



# The World Premiere show for camera and photo imaging **CP+2017** Event Overview

The Camera & Imaging Products Association (CIPA) (MA Shibaura Building, 3-8-10 Shibaura, Minato-ku, Tokyo; President: Hiroyuki Sasa) will hold the CP+2017 Camera & Imaging Show from February 23 (Thursday) to February 26 (Sunday), 2017, at PACIFICO YOKOHAMA and BankART Studio NYK.

CP+ is a leading comprehensive camera and imaging exhibition with a history of eight years since moving to the cosmopolitan city of Yokohama, with more than 50 years since the years of the Japan Camera Show. Last year, CP+ was the largest camera event ever, with more than 67,000 visitors, while 42 World Premieres (products that are announced first, globally, via the show) were announced to the world during this event.

With the exhibition of new products and many new events and projects, such as the “PHOTO HARBOUR” Art Community Space at BankART studio NYK, the four-day CP+ event will allow more people than ever before to step into the fascinating world of photo imaging, from general camera fans to professional photographers.

## Four Major Topics

- **More content that can be enjoyed by families and groups of women**

This year, CP+ includes more content “to be shot,” such as the much-talked-about SHIN SUZUKI PHOTOSTUDIO. This will be an event that can be “enjoyed by families and friends.”

- **Seminars for would-be photographers all the way to professional/advanced photographers**

CP+ also includes many events where visitors can “learn practical tips, in depth”; for example, the Seminar & Portfolio Reviews by creatives working in the advertisement industry with themes ranging from applications for solicitation and obtaining jobs, along with an image processing seminar, for advanced users.

- **Announcement of the winners of “ZOOMS JAPAN,” which aims to support young photographers**

The winners of the second “ZOOMS JAPAN 2017,” the photo awards that aim to support young photographers, have been decided. This event exhibits their works alongside the works of the winners of the French ZOOMS. The works will also be exhibited in Paris in November.

- **New PHOTO HARBOUR location: BankART**

The “PHOTO HARBOUR” Art Community Space, an event that aims to share and communicate the fun of “creating” photos with the participation of many photographers, is being held at Art Space BankART Studio NYK.





# Event Overview

## CP+2017

- Dates and times: Thursday, February 23 to Sunday, February 26, 2017

February 23 (Thu)	12:00–18:00 (*Press Time: 10:00–12:00)
February 24 (Fri), 25 (Sat)	10:00–18:00
February 26 (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) BankART Studio NYK
- 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
- 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
- Coordinator: Toppan Printing Co., Ltd.
- 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 13, 2016)
  - Exhibitors: 121 organizations (incl. 12 joint exhibitors)  
(Last year: 132 organizations, incl. 15 joint exhibitors)
  - Number of exhibition booth lots: 1,116  
(incl. the Organizer's Zone and media partner booths) (Last year: 1,073)
  - Number of visitors (target): 70,000 visitors (last year: 67,792 visitors)

NEW!

# Noteworthy Events at CP+2017

Keep your precious moments forever.

## SHIN SUZUKI PHOTOSTUDIO

**@CP+2017** February 25 (Sat) 10:00–17:00  
February 26 (Sun) 10:00–16:00

Venue: PACIFICO YOKOHAMA Exhibition Hall, 2F E205/E206

Free/pre-registration required

**\*Same-day reservation available** (First-come, first-serve basis, closed when the scheduled quantity is reached)

Take a “precious photo” with your “precious person.”

The SHIN SUZUKI PHOTOSTUDIO—the on-the-road photo studio produced by Shin Suzuki that tours all around the country, including Shin Suzuki's hometown in Fukushima and the Comic Market—is coming to CP+2017! This is a chance to experience the biggest appeal of photography, being with your family, lover, or friends. It's fun to be shot, and it's fun to see! A photo printed in A4 size and the data is given to you after the shoot. Take this chance to be a subject and experience the real fun of photography!



### Profile of Shin Suzuki, Photographer

Shin Suzuki was born in Fukushima Prefecture in 1980 and graduated from the Department of Photography, Faculty of Arts, Tokyo Polytechnic University. He is teaching part-time at Kanazawa University. As a photographer, he is working on advertisements for various companies, including JR East, UNIQLO, Japan Airlines, and many magazines, as well as exhibiting his own works continuously. His website contains more than 100,000 free-downloadable photos. He also has given more than 30 workshops and lectures at schools from elementary to college. His current effort is the SHIN SUZUKI PHOTOSTUDIO, taking photos of more than 10,000 people all around the country.

Shin Suzuki's works can be viewed here:

<http://suzukishin.tumblr.com/>

Applications for reservations will start early February 2017 via the CP+ official website!

**NEW!**

# Events That Support Students Aiming at Working in the Photography Industry

Presented by the APA (Japan Advertising Photographer's Association)

## “Attitudes and Preparations for Solicitation and Obtaining Jobs”: Seminar & Portfolio Reviews

Limited to students!

