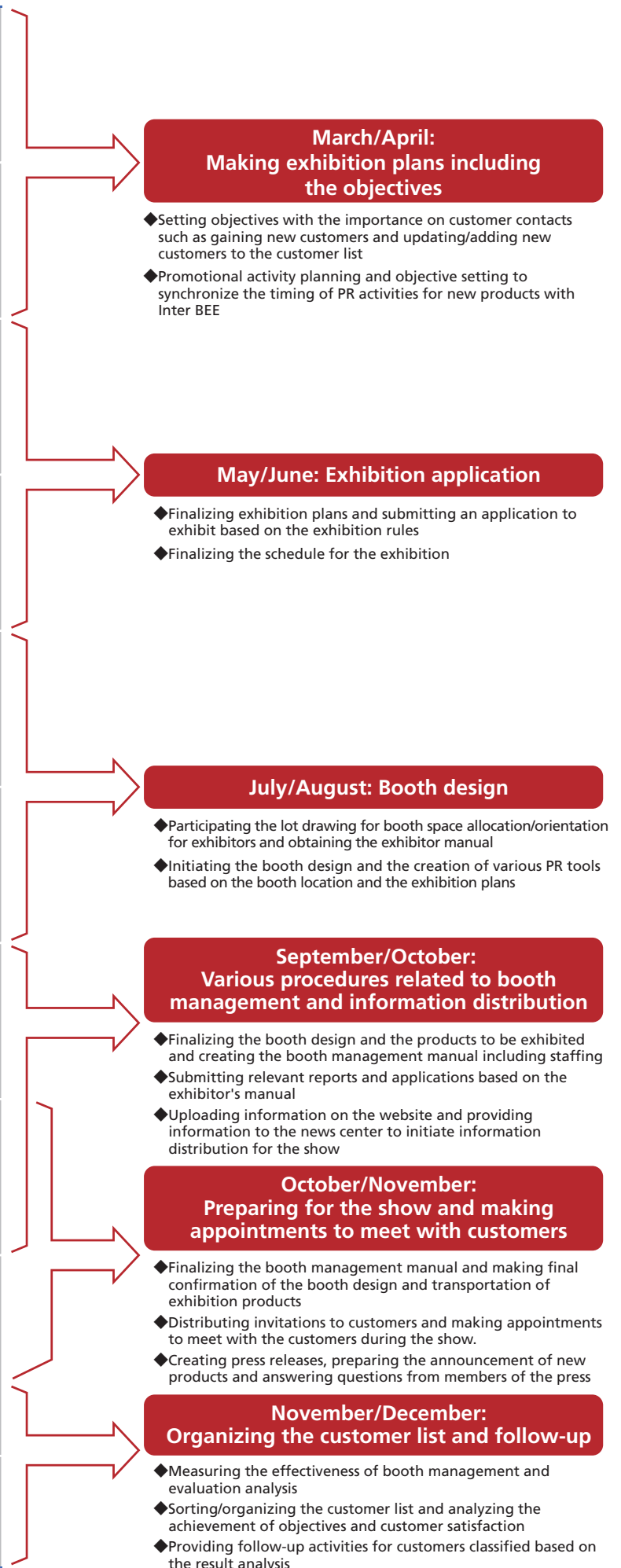
1. If the Organizing Committee determines that an exhibitor has violated regulations governing exhibitor booths and implementation of exhibits, the association will request that the exhibitor take the necessary corrective measures.
2. If the same violation described in section 1 above occurs again, or a discrepancy in interpretation of these regulations occurs, the Organizing Committee will take the appropriate action and as a final ruling order, order the exhibitor in question to take the necessary corrective measures. Please note that once the committee reaches a final ruling, the committee will not enter into any further discussion with the exhibitor in question, nor be responsible for any incurred liabilities whatsoever.
3. If an exhibitor has been ordered to take corrective measures described in section 2 above, the exhibitor will be required to submit in writing on the same day, a description of the necessary corrective measures taken and the schedule at which they will be completed.



◆ Operation schedule



◆ Exhibition preparation schedule



Inter BEE

International Broadcast Equipment Exhibition

Exhibition Guide



■ Outline

◆ Name

International Broadcast Equipment Exhibition 2011 (a.k.a. Inter BEE 2011)

◆ Period

Wednesday, November 16th - Friday, November 18th (3 days)

◆ Exhibition hours

November 16th and 17th 10:00 a.m. to 5:30 p.m.
November 18th 10:00 a.m. to 5:00 p.m.

◆ Location

Makuhari Messe
2-1, Nakase, Mihama-ku, Chiba City, Chiba Prefecture 261-0023, Japan

◆ Visitor profiles

Broadcasting engineers, production and content creators,
broadcasting apparatus, equipment and installation companies,
as well as those involved in CATV and broadcasting technologies

◆ Admission

Free of charge (registration required)

◆ Organizer

JEITA Japan Electronics and Information Technology Industry Association

◆ Supported by

Japan Broadcasting Corporation (NHK)
The National Association of Commercial Broadcasters in Japan (NAB-J)

◆ Overseas Partners



■ Management/Contact

Japan Electronics Show Association

12F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004

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