Members of the Press

December 18, 2019
CP+ Division

Notice of the World Premiere show for camera and photo imaging: CP+ 2020

The Camera & Imaging Products Association (CIPA) [President: Masaya Maeda, Address: MA Shibaura Bldg., 3-8-10 Shibaura, Minato-ku, Tokyo] will hold CP+ 2020, its comprehensive camera and imaging show, at Pacifico Yokohama and Osanbashi Hall from February 27 (Thursday) to March 1 (Sunday), 2020.

CP+, the world's leading camera and imaging show, is now in its 11th year in the international city of Yokohama. Last time, it drew a record 69,615 attendees, and presented the World premiere of 26 new products from Japan to the world.

Other than exhibiting new products, the show will feature "Photo Weekend," an event on Saturday and Sunday to convey the sheer fun of photography to a wide audience, with particular focus on millennial women, "PHOTO HARBOUR," an art community space at Osanbashi Hall, and various other new events. This array of attractions will fill four days with experiences that show the fun and wonder of photographic imaging to everyone from families to pro photographers.

New Initiatives for CP+ 2020

1) Numerous events on the theme of "Sport and Photographs"

We are organizing talk shows, exhibitions, and speeches which focus on the theme of "Sport, Photographs, and Images."

2) New women-only seminars and events

We are preparing women-only seminars and events, to further facilitate female participation.

* We are also preparing seminars with the same content which men are able to attend.

3) Guides for beginners.

Many booths provide guides for beginners, to serve those who are just getting started in photography and feel shy about asking questions.
(Look for people wearing the Guide-for-Beginners stickers.)

Like last year, the key visuals are exclusively-released new works by Daisuke Takakura!

The two themes of this year's key visuals, presented as exclusive new images from Daisuke Takakura, are "Publicizing new camera/imaging products from Yokohama, location of CP+, to the world," and "Encountering the fun of photography."

Daisuke Takakura (photographer)

Using the theatrical methods that are the backbone of his work, he creates works around the concept of expressing people's many aspects and potentials, and telling the stories that appear from those origins (or get overlooked). In 2015, he was chosen to provide the main visual for the fotofever photography fair in Paris. He will present a one-man exhibition in Tokyo in May 2020. www.casane.jp

The Three Topics of CP+ 2020

■ Homare Sawa, legend of the soccer world, talks with Koji Aoki, ongoing photographer of the Olympics and Paralympics!

Homare Sawa
©Tatsuya Nakayama

Koji Aoki

Homare Sawa, legend of the soccer world, and Koji Aoki, who has photographed 18 Olympic events, host a talk show on the theme of "Sports from the Viewpoints of an Athlete and a Photographer."

■ Scheduled Again This Year!

Special event on Saturday and Sunday only! Packed with hints to help women enjoy photos and cameras!

Miniature photographer Tatsuya Tanaka appears for Photo Weekend!
Many original sports miniature figures are also on display!

Photo Weekend

Another packed event for this year! Crammed with hints for enjoying photos and cameras!

This is an exhibition of original works on the theme of sports by miniature photographer Tatsuya Tanaka, who was commissioned to produce the title background of an NHK morning serial drama, and has been featured in TV, magazines, and elsewhere. Featuring many guests who convey the pleasure of photography!

Tatsuya Tanaka

©Tatsuya Tanaka

■ The winners of the ZOOMS JAPAN 2020 photo awards, organized by CP+, have been picked. They are Tomoki Tajima for the Editors' Award, and Shumpei Ohsugi for the Public Award. The Franco-Japanese collaboration event will take place in Osanbashi Hall!

The ZOOMS JAPAN 2020 photo award, which supports up-and-coming photographers as they start working overseas, is a collaboration with Les Zooms, which is organized by the Salon de la Photo of France. The 2020 winners have been picked! A joint exhibition and gallery talk by the Japanese and French winners will take place in the venue in Osanbashi Hall.

The Editors' Photo Award
ZOOMS JAPAN 2020

SALON de la PHOTO
7-11 November
PARIS 2019

Event Overview

Cp+ 2020

■ Event Schedule: Thursday, February 27 to Sunday, March 1, 2020

Feb 27 (Thu)	12:00–18:00 (* Press Time: 9:50–12:00)
Feb 28 (Fri) and 29 (Sat)	10:00–18:00
Mar 1 (Sun)	10:00–17:00

* Press Time is open to members of the press and special guests.
* Those with advanced admission tickets can enter from 10:00 on February 27 (Thursday).

■ Venues: PACIFICO Yokohama (Exhibition Hall, Annex Hall, Conference Center)/Osanbashi Hall

■ Admission: ¥1,500 (incl. Tax) (Free admission for visitors pre-registered via the official website)
Free admission for disability certificate holders, and children of age 12 or younger

■ Organizer: Camera & Imaging Products Association (CIPA)
■ Sponsor: Japan Photo and Video Accessory Association
■ Supporters: Ministry of Economy, Trade and Industry/Japan Tourism Agency/Kanagawa Prefecture/City of Yokohama/Yokohama Chamber of Commerce & Industry/Japan External Trade Organization (JETRO)
■ Special cooperators: JCII Camera Museum/The Japan Newspaper Museum/Yokohama Museum of Art
■ Cooperators:
The Japan Society of Applied Physics/Camera Journal Press Club/Tokyo Press Photographers Association/Japan Photo Studio Equipment/Japan Optomechatronics Association/Japan Camera Industry Institute/The Optical Society of Japan/Japan Advertising Photographers' Association/Japan Professional Photographers Society/The Society of Photography and Imaging of Japan/Professional Photographers of Japan/The Photographic Society of Japan/Japan Photo Culture Association/Japan Electronics Packaging and Circuits Association/Japan Photo Imaging Association/Japan Telescope Manufacturers Association/PACIFICO YOKOHAMA/Yokohama Convention & Visitors Bureau
■ Coordinator: Toppan Printing Co., Ltd.
■ Main Exhibition Subjects
Cameras, lenses, photo accessories, printers, image processing software, mobile devices, displays, projectors, photo-retouching software, photo books, printing paper, studio accessories and equipment, etc.
■ Number of exhibitors and visitors (as of December 18, 2019)