\*Participants must be 35 years old or younger and should present their student ID cards at reception.

**Feb 26 (Sun) Seminar 13:00–14:00**

Free/Pre-registration required

Venue: Conference Center 311/312 Number of seats: 144 (tentative)

**Portfolio Reviews 14:00–16:00**

Venue: Conference Center 313/314

Free/Only available to the participants in the seminar

The speakers, who are top-tier creatives, producers, and photographers in the advertisement industry, talk about the knowledge and techniques required for solicitation and obtaining jobs, such as the personal qualities demanded by the industry, printing skills, and how to improve presentation skills. This seminar includes “Portfolio Reviews,” where the speakers individually take the time to check the desirous participants’ books and works, giving comments and feedback.

### Speaker:

**Hidekazu Maiyama**, Photographer / Judge of the APA Awards 2017 Category of Photography

**Hideo Suzuki**, Photographer / Chief Judge of the APA Awards 2017 Category of Advertising Photos

**Kiichiro Yoshimoto**, Photographer / Judge of the APA Awards 2015 Category of Advertising Photos

**Kiyoshi Uematsu**, Editor-in-Chief, COMMERCIAL PHOTO magazine

**Tetsuro Takai**, Photographer / Chief Judge of the APA Awards 2017 Category of Photography

**Many other creatives from major advertising agencies are also participating!**

## APA Photo Exhibition

**Feb 23 (Thu), Feb 24 (Fri), and Feb 26 (Sun)**

Venue: Minato Mirai Gallery

\*Closed on February 25 (Sat)

From the APA Awards of 2015 and 2016, hosted by the Japan Advertising Photographer's Association, this event exhibits works by “METI Minister Award” winners and other award recipients. Additionally, the exhibition includes works by “MEXT Minister Award” winners from the “National Exhibition of Photography from School Arts and Craft Classes,” which is a compilation from the “Use of cameras in arts and craft classes” hands-on lecture for elementary and junior high school students organized in collaboration with the National Formative Education Union, as well as photos shot by the students in the lectures.



Kozaburo Iwakiri, Photographer  
Winner of the APA Awards 2016 METI Minister Award

**NEW!**

# New Seminars for Advanced Users

Adobe Systems presents

for Professional &  
Intermediate/Advanced Users

## An Image Processing Seminar

**Feb 25 (Sat)**

Free/Pre-registration  
required

English-Japanese  
simultaneous interpretation

**Venue: Conference Center 311/312**

**Number of seats: 134**

**Speaker/Julianne Kost**

**10:30–12:00**

**<Session 1>**

### **Creative photographic expression via Lightroom and Photoshop — From “as you shoot” to “as you feel”**

“The value of a photo is decided after it is shot.” In this seminar, Adobe’s senior evangelist and photographer Julianne Kost provides some tips and techniques to sublimate photos using Lightroom and Photoshop. This seminar presents how to more efficiently turn your photo into a masterpiece using the functional adjustment tools of Lightroom and the little known but proven functions of Photoshop.

**13:00–14:30**

**<Session 2>**

### **Professional techniques for making full use of Adobe Photoshop Lightroom**

In this seminar, Adobe’s senior evangelist and photographer Julianne Kost presents everything there is to know about Lightroom. Here, you can learn the series of Lightroom functions, ranging from photo management and adjustments to creative editing. This session also gives you practical tips for efficient development, such as configuring Lightroom with the auto adjustment settings and presets of your camera and lens, and applying these settings to multiple photos.

**15:30–17:00**

**<Session 3>**

### **Photoshop CC Seminar / Improve Your Skills!**

This seminar targets intermediate/advanced users. Adobe’s senior evangelist and photographer Julianne Kost presents her favorite techniques when using Photoshop. She demonstrates the noteworthy new functions and tools of Photoshop so as to explain how to enhance the finish quality of your photos. Learn about the Layers panel, merge, deformation, HDR, and other functions that will no doubt help you to improve your skills.





The Editors'  
Photo Award  
ZOOMS JAPAN 2017

# The Editors' Photo Awards ZOOMS JAPAN 2017

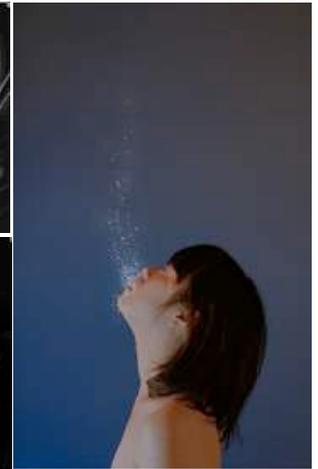
## Here are the winners!

