



The World Premiere show for camera and photo imaging

CP+2016 Announcement

The Camera & Imaging Products Association (CIPA) (MA Shibaura Building, 3-8-10 Shibaura, Minato-ku, Tokyo; President: Hiroyuki Sasa) will hold the CP+2016 Camera & Imaging Show from February 25 (Thursday) to February 28 (Sunday), 2016, at PACIFICO YOKOHAMA and OSANBASHI Hall.

With over 50 years of history, back when it was known as the Japan Camera Show, this comprehensive camera and imaging exhibition renowned the world over is the seventh event since relocating to the international city of Yokohama. More and more families and female users, as well as business users, are visiting this event every year. CP+2015 saw about 67,000 visitors and 39 World Premiere models, which were announced to the world for the first time.

Japanese camera manufacturers enjoy about 87% of the world's market for digital camera sales and about 96% for interchangeable lens type digital cameras, making Japan a world leader for photography and imaging business. CP+2016 has been expanded to use OSANBASHI Hall as an additional site so as to guide visitors to the fun and emotion of the world of photo imaging, through the many exhibitions of products and photos, along with events, in order to allow them to experience the fun of photography, such as in "shooting, viewing, and connecting."

Main Topics for CP+2016

■ **New photo award created! Special ZOOM joint photo exhibition celebrating the friendship between Japanese & French photo cultures!**

The 1st Editors' Photo Award ZOOMS JAPAN is being held in 2016, at which the winners will be selected by a panel of editors from major Japanese photography and camera magazines. CP+2016 will be the first joint exhibition of the photos by the winners of ZOOMS JAPAN and "Les ZOOMS," the awards given by "Salon de la PHOTO," which is a collaborative event in France. The gallery talk show by Japanese and French winners and by editors is also being scheduled.

■ **New site added! PHOTO HARBOUR: Showing the fun of "creating" photo works**

In addition to PACIFICO YOKOHAMA, OSANBASHI Hall is being used as a new site for CP+, for PHOTO HARBOUR, the gallery & community space for widely communicating and sharing the fun of creating and exhibiting photographic works. The two sites will be connected by shuttle bus.

■ **1st CP+2016 Visitors' Poll World Premiere Award**

Many World Premiere products are being announced to the world from CP+ every year. At CP+2016, the World Premiere Award is chosen by the visitors, who vote for their favorite products. The votes are counted on the last day of the event, and the products with the most votes are announced and awarded prizes.

■ **Limited to Friday, Saturday, and Sunday! The 1st CP+ Used Camera Fair, from classic cameras to digital cameras**

In addition to the Photo Accessory Outlet, CP+2016 is holding a Used Camera Fair, where used camera shops can gather from all over Japan to sell their products. CP+2016 allows visitors to experience the fun of used cameras.

■ **Special exhibition by the NAOJ and events for astrophotography**

With full cooperation from the National Astronomical Observatory of Japan, CP+2016 will hold a special lecture: "The Universe Seen with the 30-meter Telescope (TMT)" by Masanori Iye, Professor Emeritus, National Astronomical Observatory of Japan, along with an exhibition booth for models and other materials. The existing seminar, "Enjoy Photo Stage," for communicating the fun of photography, also features astrophotography this year.

■ Event Overview

Event title: CP+2016 [si:pi:plʌs]

Event outline

Dates and times: Thursday, February 25 to Sunday, February 28, 2016

February 25 (Thu) 12:00–18:00 (*Press Time: 10:00–12:00 (for the Exhibition Hall only))

February 26 (Fri), 27 (Sat) 10:00–18:00

February 28 (Sun) 10:00–17:00

*Press Time is only open to members of the press, VIPs, and Press Time invitation holders.

Venue: PACIFICO YOKOHAMA (Exhibition Hall, Annex Hall, Conference Center)
OSANBASHI Hall
(The two sites are connected by shuttle bus, which travel every 15 minutes.)

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

Coordinator: Toppan Printing Co., Ltd.

Supporter: 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 cooperator: JCII Camera Museum/The Japan Newspaper Museum/Yokohama Museum of Art

Cooperator: All Japan Federation of Commercial Photographic Materials/Camera Journal
Press Club/Japan Advertising Photographer's Association/Japan Camera
Industry Institute/Japan Electronics Packaging and Circuits
Association/Japan Optomechatronics Association/Japan Photo Culture
Association/Japan Photo Imaging Association/Japan Photographic Studio
Equipment/Japan Professional Photographers Society/JAPAN TELESCOPE
MANUFACTURERS ASSOCIATION/Joint PhotoImaging Enterprises
Association International/MAGNUM PHOTOS TOKYO/National Astronomical
Observatory of Japan/PACIFICO YOKOHAMA/Professional Photographers
of Japan/The Division of Photonics An Affiliate of Japan Society of Applied
Physics/The Optical Society of Japan (The Japan Society of Applied
Physics)/The Photographic Society of Japan/The Society of Photography
and Imaging of Japan/Tokyo Press Photographers Association/Yokohama
Convention & Visitors Bureau/Yokohama Photographers Association

Main exhibition subjects

Cameras, lenses, photo accessories, printers, photo retouching software, mobile devices,
displays, projectors, photo-finishing products, photo books, printing paper, studio
accessories & equipment, etc.