- Number of exhibitors 135 companies/groups (including 18 joint exhibitor companies)
In the previous event: 124 companies/groups (including 15 joint exhibitor companies)
- Number of exhibition booths: 1,124 booths In the previous event: 1,148 booths (including exhibitors in the organizer zone and the media partners)
- Target number of visitors: 70,000 (in the previous event: 69,615)

Notice for the Press

Press Time

CP+ 2020 has set aside the period from **9:50 to 12:00 on the first day, February 27 (Thursday)**, as "**Press Time**." (* Admission for general and business attendees is from 12:00.) We hope you will take this opportunity to report on new products, etc.

Opening ceremony

The Opening ceremony will take place on the concourse in front of Hall D on the first floor of the Exhibition Hall at 9:20 to 9:50 (reception from 8:50) on February 27 (Thursday).

Press rooms

The location of the press rooms has been changed for CP+ 2020.

Press rooms are fully equipped with wireless and wired LAN, bilingual staff, and cloakrooms. Product information from exhibitor companies, and event schedules, are consolidated and handed out in the press rooms. Please feel free to use locker space which we provide in the Exhibition Hall for press use.

Press room usage time:

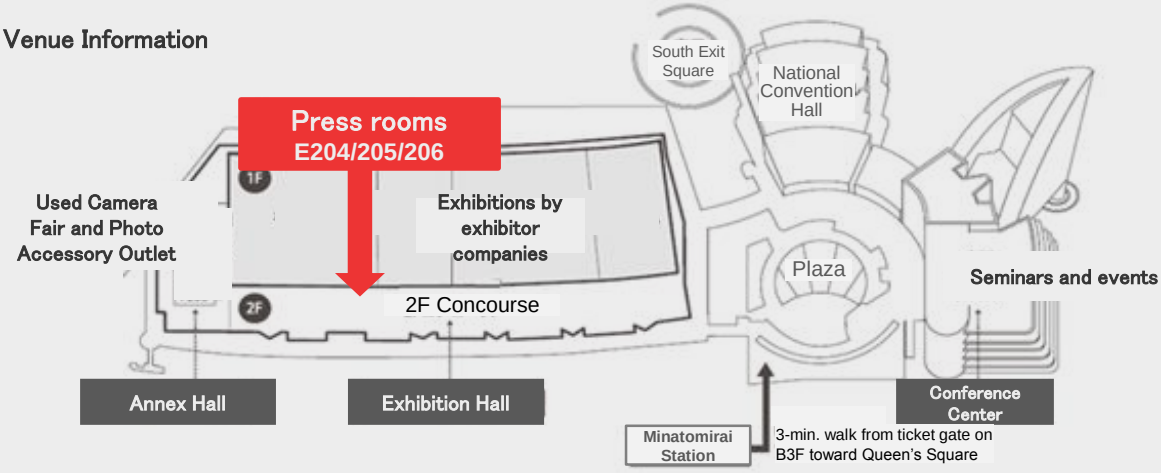
Thursday, February 27 8:30–20:00 at E204/205/206
Friday, February 28 9:00–19:00 at E205/206
Saturday, February 29 9:00–19:00 at E205/206
Sunday, March 1 9:00–17:30 at E206

Venue reporting time:

Thursday, February 27 9:50–18:00
Friday, February 28 10:00–18:00
Saturday, February 29 10:00–18:00
Sunday, March 1 10:00–17:00

* On the first day, only the press will be allowed to enter 10 minutes earlier.

◆ Venue Information



We hope you will use the Official CP+ Website

www.cpplus.jp/en

◆ We present the latest information as it happens.
CP+ TOP Page▸Information for the Press▸Newsletter Subscription
◆ You can use logos, banners, and last year's venue photos.
CP+ TOP Page▸ Information for the Press▸Downloads for the Press

*** Contents of all events are subject to change.**
*** The Official Website will provide notice of any changes which occur.**

Queries about this press release
CP+ Division Person in chaerge: Ohno
1-32-5 Honjo, Sumida-ku, Tokyo 130-0004

E-mail press@cpplus.jp

Talk Show

Cooperator: Aflo Co., Ltd.

Free (pre-registration required)

Sports from the Viewpoints of an Athlete and a Photographer

Feb 29 (Sat) 13:30–15:00

Venue: Conference Center 303/304, No. of seats: 400

Homare Sawa ©Tatsuya Nakayama

Koji Aoki

Speakers: Homare Sawa and Koji Aoki (President, Aflo Co., Ltd.)

We are getting closer to the Tokyo 2020 Olympic & Paralympic Games.
In the rapid changes of the times, the past Olympics have left so many unforgettable moments in our memory.
Koji Aoki, the president of Aflo Co., Ltd. and a photographer who has been shooting the past 18 Olympics, will participate in the Tokyo Organizing Committee of the Olympic and Paralympic Games as the Photo Operation Manager. Koji Aoki, as a photographer who has photographed the impressive activities of athletes in the front lines, will talk with Homare Sawa, the legendary soccer player who became a sensation all over the country with her outstanding performance at the FIFA Women's World Cup and the Olympics, about the Olympics and the forthcoming Tokyo 2020 Olympic & Paralympic Games from the respective viewpoints of an athlete and a photographer.

Special Exhibition

Organizer: Aflo Co., Ltd.
Cooperator: CP+

Holding a Photo Exhibition of Sports in the News, Which Captured the Moments of Intense Competition by Athletes!