“The Editors' Photo Award ZOOMS JAPAN” is a photo award competition created by CP+ as a cooperative event between Japan and France, in collaboration with “SALON de la PHOTO,” held in every November in Paris, France. Among the seven nominees selected by a panel of editors from major Japanese photography and camera magazines, the “Editors' Award” is selected with a final presentation, and the “Public Award” is selected via website voting. The works of the winners from Japan and France are exhibited both in Yokohama and Paris. CP+ and SALON de la PHOTO will continue further exchange between the Japanese and French photography cultures, centered on this event.

### Editors' Award **Noriko Yamada “emission”**



- Born in 1993
- Living in Aichi Prefecture
- Graduated from Nagoya University of Arts and Sciences
- Creating various works centered on photography



### Public Award **Hisaya Katagami “Days with umbrellas”**



- Born and living in Hiroshima
- Working in Hiroshima as a commercial photographer and creating his own works centered on snapshots
- Runner-up in the 2nd APART GALLERY PHOTO CONTEST “travel around the world” 2015
- <http://www.hisayakatagami.com/>





## Collaborative Photo Awards in Paris: These are the Winners of “LES ZOOMS”!

The winners of “LES ZOOMS 2016,” the collaborative photo award competition in Paris, France, were announced at “SALON de la PHOTO” in November. These winners will come to CP+2017 and will have gallery talk events with the winners of “ZOOMS JAPAN 2017.”

### Press Award **Julian Coquentin “SAISONS NOIRE”**



Julien Coquentin was born in 1976. He is a nurse and a photographer. He is also the author of two books, *Early Sunday morning* (2013) and *8 days in New York* (2014), from éditions lamaindonne. His latest series, titled “Black seasons,” was published in July 2016 on the occasion of the exhibition with the same name at the museum of La Roche sur Yon Municipal Museum.



### Public Award

### **STANLEY LEROUX “CINQUANTIÈMES HURLANTS”**



Stanley Leroux is a 31-year-old professional photographer. As a representative of a new generation of wildlife photographers, he takes the risk of not making animals the only subject of his photos and focuses on expressing the artistry of his photos as a whole. In other words, before the representation of subjects, the entire photograph is the first object of his own. He has his own publishing house, through which he publishes not only his works but also those of his colleagues.



### **ZOOMS JOINT PHOTO / Awards Ceremony & Gallery Talk**

**Feb 23 (Thu) 15:30–16:30**

French–Japanese consecutive interpretation

**Venue: Special Stage at Exhibition Hall**

This will be the first joint exhibition, with two Grand Prix winners from the LES ZOOMS photo contest, which was organized by SALON de la PHOTO, a photo and image event that is held every year in Paris. The members of the prize selection committee are editors of influential photo magazines in France. The ZOOMS JAPAN Awards Ceremony accompanies the gallery talk with the Japanese & French winners, the editors-in-chief involved in the judging, and the moderators.

# Noteworthy Events at CP+2017

Visitors' votes will decide the winners! Vote and receive a gift!

## CP+ 2017 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!

### Four categories for the World Premiere Awards

- Interchangeable-lens Camera category
- Lens-integrated Camera category
- Interchangeable Lens category
- Photo Accessory category



Open for 4 entire days in 2017!

## CP+ Used Camera Fair 2017

- Shining a light on 100+ years of camera history -

**Feb 23 (Thu) to 26 (Sun) 10:00–17:00** (Closed at 16:00 on Feb 26)

**Venue: PACIFICO YOKOHAMA Annex Hall**

Produced and operated by **GENKOSHA**, CAMERA fan  
Used camera shops from around the country will gather at CP+ to exhibit & sell the finest cameras around, ranging from classic mechanical cameras to popular digital ones.



### Participating shops:

Aikoudou Camera (Aichi)/Breguet Camera (Tokyo)/CAM-ALL Takanashi Camera Chain(Niigata)/Camera no Rokkoo (Tokyo)/Camera Repair & Sale UCS (Tokyo)/Doppietta-Tokyo (Tokyo)/FUJII CAMERAS (Osaka)/GOGO CAMERA (Fukuoka)/j2camera (Tokyo)/Lemon Co., Ltd./CAMERA NANIWA (Tokyo & Osaka)/MOTOMACHI CAMERA (Hyogo)/OGIKUBO CAMERA NO SAKURAYA(Tokyo)/OTSUKASHOKAI Co., Ltd. (Aichi)/STEREO CAMERA (Fukuoka)/SUZUKI CAMERA (Osaka)/SUZUKI CAMERA (Tokyo)/tokyocamera (Tokyo)/Yamagen Photo (Osaka)

## Photo Accessory Outlet

**Feb 23 (Thu) to 26 (Sun) 10:00–17:00**  
(Closed at 16:00 on Feb 26)

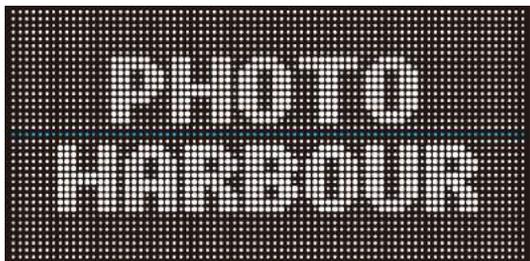
**Venue: PACIFICO YOKOHAMA Annex Hall**

This always-popular outlet sales event featuring CP+ exhibitors is specializing in the world of photo accessories and has been extended to the entire four days of the exhibition! Take this opportunity to find something new and magical!