Exhibitors and visitors (as of December 15, 2015)

-Exhibitors: 133 organizations (incl. 16 joint exhibitors)

(Last year: 131 organizations, incl. 19 joint exhibitors)

-Number of exhibition booth lots: 1,073 (incl. the Organizer's Zone and media partner booths)

(Last year: 965)

-Number of visitors (target): 70,000 visitors (last year: 67,617 visitors)



The Editors'
Photo Award
ZOOMS JAPAN 2016

Editor's Photo Award ZOOMS JAPAN 2016

Here are the winners!

"The Editors' Photo Award ZOOMS JAPAN 2016" is a new photo award created by CP+ as a cooperative event between Japan and France. Among the 7 nominees selected by a panel of editors from major Japanese photography and camera magazines, the "Editor's Award" is selected with a final presentation, and the "Public Award" is selected by website voting. The winners' photos are being exhibited both in Yokohama and Paris. CP+ and Salon de la Photo will continue further exchange between Japanese and French photography cultures, centered on this event.

Editor's Award "I'm home" by Masaki Yamamoto



Masaki Yamamoto
Born in 1989, Hyogo Prefecture
Graduated from the Japan Institute of
Photography and Film in 2012
Stayed in New Zealand for a year (2013–2014)
Worked for a year at the Photography Dept.,
Edition Division, The Kyoto Shimbun Co., Ltd.
(2014–2015)
Held a photo exhibition "Yamamoto-ke"
(Yamamoto Family) at Nikon Salon Juna21
Shinjuku and Osaka in 2015, and was honored
with an Inspiration Award during the Miki Jun
Awards

Public Award "Fascinated by a Heavenly View" by Daisuke Onda



Daisuke Onda
Age 26, born in Hatsukaichi City, Hiroshima
Prefecture
Being attracted by photography during my
college days, I'm travelling around Japan to take
photos of fascinating views. I love watching
baseball, running, and walking around town.

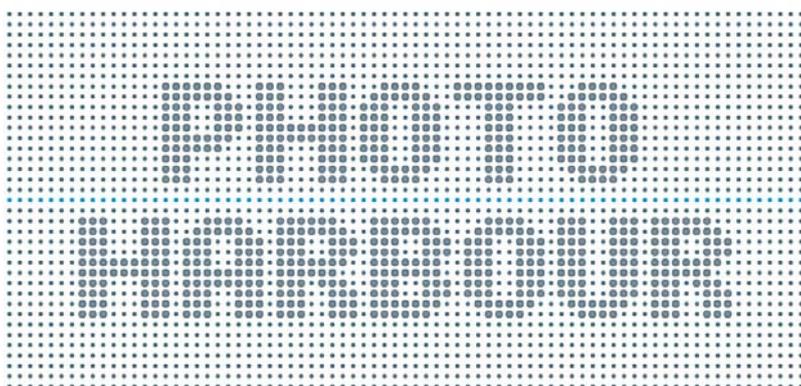
Japan-France Photo Cultural Exchange
—Special Event

ZOOMS JOINT PHOTO EXHIBITION

These winners' photos are being exhibited with photos by the two Grand-Prix winners of "LES ZOOMS," the photo competition included in the yearly event for "Salon de la Photo" photo & imaging, selected by a panel of editors from 10 major photography magazines in France. The gallery talk with the Japanese and French winners and the panel editors is also being scheduled for the event.

New venue!

COMMUNICATING THE PLEASURE OF “CREATING” A PHOTO! GALLERY AND COMMUNITY SPACE



New Event: PHOTO HARBOUR

Venue: OSANBASHI Hall (Admission allowed with a CP+ pass)

Pacifico <=> Osanbashi

Shuttle Bus

Every 15 minutes!

Two hands-on events are included!



ONE OF JAPAN'S LARGEST HANDS-ON PHOTO EVENTS **ONAEBAMA VOL.18 —YOKOHAMA**

The name “ONAEBAMA” 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 ONAEBAMA, 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.

Visit the ONAEBAMA official site for details!

www.onaeba.com



PHOTOZINE EXHIBITION AND SALE EVENT **PHOTO! FUN! ZINE!**

Let's make a photo book. Once your photo book is completed, you should sell it! PHOTO! FUN! ZINE! is a festival for those who love photography and zines! Any photo book is acceptable, from a casual photozine* to a more serious photo book, even to an elaborate photo collection book! PHOTO! FUN! ZINE! is an event for exhibiting and selling photo books.

*ZINE: A non-commercial publication (emphasis not on profit) produced in small numbers by voluntary enthusiasts. It is also referred to as a “small press” or “mini-comi” (as opposed to “mass communication”) magazine in Japan.