Feb 22 (Sat) to Mar 1 (Sun)

Venue: Queen Mall, Queen's Square

This is an exhibition of photos which capture moments of intense competition by athletes who have been active in the front lines.

Attached documents

For your own pictures and camera

Two days of fun and useful hints!

Photo Weekend

シ ー ピ ー プ ラ ス
フォト・ウィークエンド

Feb 29 (Sat) 10:00–18:00
Mar 1 (Sun) 10:00–17:00

PACIFICO YOKOHAMA
Conference Center 3F

Only on Saturday and Sunday

Trips, fashion—everything you like is photogenic.
You can learn how to enjoy taking casual pictures, along with the basics of photographing. During the two-day session, you can enjoy attractive exhibitions, workshops, and special lectures to discover your own style of photography.

PHOTO CULTURE STAGE

PHOTO CULTURE STAGE

A lecture traversing various fields of culture, under the keyword of "Photography"

SPECIAL !

Tatsuya Tanaka

Free (pre-registration required)

Appearing in the Special Talk Show!
Original miniature figures on the theme of "sports" are on display!

★ Profile
Miniature photographer and image composer
Born in Kumamoto in 1981. 2011: Started the Miniature Calendar, which features artworks of everyday objects made to look like other objects seen from the perspective of miniatures. He has been presenting his works on the Internet since then, on a daily basis.
His major works include the title background for the 2017 NHK morning drama serial Hiyokko, and the opening movie for Nihombashi Takashimaya S.C. 2019: Appeared in "Jonetsu Tairiku."
The "Miniature Life Exhibition: Tatsuya Tanaka's World" is touring in Japan and overseas.
He has over 2.1 million Instagram followers (in November 2019).
His publications include "Miniature Life," "Miniature Life2," "Small Wonders," and "Miniature Trip In Japan."

©Tatsuya Tanaka

We are also planning an exhibition of original sports miniature figures, which will only be available for photographing for two days!

*** We will be taking participation applications on the Official Website from early February.**

Attached documents

Photo Weekend シーピープラス フォト・ウィークエンド

Feb 29 (Sat) 10:00–18:00
Mar 1 (Sun) 10:00–17:00

PHOTO CULTURE STAGE

PHOTO CULTURE STAGE

A lecture traversing various fields of culture, under the keyword of "Photography"

Free (join on the day, non-reserved seating)

Culture Mei Tanaka

★ Profile
Born in 2000. Widely active in movies, dramas, TV, advertising, and other media as a model and actress. Now generating buzz with the "Nobishiro Girl!" TV ads for Eikoh Seminar. She has a total of over 700,000 followers across all social media channels.
Hosts the tanacamera photo exhibition of specialty photos. Her favorite Samurai and Contax cameras are on show, and she is known as a film camera enthusiast.

Travel luka

★ Profile
1998: Born in Tokyo. Also widely active in advertising, magazines, music videos, and elsewhere, as the model "Luka."
Has traveled in backpacker style since a young age, spanning over 30 countries, and started taking photos from the age of 15.
Presented her exhibition "VOYAGE 2014-2017 luka" of works dating back to 2014 at the AL Gallery in Daikanyama in August 2017. Other than look shooting for magazines and apparel, she is enthusiastically involved in zine production, publishing "VOYAGE," "girls by luka," "Sri Lanka," and "Summer with Sena."

Animals/Pet Kenta Igarashi

★ Profile
Born in 1984. Self-taught photographer who specializes in shooting cats.
Publishes talked-about photo collections like "Tobineko" and "Fuku to Marimo." Widely active on TV Asahi's "Tamori Club," and in newspapers, magazines, and elsewhere.
Has organized photo exhibitions at over 40 venues, including department stores and commercial facilities.
On the day he will put new photos on show in the Tobineko exhibition, and present a talk show of photography secrets and tips.

Music Tsukasa Miyoshi

★ Profile
1980: Born in Tokyo. Started working as a live photographer from around the age of 15. 2011: Founded Showcase Management, a photographer management office. Opened the photo sale site Showcase Prints in the same year. Has earned the full confidence of numerous popular artists, including BRAHMAN, the HIATUS, Gen Hoshino, BABYMETAL, and PornoGraffitti, and shoots live shows and various musical events as their official photographer. Has published many photo collections, and websites operated by his company produce and sell many photo collections per year. He also organizes many photo shows. In October 2015, he created a sensation with a photo exhibition at Shibuya Parco by filling not just the venue, but also Parco's outside walls with photos.

PhotoWeekend Photo Studio

Exclusively for Women

—Photo studio for women by female photographer—
Take a photo home! Have your photo taken by photographer Maiko Fukui against the backdrop of VINYL MUSEUM, the empathetic art event focusing on photogenic content!

* The photo shown is for reference only.

Photographer Maiko Fukui

MINI CAMERA LESSON

This team effort between CP+ and "Camera Hajimemasu!" ("Get Into Cameras!"), which has now sold more than 200,000 copies, is back and better than ever!
Are you a beginner or have no experience with cameras? Want to improve your photo skills? Experience this hands-on lesson with panel displays explaining 3 tips to improve your photography! You can experience camera photography at our booth.

PHOTO SCHOOL

New Seminars Exclusively for Women are Available!

For people who are new to cameras to people who can't decide which topics to learn. We offer seminars that teach photography from the beginning, covering a wide variety of subjects.

WORKSHOP

Participate in the hands-on photo workshop produced by photo schools.