### Exhibitors:

Agai Trading Corporation/ETSUMI CO.,LTD./Guardforce japan, ltd./HAKUBA PHOTO INDUSTRY CO., LTD./IDEAMIX Co., Ltd./Kenko Tokina Co., Ltd./LUMICA CORPORATION/Manfrotto Distribution Japan/RICOH IMAGING COMPANY, LTD./TOKIWASYASHIN CO.LTD./TOSHIBA CORPORATION/Toyo Living Co., Ltd./Velbon Corporation



Communicating the pleasure of “creating” a photo!  
**Art Community Space**  
**PHOTO HARBOUR**



**Feb 23 (Thu) to 26 (Sun) 10:00–18:00**  
 (Closed at 17:00 on Feb 26)

**Venue: BankART Studio NYK**  
 (Admission allowed with a CP+ pass)

**Two collaborative exhibition projects with the participation of photographers!**



**ONE OF JAPAN'S LARGEST HANDS-ON PHOTO EVENTS**  
**ONAEBA VOL.20 — YOKOHAMA**

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.

Exhibition applications are now being accepted!

Visit the ONAEBA official site for details!

[www.onaeba.com](http://www.onaeba.com)



**PHOTOZINE EXHIBITION AND SALE EVENT**  
**PHOTO! FUN! ZINE! VOL.5**

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.

Exhibition applications are now being accepted!

ZINE! official site for details!

[www.pfzine.com](http://www.pfzine.com)

## ■ Keynote Speech

### “Women in Photography” “Potential of Exif in the Age of IoT”

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

**Feb 23 (Thu) 13:30–14:30**

**Venue: Conference Center 301/302**

**Number of seats: 400**

Free/Pre-registration required

English–Japanese  
Chinese–Japanese  
simultaneous interpretation



Recently, the phenomenon of kamera joshi (“women with cameras”) has become quite big in Japan. However, women have actually always been actively working in the photo industry since the birth of photography. CP+ is also reinforcing efforts to attract women. Therefore, this speech covers the topic “Women in Photography,” along with the more technical topic of the “Potential of Exif in the Age of IoT.”

## ■ Panel Discussion by Top Engineers

### “Creating Attractive Cameras”

**Feb 23 (Thu) 15:00–16:30**

**Venue: Conference Center  
301/302**

**Number of seats: 400**

Free/Pre-registration  
required

English–Japanese  
Chinese–Japanese  
simultaneous interpretation



Yasunori  
Ichikawa

Kenichi  
Kouda

The digital camera was a significant advance, 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: Ken Nakajima, Sony Corporation/Kosei Kosako, Ricoh Company, Ltd./Setsuya Kataoka, Olympus Corporation/Tadashi Nakayama, Nikon Corporation/Toru Nishimura, FUJIFILM Corporation/Tsutomu Mori, Panasonic Corporation/Yasuhiro Osone, SIGMA Corporation/Yasuo Suda, Canon Inc.

## ■ CP+ Technological Academy

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

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

**February 23 (Thu) 13:00–15:45** **February 24 (Fri) 10:30–17:45**

**Venue: Conference Center 311/312**

**Number of seats: 72 each**

February 23 (Thu) 13:00–15:45

- (1) 13:00–13:45 Takashi Suzuki, Olympus Corporation: Development of OLYMPUS E-M1 Mark II
- (2) 14:00–14:45 Kouichi Otsuka, CASIO COMPUTER CO., LTD.: Development of a wide-angle lens suitable for “Selfie & Wefie”
- (3) 15:00–15:45 Koichi Fukuda, Canon Inc.: Full-frame Dual Pixel CMOS AF and DPROW Technology

February 24 (Fri) 10:30–17:45

- (1) 10:30–11:15 Tatsuya Inui, Sigma Corporation: APS-H size Vertical Color Filter type CMOS image sensor Foveon
- (2) 11:30–12:15 Kenzaburo Seki, Sony Corporation: Development of RX series with the world's first 1.0-type stacked CMOS image sensor
- (3) 13:00–13:45 Hisayuki Yamanaka, Tamron Co., Ltd.: Development of Prime lens SP 85mm F/1.8 Di VC USD (F016)
- (4) 14:00–14:45 Haruo Sato, Nikon Corporation: The AF-S NIKKOR 105mm f/1.4E ED—Developed for Three-dimensional High Fidelity and Beautiful Bokeh Characteristics
- (5) 15:00–15:45 Junji Takahata, Panasonic Corporation: Development of Dual I.S. that achieves the linking of the body and lens image stabilization
- (6) 16:00–16:45 Koichi Tanaka, Fujifilm Corporation: Development of the X-T2
- (7) 17:00–17:45 Koichi Muramatsu, Ricoh Company, Ltd.: Five-axis, Five-shutter-step camera shake compensation for PENTAX K-1

