

NEWS RELEASE

Wearable Tech Expo featuring IoT & VR set for Tokyo in 2015

Ushering in an era of content and business development in wearable tech



The Asahi Shimbun Company, Hakuhodo DY Media Partners, and Hakuhodo have decided to sponsor the Japan Wearable Tech Expo featuring IoT & VR 2015 event in Tokyo. The event was established by the US company Technology Marketing Corporation (TMC) and is scheduled to be held at the Tokyo Fashion Town (TFT) Building at Tokyo BigSight Monday and Tuesday, July 7–8, 2015. This is the second time that the Wearable Tech Expo is being held in Tokyo; the first was in March of last year. (The Asahi Shimbun Company is headquartered in Osaka under President Masataka Watanabe; Hakuhodo DY Media Partners and Hakuhodo are based in Minato-ku, Tokyo under presidents and CEOs Hisao Omori and Hirokazu Toda, respectively.)

The two-part theme of the upcoming event is the Internet of Things (IoT), a recent technology trend already indispensable in the field of wearables, as well as virtual reality (VR), which is receiving a great amount of attention in the wearable tech industry. The expo will feature a conference on the possible content and business potential to come out of an integration between wearables and IoT, as well as an exhibition area where visitors can experience firsthand the new devices and cutting-edge services now making headlines in this sector. The conference will include talks from key players in the wearables industry both in Japan and abroad speaking about the culture, content, and business opportunities arising in the fashion, healthcare, fitness, entertainment, automobile, and other industries thanks to innovative devices like smart glasses, smart watches, smart jewelry and accessories, and more. Companies, groups, academic institutions, and others are scheduled to set up numerous exhibits in the expo area as a place to display their next-generation devices.

The corporate sponsors of Wearable Tech Expo featuring IoT & VR 2015 in Tokyo will also be looking to popularize wearable device and content development within Japan and beyond, and see the event as a chance to build closer ties among themselves as well. Premium business pass holders will have an opportunity to sit down and discuss specifics with event speakers, further maximizing the potential for new business to develop.

Event details (tentative)

- Sponsors: Asahi Shimbun MediaLab, Hakuhodo DY Media Partners, Hakuhodo, TMC, Jolly Good
- Date: Monday, September 7 and Tuesday, September 8, 2015
- Venue: Tokyo Fashion Town (TFT) Building at Tokyo BigSight; 3-6-11 Ariake, Koto-ku, Tokyo
- Expected participants: Corporate representatives in the wearable IT industry, corporate representatives in charge of reviewing ideas for introduction, investors, media representatives, etc.
- Entry fees:
 - Individual pass: ¥69,000 (early bird ¥59,000) plus tax
 - Group pass (up to four people): ¥239,000 (early bird ¥199,000) plus tax
 - Premium business pass: ¥119,000 (individual), ¥99,000 (individual early bird), ¥390,000 (group of up to four), ¥350,000 (group of up to four early bird) plus tax
 - Expo area pass: ¥5,000 (early bird ¥4,500) plus tax
- Official website (periodically updated): <https://www.wearabletechjapan.com/ja/>

Wearable Tech Expo

The Wearable Tech Expo is a specialized conference event for wearable technology that originated in the US through Technology Marketing Corporation USA. It has so far been held twice in New York (July 2013 and July 2014), once in Los Angeles (December 2013), and once in Tokyo (March 2014).

Note: Click the link below to see photos from Wearable Tech Expo events in the US.

<http://www.wearabletechworld.com/conference/>

Sponsor lists, program details, and other event information will be published on the official website as it becomes available.

■ **For more information, contact:**

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REFERENCE

The Asahi Shimbun Company set up its MediaLab organization in June 2013 for the purpose of generating fresh business opportunities amidst a rapidly changing media environment. MediaLab puts out up-to-date information on the digital media business sector, and considers the Wearable Tech Expo 2015 in Tokyo to be a critical platform.

Hakuhodo DY Media Partners and Hakuhodo see the event as a way to accumulate more sophisticated know-how in the digital business sector as well as an opportunity to create new business by strengthening the ties that link clients in cutting-edge industries to one another.

Jolly Good is a creative laboratory specializing in the development of innovative communication services and content that takes advantage of state-of-the-art technologies in wearables, IoT, and other areas. The company is in charge of coordinating the program for the upcoming expo while being involved in a diverse array of tie-up projects.

■ **Report: Wearable Tech Expo in Tokyo 2014**

Wearable Tech Expo in Tokyo 2014 was attended by 1,200 corporate representatives in the wearable IT industry, corporate representatives in charge of reviewing ideas for introduction, investors, media representatives, and others over the course of two days. The networking event featured keynote speeches, a conference, cutting-edge device and technology exhibits, and more.

Photos of presentations, sections, and the expo area



Click the link below to see the program and other details for the Wearable Tech Expo in Tokyo 2014 event.

<https://www.wearabletechjapan.com/ja/>