Collaborated by: Photo School Matricaria

*** We will be taking various participation applications on the Official Website from early February.**

PHOTO HARBOUR

Attached documents

Experience and Publicize
Photo Culture!
ART COMMUNITY SPACE

P H O T O H A R B O U R

Japan-France Photo Cultural Exchange Event
ZOOMS AWARDED PHOTO EXHIBITION

The Editors' Photo Award
ZOOMS JAPAN 2020

SALON de la PHOTO
7-11 November
PARIS 2019

The exhibition will display the works by the winners of ZOOMS JAPAN Award, which is the Japan-France joint photo award founded by CP+. The event also exhibits the works by the two Grand Prix winners of the Les ZOOMS photo contest, which is the annual photo and imaging event in Paris that is organized by Salon de la Photo, inviting editors from influential photo magazines in France as the judges of the contest.

For details, visit our official website! **http://www.cpplus.jp/zoomsjapan/**

御苗場 ONAEBA

NEWS

ONE OF JAPAN'S LARGEST HANDS-ON PHOTO EVENTS
YOKOHAMA ONAEBA 2020

■ unusual photofes! ONAEBA vol.26
The name "ONAEBA" comes from the idea of "planting seedlings for our tomorrow." Past exhibitors at this event include photographers who belong to galleries, people who have shown their products overseas, individuals who have published photo albums through the "Yume no Saki Project" that is part of ONAEBA, and various other individuals who have realized their dreams. There will be no audition for exhibitions. By encountering a wide variety of works, please experience the joy of taking and viewing pictures, and feel the enthusiasm of the exhibitors as they pursue their dreams. "unusual photofes!" has been set as new catch copy, to be used from Onaeba Vol.26. This year you can again enjoy photo exhibitions you can't find anywhere else.

· Erik Vroons, editor in chief of GUP Magazine, a photo magazine from Holland, will be coming to Japan and participating as a reviewer!
· We added the new "Photo Marche" shop area, which sells sundry photo- and camera-related items, like camera straps and bags.
· The show layout has areas for seven genres, like portraits, creative, and street.
You can view groups of photos in your favorite genres.

Now taking exhibitor bookings!

For details, visit our official website! **www.onaeba.com**

Attached documents

The Editors' Photo Award ZOOMS JAPAN 2020

Editors' Photo Award ZOOMS JAPAN 2020

W i n n e r s h a v e b e e n s e l e c t e d !

"The Editors' Photo Award ZOOMS JAPAN" was established by CP+ in collaboration with our sister event "Salon de la Photo", which takes place every November in Paris. The works from seven nominees, picked by the reviewers, who are the editors of specialist camera and photography magazines, went through final screening by presentation to pick the Editors' Award. General voters on the website picked the Public Award. Both winners have now been picked. The Japanese and French winning works will be exhibited in Yokohama and Paris. CP+ and Salon de la Photo will continue to organize Franco-Japanese photographic cultural exchanges, centered on this project.

Editors' Award　Tomoki Tajima "Portrait/Flat"

Tomoki was born in Saga prefecture. He majored in biological research at the Tokyo Institute of Technology. He received an academic award for clarifying the structure of human cells.
Later, his interests shifted to photography and he graduated from the Institute of Contemporary Photography and the Evening Photography School.
Currently, he is active in utilizing an approach that takes advantage of his background as a science researcher.

Public Award　Shumpei Ohsugi

"Embanking on a journey. Rely on a never fading moment. Shutter begins."

Shunpei was born in Tokyo in 1982. He later studied photography and art in London.
After returning to Japan, he worked taking photographs for magazines, advertising, TV, catalogs, concerts, promotional materials, artists, etc.
His photos have also been used for promotions and collaborations with various companies.
As a part of his life's work, every year he holds a photo exhibition under the themes of "daily life" and "travel."

Attached documents

SALON de la PHOTO
7-11 November
PARIS 2019

The winners have been picked for the Les ZOOMS partner photo award from Paris.

The 2019 winners of the partner photo award Les ZOOMS in Paris were announced at the "Salon de la Photo" event in November. The winners will be coming to Japan for CP+ 2020 to join the winners of the
Japanese version ZOOMS JAPAN 2020 for a joint exhibition and gallery talk.

Public Award — RAPHAËLLE MONVOISIN

Born in southwestern France, Raphaëlle Monvoisin spent much of her youth in solitary exploration of the area's vast pine forests. Inspired by the beauty of nature surrounding her, Raphaëlle exercised her imagination. Seeking out enchanting ambiances and rare effects of light, she interweaves nature, portraits and dreams into her photographs, capturing the essence of our world and the emotion contained in a frozen instant. In photography she finds the freedom of poetic expression, of expressing the inner self, brimming with the desire to tell stories through light and shadow. Captivated by northern lands, Raphaëlle explored Lapland in its winter livery. Profoundly moved by this journey, she decided to trade the bustle of Paris for harsher environments and new inspiration, settling in Iceland, the land of fire and ice. Also a skilled designer, she currently works as an art director at an advertising agency in Reykjavik.

Press Award — CHARLES XELOT

Charles Xelot focuses on the concepts of limits and frontiers. He draws parallels and symmetries between otherwise disparate realms. Among these is his interest in the relationship between religion and technology. Charles began to teach himself photography after studying water and environmental sciences at the School of Engineering in Limoges. As an assistant to Ahmet Ertug, he was taught to shoot with large format 8x10 cameras. Traveling through Italy and England, Charles learned bookbinding and printing techniques, before an interest in icons of the Russian Orthodox Church led him to Russia. Charles utilizes his knowledge to re-examine mankind's relationship with industry. Placing himself within the frameworks of documentary and contemporary photography, Charles employs a singular approach to explore social and environmental change in the far corners of the Earth.

Japan-France ZOOMS Photo Exhibition/AWARDS CEREMONY & GALLERY TALK

Feb 27 (Thu) 15:00–16:30

French–Japanese consecutive interpretation

Venue: Special Stage at Osanbashi Hall

The event also exhibits works by the two Grand Prix winners of the Les ZOOMS photo contest, which is the annual sister event in Paris that is organized by Salon de la Photo, inviting editors from influential photo magazines in France as the judges of the contest. The event includes the award ceremony of ZOOMS JAPAN and the gallery talk show with the Japanese and French winners, as well as the editors-in-chief who will participate in the judging.

