



Two new collaborative events are set! Collaboration with J-WAVE LiLiCo & Yu Inaba visit CP+! & more than 200 popular pet photos from Instagram!

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 23 (Thursday) to February 26 (Sunday), 2017, at PACIFICO YOKOHAMA and BankART Studio NYK.

CP+ 2017 is enhancing its efforts to communicate the value of cameras and photography to new customer segments.

In addition to existing camera and photography enthusiasts, CP+2017 sees women and families with small children who have not visited CP+ as a new target. We will enhance efforts to offer the joys of "shooting, viewing, and connecting" to a wide range of customers through various events focusing on photo imaging, and to contribute to the spread and development of photo imaging culture.

Two new collaborative events to spread the fun of photography to a wider audience!



■ Collaboration with J-WAVE's program "ALL GOOD FRIDAY" - Special program and open recording event!

J-WAVE's popular program "ALL GOOD FRIDAY" specially collaborates with CP+. On Feb. 24 (Fri), the 1-day special program "All GOOD FRIDAY SPECIAL: PHOTOGRAPHY NOW supported by CP+" will come on air, and the presenters will talk about photography for the entire program. Also on Feb. 26 (Sun), navigators LiLiCo and Yu Inaba will appear at CP+ and hold a show to talk about photography and compete with each other at taking photos.

See details here: www.cplusplus.jp/event/jwave/

■ "#Mamire Exhibition" featuring 200 pet photos!

Many popular dog, cat and bird photos on Instagram, featured in "#Mamire" series magazine-book from MAGAZINE HOUSE, are on display! Find the animals hidden in the exhibition hall, take a photo and post it with the hashtag on your SNS, and receive a gift! (limited in quantity)

See details here: www.cplusplus.jp/event/mamire/

J-WAVE 81.3FM ALL GOOD FRIDAY
1-day Special Program & Special Talk Show Event!



Special program on photography!

**ALL GOOD FRIDAY SPECIAL:
 PHOTOGRAPHY NOW**

supported by CP+

Date & Time:

Feb. 26 (Sun) 11:30–16:00

"ALL GOOD FRIDAY" is the ideal program to liven up Friday afternoons, navigated by LiLiCo and Yu Inaba. This year, the program collaborates with CP+ for a 4.5-hour special program, where the presenters talk about photography for the entire show.



LiLiCo and Yu Inaba come to CP+!

J-WAVE Special Talk Show
ALL GOOD FRIDAY
Happy Photo Session

Feb 26 (Sun) 14:00–14:40

Venue: PACIFICO YOKOHAMA Conference Center 301/302
 Number of seats: 400

Free/Pre-registration required

**Reservations
 start on
 Feb. 10 (Fri)!**

■ **Off the studio floor! ALL GOOD FRIDAY special talk show**

The popular program "ALL GOOD FRIDAY" comes to CP+, and delivers a talk show about photography and how to shoot good photos, with Masanori Ikeda as the guest advisor for cameras and photography.



■ **A first in the program's history! LiLiCo vs Yu Inaba Photo Shooting Matchup**

LiLiCo and Yu Inaba compete with each other at shooting photos on a given subject. Guest: Masanori Ikeda (Photographer)

See details here: www.cplusplus.jp/event/jwave/

■ **Navigators' profile**

[LiLiCo]

Born in Stockholm, Sweden, to a Swedish father and Japanese mother. Came to Japan at the age of 18 and started her career in show business in 1989.

[Yu Inaba]

Actor, born in Tokyo on Jan. 12, 1993. Debuted in 2010.



Instagram-related collaborative event with
 “#Mamire” series magazine-book from
 MAGAZINE HOUSE

Popular pet photos from Instagram!

“ # Mamire Exhibition ”

Free

Feb. 23 (Thu) to 26 (Sun) 10:00–18:00 (17:00 on Feb. 26)

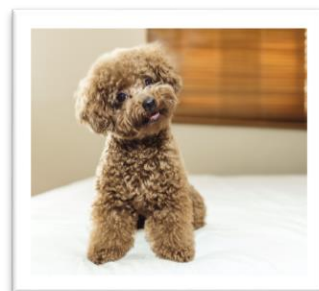
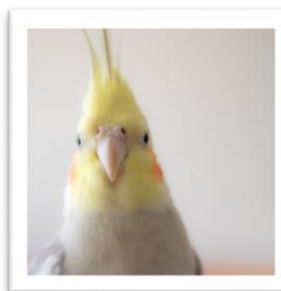
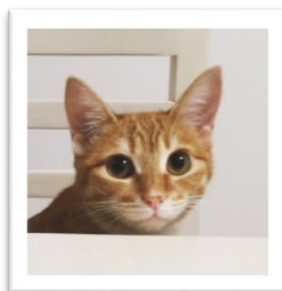
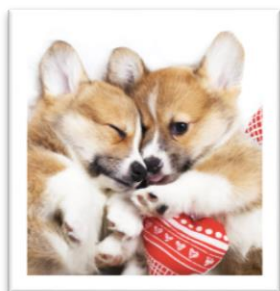
Venue: Exhibition Hall 2F, foyer in Annex Hall * CP+ pass is required for admission.

Many popular dog, cat and bird photos from Instagram, featured in “#Mamire” series magazine-book from MAGAZINE HOUSE, are on display.

See details here: www.cplusplus.jp/event/mamire/



In stores Feb. 22!



Points of focus in the “#Mamire Exhibition”

Exhibition Other great photos not published in the “#Mamire” series!

The “#Mamire” series was released in 2016 and became the No. 1 bestseller in the Pet Category of Amazon.co.jp. In this event, great photos not chosen for the books are shown.

SNS campaign Find cute animals hidden in the exhibition hall!

Cute animals are hidden in the exhibition hall. Find them and take a photo, post it with the hashtag on your SNS, and get the original photo props for pets during the exhibition period (limited quantity available)!

New issue “#Inu Mamire” will be in stores on Feb. 22!

Event Overview

CP+2017

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.



- 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 January 31, 2017)
 - 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)

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