## Supporting still and movie images: Video Area for Professionals

# Feb 23 (Thu) and Feb 24 (Fri) 11:00–17:00

## Venue: Conference Center 303/304

### ■ Video Area for Professionals (Cooperator: Light Up Corporation)

#### Introducing SLR cameras and all other latest movie solutions!

This year, CP+ is continuing to run this popular Video Area for Professionals. This area will feature 10 companies that provide movie-related equipment, so as to introduce the major solutions currently available for those involved in movies, from ready-to-use practical products to much-talked-about "dream" products. This is a chance to look at and experience the latest technologies!

#### List of Exhibitors:

Audio-Technica Corporation/Blackmagic Design Pty. Ltd./Canon Marketing Japan Inc./MITOMO Co., Ltd./Panasonic Corporation/RAID Inc./Sony Business Solutions Corporation, Sony Marketing Inc./STUDIO EBIS/TEAC CORPORATION/Light Up Corporation

### ■ Video Seminar for Professionals (Cooperator: COMMERCIAL PHOTO)

## 11:00–17:00 Number of seats: 250 each

Free/Pre-registration required

### Feb 23 (Thu) 11:00–12:30 [Lesson in Deploying] Choosing a 4K SLR Camera for Movies

#### Hiroshi Shikano (Photographer)

Most major manufacturers are currently offering 4K-capable SLR cameras. All of the cameras on the market have their own unique features, such as 60P frame rates, full-size shooting (35mm), and quick AF. This seminar shines a light on the basics of the cameras currently on offer from various manufacturers, while focusing on 4K movie functions, and it also highlights some things to be cautious about when shooting and editing movies in 4K.



### 13:15–14:45 [Lesson in Using] Sound Recording for SLR Movies

#### Shinya Kojima (Photographer), Yasuhito Yasutomo (Photographer)

For photographers that create their works using lights and shades, invisible sound is a lesser-known field. This session presents some practical techniques, such as the basics of sound recording for SLR movies, recording interviews using multiple microphones, and live recording mixing line audio sounds and hall sounds.



### 15:30–17:00 [Lesson in Trends] Introduction to 360° VR Video

#### Tomonori Taniguchi (Photographer)

These days, VR (virtual reality) technologies have become commonplace; for example, 360° panorama video cameras and VR head-mounted displays are available for general users, and YouTube and Facebook now support VR videos. This session presents information on how to create 360° VR videos, which is a medium that photographers should be familiar with, as the world is seeing a surge in VR demand.



### Feb 24 (Fri) 11:00–12:30 [Lesson in Deploying] Choosing a 4K SLR Camera for Movies

#### Hiroshi Shikano (Photographer)

See the description of the lecture for February 23.



### 13:15–14:45 [Lesson in Using] Techniques for Shooting Movies with Action and Mobility Using SLR Cameras

#### Yasunori Iwamoto (Director)

The emergence of smaller and lighter cameras has made it possible to shoot movies from unprecedented angles, with substantial dynamism, and at locations that had not been previously accessible to movie cameras. This seminar presents some techniques for shooting movies with increased mobility using SLR cameras, as well as how to use SLR cameras in general, while comparing them with action cameras and smartphones.



### 15:30–17:00 [Lesson in Trends] 4K for Multiple Uses, from Web to Printing

#### Akihiko Nagumo (Photographer)

High-resolution 4K is useful for various applications, such as Web movies for computers and smartphones, digital catalogues for tablets, and high-quality printing. In this seminar, an expert in photography and printing presents ways to create 4K content considering multiple usage, from the Web to printing, from the forefront of production.



## Marketing Seminars for Successful Businesses

### ■ Keypoint Intelligence's Digital Imaging Seminar

Free/Pre-registration required

English-Japanese simultaneous interpretation

\*InfoTrends was renamed to "Keypoint Intelligence."

**Feb 24 (Fri) 10:30–12:10**

**Venue: Conference Center 301/302    Number of seats: 250**

#### **(1) Photography for the Generations 10:30–11:20**

**Alan Bullock**

**(Associate Director, Connected Imaging Trends Service, Keypoint Intelligence)**

Keypoint Intelligence's research has consistently shown that age and life stages can dramatically impact consumers' attitudes, perceptions, and purchasing habits. This session will provide a generational perspective on the digital camera, mobile imaging, and output markets, with focus on Millennials.

#### **(2) Driving imaging in 2017 and beyond 11:20–12:10**

**Ed Lee**

**(Group Director, Worldwide Consumer and Professional Imaging Services, Keypoint Intelligence)**

Rapid technology changes are reshaping the imaging market as we know it. Companies are investing tremendous amounts of time and resources on 360-degree imaging, augmented and virtual reality, and drones. This session will provide an update on how these technologies are advancing and what their impacts could be.