Attached documents

JCII Camera Museum Special Exhibition
Sports and Cameras

Venue: Inside Exhibition Hall

Feb 27 (Thu) to Mar 1 (Sun)

This exhibition presents historic cameras that captured many moments in sports.
You can see the cameras and lenses with the highest technology of that time.
These cameras captured all types of sports around the world, which keep evolving every day.

Japan Broadcasting Corporation
8K Timescape Special Exhibition

Venue: Inside Exhibition Hall

Feb 27 (Thu) to Mar 1 (Sun)

Time-lapse photography is a technology that captures 8K imaging with the features of 33 million pixels in ultra HD, which is 16 times that of HD, and a larger color gamut. NHK has some “8K Timescape” programs featuring professional still photographers. This special exhibition will feature a selection of “Timescape - New Breathtaking Views” shot by digital cameras, and “8K Time-lapse Journey” shot all around the country. The event will also have some short photo seminars by the professional photographers who made these programs. This event should not be missed.

BS8K

Photo Yokohama 2020 Special Event
Kenji Sato Photo Exhibition
“YOKOHOMA-DAIKIKAI” —WUNDER in YOKOHAMA—

Feb 27 (Thu) to Mar 1 (Sun)

Venue: Minato Mirai Gallery

Our guide to strange scenes from around the world, Kenji Sato, photographs Yokohama!

From odd spots known only to a few, all the way to familiar tourist attractions.
Explore a world of WUNDER located not in some foreign land, but at a place that’s very near to you.

Kenji Sato

Graduate of Musashino Art University. Photographs and writes from a viewpoint of natural history and aesthetics, with a focus on the “strange things” around the world. His two published collections of photographs, “Kikai Isan” and “Kikai Isan 2” (X-Knowledge), are exceptional bestsellers. He is a TV, radio and magazine personality appearing in several shows including NHK Radio 1’s “Radio Adventure Kikaiisan,” TV Asahi’s “Tamori Club,” TBS’s “Crazy Journey,” and NHK’s “Nippon no Dilemma.”

Attached documents

Visitors' votes will decide the winners! Gifts for voters! CP+ 2020 World Premiere Awards

An awards event in which visitors' votes will decide the Grand Prix winner from among the World Premiere products announced at CP+. The winners will be announced and recognized during the exhibition period. Please vote at the venue!

Taking place in the Annex Hall for four days. Don't miss it!

CP+ Used Camera Fair 2020 I Start Film Cameras!

Feb 27 (Thu) to Mar 1 (Sun)
10:00–18:00 (16:00 on Mar 1)

Venue: PACIFICO Yokohama Annex Hall

Produced and operated by GENKOSHA, CAMERA fan

Collected here are popular film and digital cameras, displayed sold by a nationwide gathering of used camera shops assembled at CP+.

Photo: Omura Yuriko

Participating shops (in alphabetical order):
Aikoudou Camera (Nagoya)/Breguet Camera (Tokyo)/Fujii Cameras (Osaka)/Gogo Camera (Fukuoka)/Hattori Camera (Nagoya)/Irohas Camera (Gunma)/j2camera (Tokyo)/Lemon Co., Ltd. (Tokyo)/Camera Naniwa (Osaka)/Motomachi Camera (Hyogo)/Nisshin Camera (Tokyo)/Nitto Shoji (Tokyo)/Ogikubo Camera no Sakuraya (Tokyo)/Otsukashokai Co., Ltd. (Nagoya)/Penguin Camera (Kanagawa)/Sanpou Camera (Tokyo)/Stereo Camera (Fukuoka)/Suzuki Camera (Osaka)/Suzuki Camera (Tokyo)/tokyocamera (Tokyo)/Yamagen Photo (Osaka)

Photo Accessory Outlet

Feb 27 (Thu) to Mar 1 (Sun)
10:00–18:00 (16:00 on Mar 1)

Venue: PACIFICO Yokohama Annex Hall
Popular outlet sales event featuring CP+ exhibitors who specialize in photo accessories. Take this opportunity to find something new and magical!

Exhibitors (in alphabetical order):
ASANUMA & CO.,LTD./ETSUMI CO., LTD./Guardforce Japan,Ltd./HAKUBA PHOTO INDUSTRY CO., LTD./JetGraph.co.,ltd/Kenko Tokina Co., Ltd./LUMICA CORPORATION/RICOH IMAGING COMPANY, LTD./SIGHTRON JAPAN INC./TOKIWASYASHIN CO.LTD./Toyo Living Co., Ltd./Velbon Corporation/Vitec Imaging Distribution KK/WideTradeCo,.Ltd

Attached documents

■ Keynote Speech
The Past, Present and Future of Sport Photography

Masaya Maeda,
President of Camera & Imaging Products Association (CIPA)

Feb 27 (Thu) 13:30–14:30
Venue: Conference Center 301/302
Number of seats: 400

Free (pre-registration required)

Japanese–English simultaneous interpretation
Japanese–Chinese simultaneous interpretation

Japan is now getting more and more excited about the forthcoming sports festival.
A close relationship has been established between sports and photography since the past until today.
President Maeda will speak about the history of the camera evolution that have captured a large number of epic moments, the attraction of sports photography, and the future of sports photography.

Masaya Maeda

■ Panel Discussion by Senior Engineers
What Mirrorless Brought to the Industry

Feb 27 (Thu) 15:00–16:30
Venue: Conference Center 301/302
Number of seats: 400

Free (pre-registration required)

Japanese–English simultaneous interpretation

The mirrorless camera market has become very active with products from major manufacturers, some of which are already the 2nd or 3rd generation cameras these days. The panelists will discuss the changes of cameras, interchangeable lenses, and accessories along with the rise of mirrorless cameras, from their respective points of view as engineers.

