

Co-located **DCEXPO** DIGITAL CONTENT EXPO 2019

On the front line of Japanese and worldwide digital contents
Gathering of leading-edge content technology sure to excite creators



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

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

Industry were held, as well as business matching/pitching activities, and co-held workshops, so a lot was going on throughout the venue.

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