Visit the PHOTO! FUN! ZINE! official site for details!

www.pfzine.com

Noteworthy Events of CP+2016

Visitors' votes will decide the winners! World Premiere Awards

We will organize 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!



Limited to Friday, Saturday, and Sunday! Don't miss it!

■ CP+ Used Camera Fair From classic cameras to digital cameras

Produced and operated by GENKOSHA, CAMERA fan

We will finally hold a long-awaited used camera & lens sales event for the first time. Used camera shops from all over Japan will come together to sell various types of products, from classic cameras to popular old lenses and to the newest digital cameras. Find a bargain that cannot be found anywhere else!

Participating shops:

Aikoudou Camera (Aichi)/Breguet Camera (Tokyo)/CAM-ALL Takanashi Camera Chain (Niigata)/Camera no Rokkoo (Tokyo)/Camera Repair & Sale UCS (Tokyo)/fotoborse (Tokyo)/FUJII CAMERAS (Osaka)/GOGO CAMERA (Fukuoka)/Lemon Co., Ltd./CAMERA NANIWA (Tokyo & Osaka)/OGIKUBO CAMERA NO SAKURAYA (Tokyo)/OTSUKASHOKAI Co., Ltd. (Aichi)/STEREO CAMERA (Fukuoka)/SUZUKI CAMERA (Osaka)/SUZUKI CAMERA (Tokyo)/ThreeStar (Tokyo)/Yamagen Photo (Osaka)



■ Photo Accessory Outlet

Extended to Friday, Saturday, and Sunday by popular demand! CP+ exhibitors will be selling photo accessories in this outlet shopping event.

Exhibitors:

Agai Trading Corporation/Aurora Litebank Japan Inc./ETSUMI CO.,LTD./Guardforce japan, ltd./HAKUBA PHOTO INDUSTRY CO., LTD./JAPANCREATE CO.,LTD./Kenko Tokina Co., Ltd./Manfrotto Distribution Japan/RICOH IMAGING COMPANY, LTD./SIGHTRON JAPAN INC./TOKIWASYASHIN CO.LTD./Toyo Living Co., Ltd./Velbon Corporation



Dates: Friday, February 26 to Sunday, February 28;

Hours; 10:00–17:00 (except for Sunday, closing on 16:00); venue: Annex Hall

Noteworthy Events of CP+2016

Special events by the NAOJ

Special lecture: **The Universe Seen with the 30-meter Telescope (TMT)**

February 28 (Sun) 13:30–15:00 Conference Center 301/302

Masanori Iye (Professor Emeritus, National Astronomical Observatory of Japan)

Free/Pre-registration required

Japanese Only

After the installation of the eight-meter Subaru Telescope at the summit of Mauna Kea, Hawaii, the National Astronomical Observatory of Japan (NAOJ) is promoting the construction of a 30-meter, next-generation, extremely large telescope (TMT) as part of an international scientific cooperation project. Mr. Iye will introduce the audience to the structure and performance of the ultimate camera, the TMT, which comes with adaptive optics technology that cancels out the blurring of images due to atmospheric turbulence, by real-time control. By showing some images, he will also explain in an easy-to-understand manner what astronomy tries to unravel through the images of the universe depicted by the TMT.

Special Exhibition

Inside Exhibition Hall



1:150 scale model of the telescope and the observatory dome
©National Astronomical Observatory of Japan

Guest Speech “Our Culture of Photo Books”

Kotaro Iizawa (Photo Critic)

**February 25 (Thu) 11:00–12:00
Conference Center 301/302**

Free/Pre-registration required

Japanese–English simultaneous interpretation



Photograph by ERIC

Since the 1960s, Japan has formed its own and distinct photo culture. It is not an exaggeration to say that the photo books published in Japan every year are top-notch in quality and quantity the world over. Mr. Iizawa will speak about the fascination of photo books, as well as the future and possibility of photo books as a culture.

★ Profile of Kotaro Iizawa

Kotaro Iizawa was born in 1954 in Miyagi Pref. After graduating from the Nihon University College of Art, Iizawa majored in Japanese photography history in the doctoral program of Art and Design, at the University of Tsukuba, and completed the program in 1984. Since then, he has worked as a freelance photo critic. He has published many publications, including *Shashin Bijutsu-kan e Youkoso (Welcome to the Photo Museum)* (awarded a Suntory Prize for Social Sciences and Humanities) and *Gendai Nihon Shashin Aakaibu (Modern Japanese Photo Archives)*. In February 2014, Iizawa opened *PHOTOBOOK DINER MEGUTAMA* in Ebisu, Tokyo, where visitors can browse 5,000 photo books from Japan and all over the world, a collection of his that took more than 30 years to gather.

PHOTO YOKOHAMA Presents Alec Soth Talk Show

Alec Soth (Photographer)

**February 27 (Sat) 11:00–12:30
Conference Center 301/302**

Free/Pre-registration required

English–Japanese simultaneous interpretation

Mr. Alec Soth, a member of Magnum Photos, will visit Japan. He has been involved in the world of contemporary art from a young age, and his photo books have always attracted attention. He runs his own publishing company and has strong influence on photography society. A talk show and other events hosted by him are scheduled to be held.