### ■ CIPA/GfK

Free/Pre-registration required

English-Japanese simultaneous interpretation

## Global Market Seminar

(Cooperator: NPD Group)

**Feb 24 (Fri) 13:30–16:30    Venue: Conference Center 301/302**

**Number of seats: 250**

The marketing seminar is presented by the CIPA and provides statistics information about digital cameras and interchangeable lenses, along with GfK, which networks worldwide research sites. The seminar covers the trends in the digital camera and lens market in three regions: Globally, in the U.S. (presented by the NPD, conducting research mainly in the United States), and in ASEAN, which is an important market for digital ILC cameras. Additionally, the seminar features a "Key Technology" topic from a functional viewpoint, including the performance of the movie functions of digital cameras, along with information on the market surrounding more unconventional imaging methods, such as action cameras.

#### ■ CIPA Seminar

##### **(1) Camera & Imaging Products Association (CIPA) 13:30–13:50**

Shinichi Yoneyama (Chair of Research & Statistics Working Group, CIPA)

#### ■ GfK Seminar

##### **(2) Global: Ways to stabilize the camera market 13:50–14:10**

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

##### **(3) U.S.: Latest U.S. Trends in Image Capture 14:10–14:40**

Ben Arnold (Executive Director and Industry Analyst, The NPD Group)

##### **(4) ASEAN: SEAsia's increasing adoption of technology – unravelling the opportunities 14:50–15:20**

Gerard Tan (Senior Director, GfK Asia Pte Ltd.)

##### **(5) Key Technology: New technological trends in consumer markets and their influence on Imaging 15:20–15:50**

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

##### **(6) Discussion 15:50–16:30**

Discussions led by each speaker

**NEW!**

## Take a photo of the universe, the sky, or the sea! Enjoy it all with your family! Dream Photo Studio

Supported by the Research Institute of Systems Planning, Inc.

Free/same-day reservation available

**Feb 25 (Sat) to 26 (Sun)**  
**Venue: Exhibition Hall 2F,  
 Room E204**

Take your photo with unusual backgrounds! Chromakey technology is used to composite the background of the universe, the sky, or the sea into your photo. The photo is then printed and given to you on-the-spot.

### ■ Professional Photographers of Japan/ Japan Photo Culture Association Family Photo Studio

**Feb 23 (Thu) to 26 (Sun)**  
**Venue: Exhibition Hall  
 2F Concourse**

Pay/ Pre-registration required

Price: ¥1,000 (incl. tax)  
 \*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.

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

**Feb 23 (Thu) to 26 (Sun)**  
**Venue: 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 23rd contest. Among the 527 school entries, representatives from 19 schools and a total of 57 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.

### ■ Kanagawa Prefecture Tourism PR zone with local mascots

**Feb 23 (Thu) to 26 (Sun)**  
**Venue: Exhibition Hall  
 1F Concourse**

The municipalities of Kanagawa Prefecture will have their own tourism PR booths so as to shine a light on their respective local specialties and photogenic locations. The local mascots will also visit the site on Saturday and Sunday!

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

### ■ JCII Camera Museum Special Exhibition Old, but New

## History of Movie, Panorama, Stereo Cameras

**Feb 23 (Thu) to 26 (Sun) Venue: Inside Exhibition Hall**

The innovation of image expression via movie, panorama, and 3D stereo cameras, etc., is constantly progressing, but the roots of all of them go back to the cameras and technologies of the 19th century. This exhibition includes historic movie, panorama, and 3D stereo cameras from the JCII Camera Museum in order to relay the various imaging equipment involved and the depth of expression that can be gained by using such cameras.





Free shuttle buses available! Yokohama is literally filled with photos during CP+! Walk around the city and enjoy the photography!

CP+ is one of the core events of PHOTO YOKOHAMA.

“PHOTO YOKOHAMA” is the collective name for the various events related to photography and imaging held all around the city of Yokohama from January to March 2017.

The Power of Photography

4 days only! Score some PHOTO YOKOHAMA novelties!

Period: Feb 23 (Thu) to 26 (Sun)

Stamp Rally

Go visit the core events within the period above and collect three or more stamps on the leaflet with the map (available at all venues). When you reach the goal, try the capsule toy game and score some PHOTO YOKOHAMA novelties!



**PICK UP! Major events of PHOTO YOKOHAMA 2017**

**The photographic works of Kishin Shinoyama “Picture power”**

**Jan 4 (Wed) to Feb 28 (Tue)**  
**Venue: Yokohama Museum of Art**  
**Closed on Thursdays**  
**\*Except for Jan 5 and Feb 23**



John Lennon, Yoko Ono 1980

Kishin Shinoyama’s photographic career spans over five decades. This exhibition, composed of approximately 120 of Shinoyama’s photographs, were selected by the artist from his enormous body of work and printed on large panels. The exhibition was specifically designed for a museum space divided into five sections, according to: “GOD,” “STAR,” “BODY,” “SPECTACLE,” and “ACCIDENTS.”

