

To all Journalists

June 27, 2011
CP⁺ Division

Camera & Photo Imaging Show

Report on CP⁺2011 and Call for Exhibitors for CP⁺2012

First of all, we would like to extend our deepest sympathy to all who have suffered from the Great East Japan Earthquake.

The Camera & Imaging Products Association (CIPA) (President: Makoto Kimura; Address: JCII Bldg. 25, Ichiban-cho, Chiyoda-ku, Tokyo Japan) held CP⁺ [si : pi : plus] 2011 from Wednesday, February 9 to Saturday, February 12, 2011. CP⁺ is an international camera and photo imaging show that presents the latest products and technologies to business users and consumers to disseminate the joy and extensive reach of the industry and culture of photo imaging. Despite the bad weather, CP⁺ 2011—the only event to disseminate information on camera and photo imaging to the world from the hub of the industry here in Japan—was a success. Over the four days, a total of approximately 50,000 visitors came to the show and 45 products made their world premieres. We sincerely wish to thank the press and media, as well as all related parties for their cooperation and support.

Summary of CP⁺ 2011

Dates:	February 9 (Wed) to 12 (Sat), 2011
Venue:	Pacifico Yokohama
Number of registered visitors:	49,368 visitors (four-day total)
<small>*Excluding repeat visitors, press/media, exhibitors, and related parties.</small>	
Number of exhibitors:	99 organizations (including 15 joint exhibitions)
Number of exhibition booth lots:	810 (including organizer's zone)

*For further details of CP⁺ 2011, see "CP⁺ 2011 Report" (available for download from the official website)

Summary of CP⁺ 2011 World Premiere

45 products (SLR cameras: 4 models / compact cameras: 24 models / lenses: 11 models / related products: 6 models)

* New cameras & photo imaging products announced during the two weeks prior to the CP⁺ and during the event period. Source:

Research conducted by DigitalCamera.jp

As to the possibility of holding CP⁺ 2012, we have checked how severely the event venue PACIFICO YOKOHAMA was damaged by the earthquake and have collected information regarding possible electricity shortages. Based on the findings we have finally decided to hold next year's event as per the previously announced schedule. Accordingly, as of today—June 27—we have started calling for exhibitors. With the theme of **“World Premiere – The power of photography to bring the world together,”** CP⁺ 2012 aims to call the world's attention to “a vigorous and energetic Japan” on behalf of Japan's world-leading camera and photo imaging industry. We sincerely request your continued support of CP⁺.

CP+ 2012 Event Overview

Event name: CP+ [si : pi : plAs] 2012

Event theme: “World Premiere – The power of photography to bring the world together”

Dates:	Thursday, February 9–Sunday, February 12, 2012
	February 9 12:00–17:00 (10:00–12:00 Premiere Time)
	February 10–11 10:00–17:00
	February 12 10:00–16:00
Venue:	PACIFICO YOKOHAMA (Exhibition Hall and Annex Hall)
Admission:	¥1,000 (tax included) (Free if registered on the website in advance)
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/Japan External Trade Organization (JETRO) (expected)
Main exhibition subjects:	Cameras, Lenses, Photo Accessories, Printers, Image Processing Software, Mobile Devices, Displays, Projectors, Photo Finishing Products, Photo Books, Printing Paper, Studio Accessories & Equipment, etc.

Major Efforts for CP+2012

>Recruitment of Exhibitors

Today, on June 27, we have started calling for exhibitors.

Applications can be made by submitting the required information in the CP+ official website.

Application Deadline: Friday September 30, 2011

* In the event that all available booth lots are reserved, the number and layouts of booth lots may be adjusted.

>Premiere Time

As with last year's event, the hours between 10:00 am and 12:00 pm on the opening day (February 9) will be called “Premiere Time.” Entry to the exhibition hall during this period will be limited to the press, special guests, and Premiere Visitors. At CP+2011, 45 products made their world premiere. It is anticipated that many more new products will be unveiled at CP+2012.

*General and business visitors will be allowed to enter the exhibition hall after 12:00 pm on the opening day.

*Premiere Visitors are those who hold Premiere Tickets.

>Component & Device Plaza

Within the exhibition hall, which is expected to attract about 50,000 visitors, we will set up a “Component & Device Plaza,” which will focus exclusively on categories directly related to manufacturing. In the plaza, we will provide simple, inexpensive booth lots for business purposes to create a cost-effective BtoB area where many relevant companies will be able to get together for business negotiations (lasting 4 days; 1 booth lot = 2m(w) × 2 m(D)).

>CP+ Official Website www.cpplus.jp

Today, on June 27, we have opened the CP+ official website for exhibitors and the press (in Japanese, English, and Chinese). We will keep the website updated with the latest information as needed.

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