★ Profile of Alec Soth

Alec Soth was born in 1969 in Minneapolis, Minnesota. He became a nominee of Magnum Photos in 2004 and a full member in 2008. He inherited the “on-the-road” style of American contemporary photography and received attention in contemporary arts since early in his career. He received a Guggenheim Fellowship in 2013. His photographs are represented in many museums, including the San Francisco Museum of Modern Art, the Museum of Fine Arts, Houston, and the Walker Art Center. Additionally, his works have been featured in numerous exhibitions, including the 2004 Whitney Biennial in New York, the 2008 *Jeu de Paume* in Paris and the 2015 *Media Space* in London. He has published many books, including “*Sleeping by the Mississippi*” in 2004, “*Niagara*” in 2006, “*Fashion Magazine*” in 2007, “*Dog Days, Bogota*” in 2007, “*The Last Days of W*” in 2008, “*Broken Manual*” in 2010, “*Songbook*” in 2015, and “*Gathering Leaves*” in 2015. In 2008, he founded his own publishing company, Little Brown Mushroom, and has published many excellent photo books.

■ Keynote Speech “4K and 8K: Changing the Camera and Imaging Products Markets”

Hiroyuki Sasa President of Camera & Imaging Products Association (CIPA)

February 25 (Thu) 13:30–14:30
Conference Center 301/302

Free/Pre-registration required

Japanese–English, Japanese–Chinese simultaneous interpretation

Making it into common use, 4K and 8K TVs have the potential of not only improving resolution, but totally changing people's ideas of image quality. Camera and imaging product manufacturers, which play a role in recording "memories for the future," take this evolution in ideas as a new opportunity for product development. We are confident that CP+2016 will be a good place to experience the leading edge of technology.

■ Panel Discussion by Top Engineers

“What Shape Will Cameras of the Future Take?”

February 25 (Thu) 15:00–16:30
Conference Center 301/302

Free/Pre-registration required

Japanese–English, Japanese–Chinese simultaneous interpretation

Digital cameras have provided significant advances, owing to the innovations of manufacturers. What kind of digital cameras will users want in the future? The panelists will review the development of camera technologies in recent years and discuss cameras in the coming age.

Coordinator: Yasunori Ichikawa (Japan Camera Industry Institute (JCII))
Kenichi Kouda (Professor, Nihon University College of Art, Department of Photography)

Panelists: Yukihiro Sugita (Olympus Corp.)/Ken Nakajima (Sony Corporation)/Yasuhiko Shiomi (Canon Inc.)/Tetsuya Yamamoto (Nikon Corporation)

(*Panelists are subject to change.)

■ CP+ Technological Academy

Cooperator: The Division of Photonics An Affiliate of Japan Society of Applied Physics/
Japan Optomechatronics Association/The Society of Photography and Imaging of Japan

February 25 (Thu) 13:00–15:45 and 26 (Fri) 10:30–17:45
Conference Center 311/312

¥1,000 each (incl. tax)/Pre-registration required

Japanese Only

February 25 (Thu) 13:00–15:45

- 1) 13:00–13:45 Masato Miyata (OLYMPUS CORP.)/Development of M.ZUIKO PRO LENS
- 2) 14:00–14:45 Yuji Kuriyama (CASIO COMPUTER CO.,LTD.)/ Development of "EXILIM Auto Transfer" function
- 3) 15:00–15:45 Tomohiko Ishibashi (Canon Inc.)/ The development of BR optics for EF35mm f/1.4L II USM

February 26 (Fri) 10:30–17:45

- 4) 10:30–11:15 Kenta Fujita, Hitoshi Murakami (SIGMA CORPORATION)/Regarding SIGMA's Art line series
- 5) 11:30–12:15 Yasufumi Machitani (Sony Corporation)/Development of α 7R II, 42.4MP mirrorless camera with world's first back-illuminated 35mm full-frame CMOS sensor.
- 6) 13:00–13:45 Minoru Ando (Tamron Co., Ltd)/Development of Prime lenses New SP 35mm & 45mm F/1.8 Di VC USD (F012 & F013)
- 7) 14:00–14:45 Hiroki Harada (Nikon Corporation)/Development of the AF-S NIKKOR 24-70mm f/2.8E ED VR
- 8) 15:00–15:45 Takayoshi Satou (Panasonic Co.,Ltd)/Development of Communication Camera and Related Element Technology
- 9) 16:00–16:45 Takashi Aoki (FUJIFILM Corporation)/Development of XF56mmF1.2 R APD
- 10) 17:00–17:45 Hiroyasu Uehara (RICOH IMAGING COMPANY, LTD.)/Development of Pixel Shift Resolution

(*Seminar details subject to change.)