Organizer: Yokohama Museum of Art, Yomiuri Shimibun, Nippon Television Network, The Japan Association of Art Museums

Admission fee: Adults 1,500 yen; college & high school students 900 yen; junior high school students 600 yen; elementary school students and younger: free of charge

Phone: +81-45-221-0300  
 URL: <http://kishin-yokohama.com>

**Press Photo Exhibition 2016**

**Jan 7 to Mar 26, 2017**  
**The Japan Newspaper Museum (NEWSPARK)**

This exhibition will review the turbulent year of 2016, with news photos shot around the world by press photographers from the 33-member Tokyo Press Photographers Association, including those working at newspapers, news agencies, and broadcasters (NHK).

Organizer: The Japan Newspaper Museum, Tokyo Press Photographers Association

Admission fee: Adults ¥400; college students ¥300; high school students ¥200 (incl. tax); Junior high school students and younger: Free of charge

Phone: +81 45 661 2040  
 URL: <http://newspark.jp/newspark/>



“President Obama’s Statement for Peace”: President Obama visiting Hiroshima and making a statement at Hiroshima Peace Memorial Park (Yomiuri Shimibun, May 27, 2016)

**Photo Exhibition “MAGNUM CINEMA & Yokohama in Cinema”**



Hollywood, 1946  
 Robert Capa © ICP / Magnum Photos



© NIKKATSU CORPORATION

**Feb 15 to 26, 2017**  
**\*Closed on Feb 20 (Mon)**  
**Venue: Yokohama Civic Art Gallery**

This collaborative exhibition features scenes from foreign and domestic movies including first-ever-published photos, such as those taken backstage on movie sets from the golden movie era, shot by famous photographers from MAGNUM PHOTOS, along with snapshots of movies produced by Nikkatsu. Enjoy the true faces of the movie stars of yesteryear and the best scenes of the photogenic city of Yokohama, from Marilyn Monroe to Yujiro Ishihara.

Organizer: PHOTO YOKOHAMA Executive Committee  
 Supporter: MAGNUM PHOTOS TOKYO, NIKKATSU CORPORATION

Admission: Free  
 Phone: +81-45-315-2828  
 URL: <http://ycag.yafjp.org/>

## Notifications to the Press/Media

### Press time

The hours between 10:00 a.m. and 12:00 p.m. on the opening day (February 23) (Press people only for admission from 9:50) of CP+2017 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!

### Use of the Press Room

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:

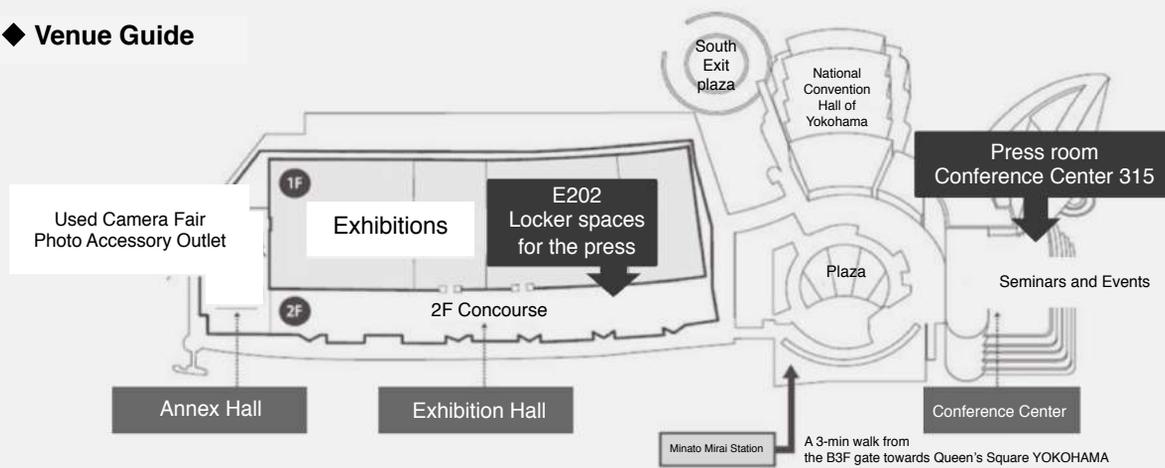
**Feb 23 (Thu) 8:30-20:00**  
**Feb 24 (Fri) 9:00-19:00**  
**Feb 25 (Sat) 9:00-19:00**  
**Feb 26 (Sun) 9:00-17:30**