Yasunori Ichikawa

Moderator: Yasunori Ichikawa (Japan Camera Industry Institute (JCII))
Panelists (companies in alphabetical order):
Masami Takase, Olympus Corporation/Minoru Ando, Tamron Co., Ltd./Satoshi Yamazaki, Nikon Corporation/ Takashi Ueno, FUJIFILM Corporation/Tetsushi Hibi, Canon Inc./Tetsuya Iwasaki, Ricoh Company, Ltd./ Tetsuya Uno, Panasonic Corporation/Toshifumi Takaoka, Sony Imaging Products & Solutions Inc./ Yasuhiro Ohsone, SIGMA CORPORATION

■ CP+ Technological Academy

Price: ¥1,000 each (incl. Tax) (pre-registration required)

Thursday, February 27 13:00–15:45
Friday, February 28 10:30–16:45
Venue: Conference Center 311/312
Number of seats: 72 each

Thursday, February 27 13:00–15:45
(1) 13:00–13:45 Hisashi Takeuchi, Olympus Corporation/The Evolution of Image Stabilization (IS) Technology in Olympus ILC
(2) 14:00–14:45 Takahiro Hatada, Canon Inc./Development of RF F2.8 L ZOOM LENS Series
(3) 15:00–15:45 Kengo Kawabata, SIGMA CORPORATION/Heat Radiating System of SIGMA fp

Friday, February 28 10:30–16:45
(4) 10:30–11:15 Ryota Kosakai, Sony Imaging Product & Solutions Inc.
/Camera System and Elemental Technologies behind α and RX Series
(5) 11:30–12:15 Kimiaki Nakazawa, Tamron Co., Ltd./Development of 70-180mmF/2.8 Di III VXD and Prime Lens Series
(6) 13:00–13:45 Keisuke Tsubonoya, Nikon Corporation/Development of NIKKOR Z 58mm f/0.95 S Noct
(7) 14:00–14:45 Tomohisa Takahashi, Panasonic Corporation/Development of LUMIX S1R and S1
(8) 15:00–15:45 Hirofumi Horii, FUJIFILM Corporation/Development of GFX100
(9) 16:00–16:45 Hiroyuki Satoh, Ricoh Company, Ltd./RICOH THETA Z1 360 Degree Camera with Triple-folded Optical System

Video event for professionals (taking place only on Thursday and Friday)

Attached documents

Feb 27 (Thu) and 28 (Fri) 10:00–18:00 Venue: Conference Center 304

■ Video Area for Professionals

(Cooperator: LIGHT UP CO., LTD.)

List of Exhibitors (18 companies in alphabetical order)

A total introduction to the latest video solutions focused on ILCs!
The ever-popular video area for professionals is here once again.
Here, you can enjoy current video solutions offered by 18 companies.
These include highly practical products as well as contemporary products that will answer your video dreams!
Hold the future in your hands and experience the latest technology!

Carl Zeiss Co., Ltd./COMET Corporation/FUJIFILM Corporation/Grass Valley K.K./JBS Cross Inc./Kenko Professional Imaging Co., Ltd./Kokusai Shomei Co., Ltd./LIGHT UP CO., LTD./MITOMO Co., Ltd./NEP Inc./Nikon Corporation/Nikon Imaging Japan Inc./Nobby Tech. Ltd./Panasonic Corporation/RAID inc./Roland Corporation/Sennheiser Japan K.K./TEAC CORPORATION/Technical Farm Co., Ltd.

■ Video Seminar for Professionals (Cooperator: COMMERCIAL PHOTO)

Free (pre-registration required)

11:00–17:00 Number of seats: 190 each

Venue: Conference Center 303

Feb 27 (Thu)

11:00–12:30 [Lesson in Deploying] Individual Use, or With a Team? How to Choose a Camera to Fit Your Style
Hiroshi Shikano (photographer)

A video project may be completed by a single photographer in planning, shooting, and finishing, or completed by a cooperative team in shooting and post-processing. This seminar suggests how to choose the ideal cameras for various work styles from the viewpoints of AF, audio, file format and weight and size.

13:15–14:45 [Lesson in Using] Techniques for Effective Color Grading
Kazuhito Takazawa (Video Director/Photographer)

Color grading is the process to control the colors in order to express the impression of the videos as intended by the creator. This session presents the basics of video color management, the tools necessary for the color grading process, and some examples of color grading in Log and RAW shooting.

15:30–17:00 [Lesson in Trends] Introduction to High-Speed and Slow-Motion Movie Shooting
Yasuhiro Miyahara (Photographer)

The high-speed movie functions of ILCs are being enhanced year by year, and now it is possible to shoot up to 5 times slower using 120 fps cameras and up to 10 times slower using 240 fps cameras. This seminar teaches how to make use of these functions at workplaces and the techniques to create high quality slow-motion videos.

Feb 28 (Fri)
11:00–12:30 [Lesson in Deploying] Basics of Planning and Shooting to Create Videos
Shinya Kojima (Photographer/Director of photography)

There may be many photographers that are skilled at making imagery movies but unskilled in making movies with stories, such as product presentation, company profiles and recruiting. This seminar will talk about how to make plans and compositions, which are important for composing stories, and the basic shooting techniques for movies in order to compose good stories. Expand your expressive capabilities in shooting movies!

13:15–14:45 [Lesson in Using] Skill Improvement Lecture for ILC Movie Sound
Jun Oosuga (Videographer, Musician)

Photographers are often in trouble with audio-related tasks associated with video creation. This seminar focuses on editing the audio through to finalizing, in addition to recording at the sites, and give the audience the know-how and tips to improve their audio skills required for creating movies with ILCs.