Marketing Seminar

■ Digital Imaging Seminar by InfoTrends

February 26 (Fri) 10:30–12:10
Conference Center 301/302

Free/Pre-registration required

English–Japanese simultaneous interpretation

(1) Three Reasons to Be Excited About the Camera Market

Ed Lee

(Group Director, Worldwide Consumer and Professional Imaging Services, InfoTrends)

Interchangeable lens cameras (ILC) are one of the bright spots of the capture market. As they continue to grow in importance, InfoTrends expects ILCs to account for 40% of worldwide units and almost 70% of revenue by 2020. Professional photographers and hobbyists are another key driver in this market. They are avid buyers of cameras, lenses, and accessories and they do more with the photos that they take. In this presentation, InfoTrends will give its view of the camera market, spotlight results from recent research studies, and highlight three key reasons why camera vendors should get excited about the camera market again.

(2) How Technology is Changing Viewing and Sharing

Alan Bullock

(Associate Director, Connected Imaging Trends Service, InfoTrends)

New technologies will create exciting new opportunities to view and share photos and video. 4K capture is now available in many smartphones, premium cameras, and POV video devices. 8K resolution and High Dynamic Range (HDR) are on the horizon, bringing additional advances in quality. In this session, InfoTrends will examine these recent developments as well as trends in sharing personal content.

■ CIPA and GfK Global Market Seminar Cooperator: NPD Group

February 26 (Fri) 13:30–16:30
Conference Center 301/302

Free/Pre-registration required

Japanese–English, English–Japanese simultaneous interpretation

These marketing seminars are must-see events jointly held by the CIPA, which is continuously working on statistics activities with digital cameras at its core, and by GfK, which boasts a powerful network spanning many countries all over the world.

It is necessary to understand the individual market characteristics of the current digital camera market, which have been shifted from simply pursuing sales volume to pursuing sales value by offering function or quality to each consumer. The seminars aim to report on the results of surveys and statistics globally, and they focus on the EU, Russia, China, and Japan so as to discover clues for future action.

[Camera & Imaging Products Association (CIPA)] Statistics of Actual Shipments and Prospect

Masahiro Uehara (Chair of Research & Statistics Working Group, CIPA)

[Global] Growth Drivers in a High Value Imaging Market

Heribert Tippenhauer (Global Director, GfK Retail and Technology GmbH)

[EU, Russia, and NIS] Challenging Markets under Different Economic Conditions

Haluk Oezdemir (Senior Consultant, GfK Retail and Technology GmbH)

[China] Image the Life in Further --- China Photo Market

Alfred Zhou (Managing Director, GfK Retail and Technology China Co.,Ltd.)

[Japan] The Need for Premium Strategy in Mature Market

Shigekazu Akimoto (Business Manager, GfK Marketing Services Japan Ltd.)

[Discussion] Discussions led by each speaker

Video Events for Professionals

■ Video Areas for Professionals (Cooperator: Light Up Corporation)

Providing a comprehensive look at the latest video solutions, with a focus on SLR cameras

This event will be run by 15 companies dealing in video equipment and will showcase an entire range of video solutions for the modern age, with everything from highly-practical products usable right away to much-talked-about equipment that inspire dreams. Pick them up, feel them out, and experience cutting-edge technology for yourself.

List of Exhibitors (15 organizations):

ACEBIL JAPAN/ADTECHNO Inc./AJA Video Systems/Blackmagicdesign/Deity Japan/
Grass Valley K.K./HEIWA SEIKI KOGYO CO.,LTD./Kenko Professional Imaging Co., Ltd./Light Up Corporation/NEP inc./
TEAC CORPORATION/Technical Farm/VIDEO Service CO.,LTD./YOSHIMI CAMERA/Y's Digital Studio

■ Video Seminar for Professionals (Cooperator: COMMERCIAL PHOTO)

Free/Pre-registration required

Japanese Only

[Lesson in Deploying] Selecting Cameras and Lenses for SLR Moviemaking Hiroshi Shikano (Photographer)

February 25 (Thu) 13:00–14:30 Conference Center 303/304

In this seminar, Mr. Shikano will cover the movie functions of SLRs and mirrorless cameras from different manufacturers and report in detail which functions are useful in which situations, along with the best interchangeable lenses for moviemaking. Now that anyone can make a 4K-resolution movie with a smartphone, in order to shoot a movie of better quality as a pro, videographers need to know the shooting techniques that can make full use of the characteristics of their cameras and the distinctive advantages of their lenses.

[Lesson in Trends] Putting SLR Movies Made in Japan Out Into the World Hidetaka Ino (Producer, augment5 Inc.)

February 25 (Thu) 15:30–17:00 Conference Center 303/304

In a world made small because of the Internet, Mr. Ino will introduce visitors to necessary information regarding putting film work produced with SLR movies onto world markets, including how to create a world-class movie and the current situations of the overseas film markets. The speaker is Mr. Hidetaka Ino of augment5 Inc., a digital content creator group that has participated in the Festival de Cannes. Mr. Ino has many fans around the world, with his works showing beautiful scenes in many parts of Japan.