#### Exhibition venue available hours:

**Feb 23 (Thu) 9:50-18:00 \***  
**Feb 24 (Fri) 9:30-18:00**  
**Feb 25 (Sat) 9:30-18:00**  
**Feb 26 (Sun) 9:30-17:00**

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

#### ◆ Venue Guide



### Check out the CP+ Official Website!

[www.cpplus.jp](http://www.cpplus.jp)

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

CP+ Top Page > Information for the Press > CP+2017 Newsletter Subscription

#### ◆ Download logos, banners, and photos from CP+2016.

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:

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## Appendix: List of Exhibitors (as of December 13)

Adobe Systems Co., Ltd.  
 Aeskimo  
 Agai Trading Corporation  
 Anhui ChangGeng Optics Technology Co.,Ltd.  
 ASANUMA & CO.,LTD  
 Asukanet Co.,Ltd.  
 Awagami Factory  
 BenQ JapanCo.,Ltd.  
 Canon Inc./Canon Marketing Japan Inc.  
 Carl Zeiss Co., Ltd.  
 CASIO COMPUTER CO., LTD.  
 Cecilia Gallery  
 COMET  
 Coqoozo Corporation  
 COSINA CO., LTD.  
 COSMO SOUND Co.,Ltd  
 DJI JAPAN  
 DNP Photo Imaging Japan Co., Ltd  
 DxO  
 EIZO Corporation  
 Entaniya.co.ltd  
 Epson Sales Japan Corp  
 ETSUMI CO.,LTD  
 FUJIFILM Corporation  
 GIN-ICHI  
 HAKUBA PHOTO INDUSTRY CO.,LTD  
 Hasselblad Japan  
 Ichikawa soft laboratory Co., Ltd.  
 IDEAMIX Co., Ltd.  
 ILFORD/Hahnemuhle(JetGraph/Chugai Photo Chemical)  
 ImageVISION Co.Ltd.  
 IseWashi  
 JAPAN HOBBY TOOL  
 Kenko Professional Imaging Co., Ltd.  
 Kenko Tokina Co., Ltd.  
 Kenko Tokina Co., Ltd./SLIK CORPORATION  
 KIPON  
 Kowa Optical Products Co.,Ltd  
 KUPO GRIP  
 KYORITSU ELECTRIC CO., LTD.  
 Libec (Heiwa Seiki Kogyo CO., LTD)  
 LPL Co., Ltd  
 LUMICA CORPORATION  
 Manfrotto Distribution  
 Markins / Trinple Co.,Ltd.  
 Maruman / Canson  
 Marumi Optical Co., Ltd.  
 Microsoft Japan Co., Ltd.  
 MouseComputer Co.,LTD  
 NIKON IMAGING JAPAN INC.(General Zone)  
 Nikon Imaging Japan inc.(Photo Print Media Zone)  
 NiSi Filters  
 Nissin Japan.Ltd.  
 OLYMPUS CORP.  
 Panasonic Corporation  
 Pictorico Co., Ltd.  
 PILOT'S Co.,Ltd BACKGROUND FACTORY  
 Plaber S.r.l. / HPRC/ Barber Shop Bags / Shootools  
 Profoto K.K.  
 Research Institute of System Planning, Inc.  
 Ricoh Company, Ltd.

SanDisk/G-Technology  
 SD Association  
 Sense-tech Innovation Company  
 Shanghai Jieyong Technology Co.,Ltd.  
 Shenzhen Zhuo Er Photographic Equipment Co., Ltd  
 Shotenkobo Co.,Ltd.  
 SIGHTRON JAPAN INC.  
 SIGMA CORPORATION  
 SIRUI  
 Socionext Inc.  
 Sony Corporation / Sony Marketing (Japan) Inc.  
 Synology Inc.  
 Take's One/DIGITAL HOLLYWOOD UNIVERSITY  
 Tamron Co., Ltd.  
 taste  
 THE BAMBI INC.  
 Osiris Film Technology Ltd  
 TOLIHAN CORP.  
 TOMY TEC CO., LTD (BORG)  
 TOSHIBA CORPORATION  
 Toyo Living Co., Ltd.  
 Transcend Japan .Inc  
 TSUBOSAKA ELECTRIC CO., LTD.  
 VANGUARD  
 Velbon Corporation  
 Vixen Co., Ltd.  
 Wacom Co.,Ltd.  
 YONGNUO

### ■ Video Area for Professionals

Audio-technica corporation  
 Blackmagic Design Pty Ltd  
 Canon Marketing Japan Inc.  
 Light Up Corporation  
 MITOMO Co.,Ltd.  
 Panasonic Co.,Ltd  
 RAID inc.  
 Sony Business Solutions Corporation/Sony Marketing (Japan)  
 Inc.  
 STUDIO EBIS  
 TEAC Corporation

### ■ Media Partner

Impress Corporation

### ■ Organizer-related booths

Japan Photo and Video Accessory Association  
 JCII Camera Museum  
 Kanagawa Prefecture  
 PHOTO YOKOHAMA 2017  
 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