15:30–17:00 [Lesson in Trends] Moving Shots with Gimbals: Learn Shooting Technique Moving in Time and Space
Osamu Hasegawa (Video creator)

Unlike photos, a movie is constructed along with a timeline. Based on the understanding on the difference made by this timeline, this seminar discusses in depth about moving shots using gimbals. Osamu Hasegawa will explain the effect of gimbals, how to use cameras with gimbals, and how the gimbal operations differ depending on the focal length of the lens. In addition, he will provide a demonstration on the stage.

Marketing Seminar to assist your business

Attached documents

■ Digital Imaging Seminar by Keypoint Intelligence

Free (pre-registration required)

English–Japanese simultaneous interpretation

Feb 28 (Fri)　10:30–12:10
Venue: Conference Center 301/302, No. of seats: 250

(1) Capture and viewing of photos and videos –past, present, and future–
10:30–11:20
Alan Bullock (Associate director, Consumer and Professional Imaging Services)
Long before digital cameras, smartphones, social networks, and 4K televisions, consumers took, viewed, and shared billions of pictures and movies. Now, new technologies offer countless ways to capture and enjoy photos and video, and some older methods are even making a comeback. This session will examine the current landscape, including benefits and disadvantages, and consider solutions that may best serve consumers in the future.

(2) The Growing Importance of Video for Consumer and Professional Photographers
11:20–12:10
Ed Lee (Group director, Consumer and Professional Imaging Services)
Digital interchangeable lens cameras replaced Film SLRs for shooting still photos. Since then, video capture has changed the role of DILCs for many users. They are a common tool for professional videographers and many professional photographers are expanding their businesses by including video services. Even consumers and vloggers are adopting DILCs for videos posted to services like YouTube. In this session, we will examine how DILC users are utilizing video functions and discuss where we see growth opportunities in the future.

■ CIPA/GfK Global Market Seminars

Free (pre-registration required)

English–Japanese simultaneous interpretation

Feb 28 (Fri)　13:30–16:30
Venue: Conference Center 301/302, No. of seats: 250
(Cooperator: NPD Group Inc.)

Marketing seminars held by CIPA, the organization that provides the global statistics on digital cameras and interchangeable lenses, and GfK, a global network of the research bodies worldwide. The seminars cover the statistics by CIPA and the topics about the global market by GfK. Based on them, GfK's seminars expand into the United States (by NPD), East Asia, and China markets. The seminars will cover the East Asian market for the first time, such as Korea, Hong Kong, and Taiwan, which are geographically very close to Japan, but because of this closeness, important changes in these countries are often missed. The seminars will also include Q&A after the session about each regional market. Questions from the audience are welcome!

■ CIPA Seminar
(1) 13:30–13:50 Statistical Results & Outlook by Camera & Imaging Products Association (CIPA)
Yuji Nakano (Chair of Research & Statistics Working Group, CIPA)
■ GfK Seminars
(2) 13:50–14:20 Consumer Experience and Market Trends in the World and the EU
Alexander Dehmel (Associate Director at GfK Asia Pte Ltd.)
(3) 14:20–14:45 The Latest in the US Imaging Market
Ben Arnold (Executive Director, Industry Analyst, The NPD Group, Inc.)
(4) 14:55–15:20 Next Generation of Consumers: Trends in the Imaging Markets of Korea, Taiwan and Hong Kong
Chester Ong (Senior Executive at GfK Asia Pte Ltd.)
(5) 15:20–15:45 Transformation of the Chinese Imaging Market
Sarah Hu (General Manager, GfK Retail and Technology China Co., Ltd.)
(6) 15:45 –16:30 Discussion
Discussion led by the speakers

■Dream Photo Studio

Free (applications possible on the day)

Feb 29 (Sat) to Mar 1 (Sun)
Exhibition Hall 2F E204

Cooperator: Research Institute of Systems Planning, Inc./ISP
* Children under 12 (with their parent(s))

Take a picture with an extraordinary landscape scene!
Using the technique of chroma key, we can take a digitally composited picture of you with outer space or a fantasy world behind you. Photo can be provided on-the-fly.

■ Enjoy! "Family Photo Studio"

Paid (pre-registration required)

Try ReBorn60 Photography Too!

Cooperator: Kanto Photo Association
Reservations from early February

Feb 27 (Thu) to Mar 1 (Sun)
Inside Exhibition Hall

Price: ¥1,500 each (incl. tax)
* Some Day Tickets distributed

Have you taken your family photo recently? Try a professional quality photo with your family that is only possible by photo studios and professional photographers. Also, try Reborn60, a new-style of photography for the people turning 60 years old.

■ Photography Culture Capital "Town of Photography," HIGASHIKAWA in Hokkaido"Exhibition of Excellent Works from Shashin Koshien 2019"

Feb 27 (Thu) to Mar 1 (Sun)
Inside Exhibition Hall

HIGASHIKAWA, in Hokkaido, a town located at the base of the Daisetsuzan National Park, and photo culture have been strongly linked ever since it was declared "the town of photography" in 1985, and 2019 will mark the 35th year.
This exhibition focuses on the excellent works from the "Shashin Koshien" event, a National High School Photography Championships for high school students, and also introduces the Higashikawa Awards, the "Higashikawa Photo Festa," Higashikawa International Photo Festival, and the "HIGASHIKAWA YOUTH Fest" International High School Students' Photo Festival Exchange.

■ [Kanagawa Pref.] PR Zone with Local Mascots!

Feb 27 (Thu) to Mar 1 (Sun)
Exhibition Hall, 1F Concourse

Local governments from throughout Kanagawa Pref. will introduce their local specialties and picturesque photo spots!
The local mascots will also be in the venue only on Saturday and Sunday!

* Local mascots are in attendance only on Saturday and Sunday.