[Lesson in Using] Shooting and Color Correction: Staying a Step Ahead Takashi Chiba (Cinematographer/DIT)

February 26 (Fri) 13:00–14:30 Conference Center 303/304

As a cinematographer and DIT (digital image technician) of commercials and others, Mr. Chiba will explain how to shoot a more powerful and beautiful movie with an SLR camera. He will also introduce visitors to basic shooting techniques, the usage of external recording devices and other peripheral devices, and a basic knowledge of color correction for processing the colors and tone of a movie, in order to improve the degree of perfection.

[Lesson in Trends] Dawn of the Age of Drone Aerial Shooting Shu Kobayashi (studioamana, Special Equipment Division of airvision)

February 26 (Fri) 15:30–17:00 Conference Center 303/304

In this seminar, Mr. Kobayashi will explain in detail the current situation, problems, and possibilities of aerial shooting using small-size drones (unmanned aerial vehicles). He will discuss a wide variety of topics related to drone shooting, including case examples of drone shooting in the movie industry, TV commercials, and Web movies, the contents of the flight regulations in the revised Civil Aeronautics Act, know-how for safe and reliable shooting, drone models suitable for aerial shooting, and the performance of cameras installed on drones.

■ JCII Camera Museum Special Exhibition History of the Camera from the Viewpoint of the Mechanism

February 25 (Thu) to 28 (Sun) Inside Exhibition Hall

“What’s inside a camera?” “How were cameras developed?” “I am interested, but isn’t it hard to understand?” This exhibition will answer such questions. This year’s exhibition will showcase cross-sections and disassembled camera models that can show visitors what is inside, along with lenses, shutters, and others, in order to illustrate the development of the camera mechanism by tracing history. Also, various types of cameras will be displayed by category to show visitors the variety and depth of the world of cameras.

■ JPS (Japan Professional Photographers Society)

Special Exhibition

Did You Know? –

“Atomic Bombs Dropped on Hiroshima and Nagasaki”

February 25 (Thu) to 28 (Sun) at Minato Mirai Gallery

In August 1945, atomic bombs were dropped on the cities of Hiroshima and Nagasaki, claiming hundreds of thousands of lives in an instant. The exhibition will show 60 photographs taken immediately after the bombing by Yoshito Matsushige, Yosuke Yamahata, and other photographers. The audience of the exhibition will come to know what an atomic bomb really is and what was happening under the mushroom clouds. In Gallery B, the exhibition, “Discovery! The world captured by elementary school children,” will be held, and the exhibition in Gallery C will introduce visitors to the activities of the Japan Photo Archives.

Seminar

Right of Publicity: What to Do in Certain Cases?

February 27 (Sat) 13:30–15:30
Conference Center 311/312

Free/Pre-registration required

Japanese Only

Norihiko Matsumoto (Vice President, Japan Professional Photographers Society)

When taking pictures around town, the infringement of the right of publicity may be a concern. Using a Q&A style for common questions, Mr. Matsumoto will explain how to obtain permission when taking a picture of someone and what should be kept in mind when exhibiting such photos, participating in photo contests, or posting work on the Web.

■ Open Show CP+2016

Free/Pre-registration required

February 27 (Sat) 14:00–16:30 Yokohama Museum of Art Lecture Hall

Japanese Only

Speaker: Harumichi Saito (Photographer)/Mari Katayama (Artist)

Moderator: Taro Amano (Curator in Chief, Yokohama Museum of Art)

The Open Show that began in San Francisco in 2009 is a photo slideshow event that encourages any one to participate and that provides an opportunity for participants to get hands-on with and learn about high-quality photographs. Its network continues to grow, having since grown to an event held in 30 cities across 17 countries. This year’s Open Show will once again be specially held at CP+2016.

For details, see Open Show official website

www.facebook.com/openshowtokyo/

■ PHOTO LOUNGE Special Feature

February 27 (Sat) 17:00–19:00 BAY BRIDGE CAFETERIA (Conference Center 6F)

Moderator: Mitsuru Mizutani, Atsushi Yamada

Free/Pre-registration required

Japanese Only

We will be holding the PHOTO LOUNGE special feature at CP+. It is a sister event of PHOTOGRAPHERS SUMMIT that was a live experimental photo event that established the concept of photograph slideshows in Japan. Regular members from the much talked about event in Shibuya drawing an audience of 100 will make a presentation of their photographs. Visitors will be able to interact with the forefront in photographic expression in the portfolio and zine areas.

For details, see PHOTO LOUNGE official website

<http://www.shutter-mag.com/lounge.html>

■ Professional Photographers of Japan/Japan Photo Culture Association “Family Photo Studio”

February 25 (Thu) to 28 (Sun) Inside Exhibition Hall

Price: ¥1,000 (incl. tax)/ Pre-registration required (Same-day reservations tentatively possible, but subject to change.)

When was the last time you took family photos? At this year’s specially-created studio inside the CP+ venue, you can have pictures taken of a quality only possible by professional photographers in a studio. Come by in your normal attire for a laid-back opportunity to immortalize your family smile in a portrait.

■ “Shashin Koshien” High School Photo Contest & The Town of Photo: HIGASHIKAWA

February 25 (Thu) to 28 (Sun) Exhibition Hall, 2F Concourse

Held on the great landmass, Hokkaido to the North, the Shashin Koshien event sees high school photographers from around the country compete. This year marks the 22nd contest. Among the 514 school entries, representatives from 18 schools and a total of 54 students successfully made it through the first round and through public auditions in the regional blocks. As a team, they took on the challenge of producing great photos. The winners from this event will be on display.

■ Enjoy Photo Stage

Free/Partially assigned seating

Japanese Only

February 27 (Sat) to 28 (Sun) Conference Center 303/304 11:00–16:00

Instructors specially chosen from genres including everything from art photography to magazines, advertising, and other commercial photography speak on professional techniques that can be applied for landscape, portrait, celestial, and other photography. From shooting photos to processing them, stocking them, and accessories needed along the way, this event will expand your photography lifestyle of “shooting, viewing, and connecting”.

Instructors:

Hideyuki Abe/Kazumi Hayashi/Izumi Hirota/Yutaka Iijima/Takuya Iwasaki/Masaya Kawaguchi/Kaworu Kobayashi/Masami Murao/Mineko Orisaku/saorin/Tetsu Sawamura/Naoto Somese/Sonoe/Kyoko Sugimoto/Kouji Suwa/Herbie Yamaguchi/Yuya Yamasaki/Shiho Yoshizumi

Notifications to the Press/Media

Press time

The hours between 10:00 a.m. and 12:00 p.m. on the opening day (February 25) (Press people only for admission from 9:50) of CP+2016 will be "Press Time." During this time, entry will be restricted to journalists and special guests who can see the exhibits without being pressed for time (*general and business visitors will be allowed in from 12:00 p.m.). Be sure to make the most of it to cover new products!

Press room

Lockers are available!

The press room is fully equipped with wireless and wired LAN, bilingual staff and a cloak room. Information on the products, event schedules and World Premieres of the exhibitors will also be available in this room. Additionally, lockers are available to press people in the Exhibition Hall.

Press room available hours:

Feb 25 (Thu) 8:30–20:30
Feb 26 (Fri) 9:00–19:00
Feb 27 (Sat) 9:00–19:00
Feb 28 (Sun) 9:00–17:30

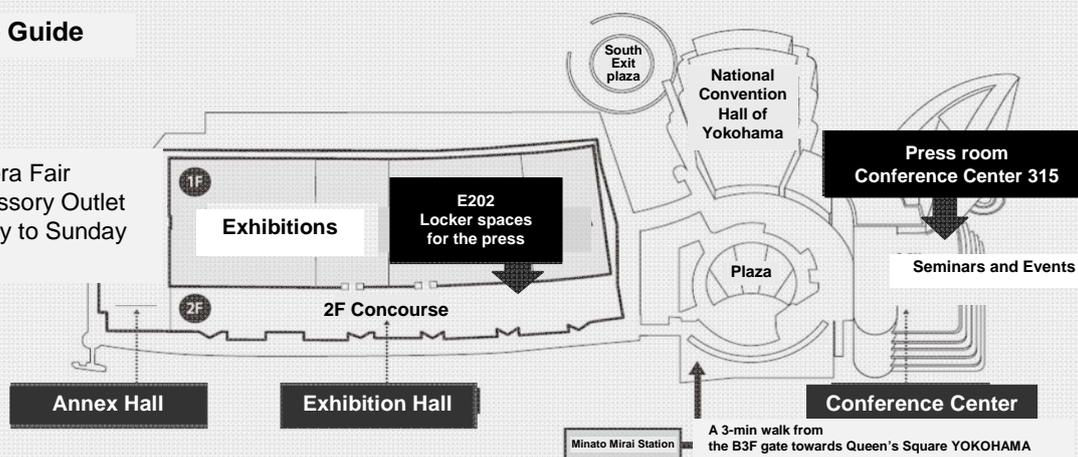
Exhibition venue available hours:

Feb 25 (Thu) 9:50–18:00 *
Feb 26 (Fri) 9:30–18:00
Feb 27 (Sat) 9:30–18:00
Feb 28 (Sun) 9:30–17:00

* Only press people are allowed in 10 minutes in advance.

◆ Venue Guide

Used Camera Fair
Photo Accessory Outlet
(From Friday to Sunday
only)



Check out the CP+ Official Website!

<http://www.cpplus.jp/en/>

◆ We will provide updates as soon as they're available.

CP+ Top Page > Information for the Press > CP+2016 Newsletter Subscription

◆ Download logos, banners, and photos from CP+2015.

CP+ Top Page > Information for the Press > Downloads for the Press

*All event content details are subject to change.

*If there are any changes, we will announce them on the official website as needed.