Mascots will be assembling together at three times:
11:00, 14:30, and 16:00

■ Talk Show The JPS 70th Anniversary Photo Exhibition –A Journey from the "History of Japanese Photographic Expression in the Past 100 Years Exhibition" to the 21st Century–

Free (pre-registration required)

Organizer: Japan Professional Photographers Society (JPS)

Feb 29 (Sat) 11:00–12:30
Venue: Conference Center 303/304, No. of seats: 400

Speakers:
Norihiko Matsumoto (photographer, vice chairman of the Japan Professional Photographers Society)

Japan Professional Photographers Society (JPS) will celebrate its 70th anniversary in May 2020. To commemorate this anniversary, JPS will hold an exhibition called "Contemporary Photography of Japan: 1985 - 2015" at the Tokyo Photographic Art Museum from March to May 2021.
This special exhibition takes a broad view of photographic expressions of various time periods with many historical literatures and photos, showing the history of Japanese photography compiled by JPS since the introduction of photography in Japan. It will include the Meiji era with civilization and enlightenment and enhancement of the wealth and military strength, the Taisho era with the romantic atmosphere, and the turbulent Showa era with World War II and economic growth thereafter until the current age of higher longevity. Also, it will include the history of photographic techniques and expressions from dry plates, the history of silver-salt film to digital technologies, how photography had been understood by the people and helped them, and how it would evolve in the future.

Attached documents

List of Exhibitors (In alphabetical order)
Agai Trading Corporation
ASANUMA & CO.,LTD.
Ashigara Manufacturing Inc.
Asukanet Co., Ltd.
ATOMOS
B.WAY LTD
BenQ Japan Co.,Ltd.
BIBLE OPTEQ (BEIJING) CO.,LTD.
BOYA / Saramonic
Cambofoto Photographic Equipment Co.,Ltd.
Canon Inc./Canon Marketing Japan Inc.
Carl Zeiss Co., Ltd.
CheeringTech-Japan CO., LTD
Chen Sheng Technology Corp.
CompactFlash Association
COSINA CO., LTD.
DJI JAPAN
EIZO Corporation
EPSON
Escura
ETSUMI CO.,LTD.
FeiyuTech
FUJIFILM Corporation
GIN-ICHI
GooPass
Guangzhou Dongxie Hardware Technology Co.,Ltd.
HAKUBA PHOTO INDUSTRY CO.,LTD.
Hasselblad Japan
HAZARD4
HK YONGNUO LIMITED
Ichikawa Soft Laboratory Co., Ltd.
ILFORD/Hahnemuhle
ImageVISION Co. Ltd.
Impress Corporation
Insta360
Irix Lens
Iwata Technology Limited
Japan Telescope Manufactures Association
Japan Photo and Imaging Accessory Association
JCII Camera Museum
KamLan
Kanagawa Prefecture
Kanto Photo Association
Kase
Kenko Tokina Co., Ltd./SLIK CORPORATION/Kenko Professional Imaging Co., Ltd.
KIPON
Kowa Optical Products Co.,Ltd.
KYORITSU ELECTRIC CO.,LTD
Leofoto
Lomography
LPL Co., Ltd
LUMICA CORPORATION
Markins / Trinple Co.,Ltd.
Marumi Optical Co., Ltd.
MEKING PHOTOGRAPHIC EQUIPMENT CO., LTD.
MouseComputer Co.,Ltd.
NEOKEEPR
NHK (Japan Broadcasting Corporation)
NIKON CORPORATION/NIKON IMAGING JAPAN INC./ NIKON VISION CO., LTD.
NiSi Optics
Nissin Japan Ltd.
OBSBOT
Olympus Corporation
Panasonic Corporation
PHOTOREVO
PHOTO YOKOHAMA
Piotec Co.,Ltd.
PowerVision Japan, Inc.
Profoto K.K.
Pure Double Print
RICOH IMAGING COMPANY, LTD.
SAEDA/Phottix/Loupedeck
SEKONIC CORPORATION
SHARP CORPORATION
“Shashin Koshien” The Culture Capital of Photography in Hokkaido, The Town of Photography: HIGASHIKAWA
Shenzhen Ulanzi Technology Co., Ltd.
SHOTEN KOBO Co., Ltd.
SIGHTRON JAPAN INC. / Anhui Changgeng Optics Co.,Ltd.
SIGMA CORPORATION
SiOnyx
SIRUI/Polaroid Originals
Skylum Software
The Society of Photography and Imaging of Japan
Sony Imaging Products & Solutions Inc. / Sony Marketing (Japan) Inc.
STC Optical Filter
STORE POLYGONS
SUNTECH Co., Ltd.
Synology
TAKE INC.
Tamron Co., Ltd.
TOLIHAN CORP.
TOMY TEC CO.,LTD.
Toyo Living Co., Ltd.
TSUBOSAKA ELECTRIC CO., LTD.
VANGUARD
Velbon Corporation
Vitec Imaging Distribution KK
Vixen Co., Ltd.
VSGO CAMERA CLEANING
Western Digital Japan
ZHIYUN TECH
ZHONGSHAN JINGGE ELECTRONIC TECHNOLOGY CO., LTD.
ZOOM CORPORATION

Video Area for Professionals
Carl Zeiss Co., Ltd.
COMET Corporation
FUJIFILM Corporation
Grass Valley K.K.
JBS Cross Inc.
Kenko Professional Imaging Co., Ltd.
Kokusai Shomei Co., Ltd.
LIGHT UP CO., LTD.
MITOMO Co., Ltd.
NEP Inc.
Nikon Corporation/Nikon Imaging Japan Inc.
Nobby Tech. Ltd.
Panasonic Corporation
RAID inc.
Roland Corporation
Sennheiser Japan K.K.
TEAC CORPORATION
Technical Farm Co., Ltd.