Please contact the following persons regarding this document:
 Takahashi/Yoshikawa, CP+ Division
 1-32-5 Honjo, Sumida-ku, Tokyo 130-0004
 Japan
 Phone: +81-3-6741-4015
 Fax: +81-3-6741-4016
 Email: press@cpplus.jp

Appendix: List of Exhibitors (as of December 15)

Agai Trading Corporation
 ASANUMA & CO.,LTD.
 Asukanet Co.,Ltd.
 Aurora Litebank Japan Inc.
 Autel Robotics Co., Ltd.
 Awagami Factory
 BEAM CO.,LTD
 Canon Inc./Canon Marketing Japan Inc.
 Carl Zeiss Co., Ltd.
 CASIO COMPUTER CO., LTD.
 comet
 COSINA CO., LTD.
 CYBER GRAPHICS CORPORATION
 Dalian CheeringTech Co., Ltd./CheeringTech-Japan Co., Ltd.
 Dell Japan Inc. / Intel Corporation
 DJI JAPAN
 DNP Photo Imaging Japan Co., Ltd
 EIZO Corporation
 Entaniya co., ltd
 EPSON
 ETSUMI CO.,LTD.
 FUJIFILM Corporation
 GGS DIGITAL TECHNOLOGY CO.,LIMITED/PAPALER CO.,LTD.
 GIN-ICHI Corp.
 G-Technology
 HAKUBA PHOTO INDUSTRY CO., LTD.
 Ichikawa soft laboratory Co., Ltd.
 ILFORD/Hahnemuhle (JetGraph.Co.,Ltd / Chugai Photo
 Chemical.Co.,Ltd)
 ImageVISION Co. Ltd.
 INFOTRANS CO.
 Japan Hobby Tool
 JAPAN TELESCOPE MANUFACTURERS ASSOCIATION
 Kenko Professional Imaging Co., Ltd
 Kenko Tokina Co., Ltd. / SLIK CORPORATION
 KIPON
 Kowa Optical Products Co.,Ltd.
 KUPO CO., LTD.
 KYORITSU ELECTRIC CO., LTD.
 Lomography
 LPL Co., Ltd
 LUMICA CORPORATION
 Manfrotto Distribution Japan
 Markins / Trinple Co.,Ltd.
 Maruman Corporation/CANSON
 MARUMI OPTICAL CO.,LTD.
 MemoGraph
 Micron Japan CPG
 MonoGo
 MouseComputer CO.LTD
 NIKON IMAGING JAPAN INC.
 NiSi Filter
 Nissin Japan Ltd.
 OLYMPUS CORP.
 Panasonic Co.,Ltd
 Polaroid
 Profoto K.K.
 Research Institute of Systems Planning, Inc.
 RICOH IMAGING COMPANY, LTD.
 SanDisk Limited
 SD Association
 Sense-tech Innovation Company
 Shanghai Jieyong Technology Co.,Ltd.
 Shenzhen Yong Nuo Photographic Equipment Co., Ltd

SIGHTRON JAPAN INC.
 SIGMA CORPORATION
 SIRUI (tokiwasyashinyouhin)
 Socionext.Inc
 Sony Corporation / Sony Marketing (Japan) Inc.
 Tamron Co., Ltd.
 taste
 THE BAMBI Inc.
 TOAST TECHNOLOGY
 TOLIHAN CORP.
 TomTom
 TOMYTEC
 TOSHIBA CORPORATION
 Toyo Living Co., Ltd.
 Transcend Japan Inc.
 TSUBOSAKA ELECTRIC CO., LTD.
 VANGUARD
 Velbon Corporation
 Vixen Co., Ltd.
 Wacom Co.,Ltd.
 Western Digital Japan Ltd. / I-O Data Device, Inc.
 XSpecra Co., Ltd. / FIT Corporation
 ZHONG YI OPTICS
 Ztylus Inc.

■ Video Area for Professionals

ACEBIL JAPAN
 ADTECHNO Inc.
 AJA Video Systems
 Blackmagicdesign
 Deity Japan
 Grass Valley K.K.
 HEIWA SEIKI KOGYO CO.,LTD.
 Kenko Professional Imaging Co., Ltd.
 Light Up Corporation
 NEP inc.
 TEAC CORPORATION
 Technical Farm
 VIDEO Service CO.,LTD.
 YOSHIMI CAMERA
 Y's Digital Studio

■ Media Partner

Impress Corporation

■ Organizer-related booths

Japan Photo and Video Accessory Association
 JCII Camera Museum
 Kanagawa Prefecture
 National Astronomical Observatory of Japan
 PHOTO YOKOHAMA 2016
 Professional Photographers of Japan/Japan Photo
 Culture Association (Family Photo Studio)
 "Shashin Koshien" High School Photo Contest & The Town
 of Photo:HIGASHIKAWA
 The Division of Photonics An Affiliate of Japan Society of
 Applied Physics/Japan Optomechatronics Association/
 The Society of Photography and Imaging of Japan