

The World Premiere show for camera and photo imaging

CP+2015

FOCUS! Inspiration lies beyond the frame

Announcement

The Camera & Imaging Products Association (CIPA) (MA Shibaura Building, 3-8-10 Shibaura, Minato-ku, Tokyo; President: Tsuneji Uchida) will hold the CP+2015 Camera & Imaging Show from February 12 (Thursday) to February 15 (Sunday), 2015, at the PACIFICO YOKOHAMA.

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 sixth event since relocating to the international city of Yokohama. Every year more families and women come, as well as business users, and the 2014 event was attended by 42,000 people (the event lasted only 3 days due to heavy snow) and enabled the World Premiere of 45 cameras. There are expected to be even more such announcements at CP+2015.

Japanese camera manufactures enjoy about 85% of the world's market for digital camera sales and about 99% for interchangeable lens type digital cameras, making Japan a world leader for photography and imaging business. Under the theme of "FOCUS! Inspiration lies beyond the frame." this time, CP+ uses Japan's position as the center of the photo imaging industry to present the world with the latest information on a wide range of areas in the industry, from input from the photo imaging fields to its final output.

Main Topics for CP+2015

■ **Guest Speech by François Hebel, Director of International Photography Festival, Les Rencontres d'Arles 2014!**

François Hebel, Director of International Photography Festival, Les Rencontres d'Arles 2014, which is one of the earliest international photo festivals and still evolving today, will talk about how to nurture photo culture based on his own experiences.

■ **Talk Show by Martin Parr, in collaboration with PHOTO YOKOHAMA**

Martin Parr, a photographer and member (the current president) of Magnum Photos, an international group of documentary photographers, and one of the world's largest art photo book collectors, will hold a talk show at CP+.

■ **Showing the future of photo imaging! Exhibition of 8K Super Hi-Vision by NHK!**

8K Super Hi-Vision is a cutting-edge technology currently developed, led by NHK. Why not experience the realistic presence provided by the overwhelming ultra high-definition image and stereophony!

■ **Good opportunity to exhibit your work in Paris! Photo Awards judged by editors in chief of photo magazines is under way!**

The Japan-France exchange photo awards show will be presented, with editors in chief of Japan's leading camera and photo magazines participating as cooperators and judges!

CP+ focuses on and introduces you to the joy and excitement of the photo imaging world through product and photo exhibitions and various events that let you experience the joy of "shooting, viewing, and connecting" that photography provides.

■ Event Overview

Event title: **CP+2015** [si:pi:plʌs]

Theme: **FOCUS! Inspiration lies beyond the frame**

Event outline:

Dates and times: Thursday, February 12 to Sunday, February 15, 2015
 February 12 (Thu) 12:00–18:00 (*Premiere Time: 10:00–12:00)
 February 13 (Fri), 14 (Sat) 10:00–18:00
 February 15 (Sun) 10:00–17:00

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

*The Premiere Time admission tickets will be sold for general visitors only on the day at the venue (¥3,000 (incl. tax)); the number of tickets is limited to 1,000).

Venue: PACIFICO YOKOHAMA (Exhibition Hall, Annex Hall, Conference Center)

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 Optomechanics Association/
 Japan Photo Book Promotion Association/Japan Photo Culture Association/
 Japan Photographic Studio Equipment/Japan Professional Photographers Society/
 Japan Telescope Manufacturers Association/
 Joint Photolmaging Enterprises Association International/
 MAGNUM PHOTOS TOKYO/PACIFICO YOKOHAMA/Professional Photographers of Japan/
 The Division of Photonics An Affiliate of 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 2, 2014)

-Exhibitors: 130 organizations (incl. 17 joint exhibitors)

(Last year: 128 organizations, incl. 12 joint exhibitors)

-Number of exhibition booth lots: 965 (incl. the Organizer's Zone and media partner booths)

(Last year: 959)

-Number of visitors (target): 70,000 visitors (last year: 42,203 visitors during the 3-day period)

Noteworthy Events of CP+2015

Guest Speech “Promoting Photo Culture (Tentative)”

François Hebel (Director of International Photography Festival, Les Rencontres d’Arles 2014)

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

Free/Pre-registration
required

English–Japanese
simultaneous interpretation

Based on his abundant experience in engaging with various photo cultures, including Les Rencontres d’Arles, François Hebel will talk about the following topics: “What does it mean to promote photo culture from an individual viewpoint?” and “How should the culture be fostered?”



★ Profile

Hebel was born in 1958 and majored in Communications at university. After FNAC, he served as the Director of Les Rencontres d’Arles from 1986 to 1987; he then served as the Director of Magnum Photos in Paris for 12 years. Hebel worked at the Corbis Europe office, a stock photo agency, for 2 years; then, he served again as the Director of Les Rencontres d’Arles until 2014. Currently based in Paris, he is working on Photo Industria in Italy and other projects.

8K Ultra High Definition Television (UHDTV) Special Exhibition

February 12 (Thu)–15 (Sun) Inside Exhibition Hall



8K UHDTV is currently being developed, led by NHK (Japan Broadcasting Corporation). Ultra high-definition images with 33 million pixels, which is sixteen times as many pixels as the current HDTV, and 22.2ch surround sound allows you to feel the ambience as if you were in the scene.

Scheduled to be shown at the exhibition are “Makino’s Wondrous Guide to Plants” and takes of “Mt. Fuji,” both filmed by a digital SLR camera. In addition, you can enjoy viewing the 2014 New Year’s Eve song show sponsored by NHK, the 2013 Nagaoka Fireworks Display, and the 2013 Rio Carnival. There’s a lot to look forward to!

Special Exhibition by the Organizers: A Corner to Experience 4K Images

February 12 (Thu)–15 (Sun) Inside Exhibition Hall

View your own photos on a 4K monitor!

4K monitor now at your disposal! If you have an 8-million pixels (or greater) image, you can enjoy viewing it in unbelievably high-definition. We very much hope you will bring your photo data to this exhibit and experience clear and distinct images.

*Store your photo data in an SD card and bring it to the exhibit.

Noteworthy Events of CP+2015

Japan-France Photo Cultural Exchange—Special Event

LES ZOOMS 2014 Special Exhibition

February 12 (Thu)–15 (Sun) Inside Exhibition Hall



*The picture shows the exhibition at CP+2014

This exhibition shows the prize-winning works of the two grand-prix winners selected in “LES ZOOMS,” a photo contest held by “SALON de la PHOTO” that is a photo imaging event held in Paris every year, and judged by editors of France’s leading photo magazines.

Centering on this project, CP+ and SALON de la PHOTO will continue to further encourage the exchange of photo culture between Japan and France.

The winners were announced and their works were exhibited at SALON de la PHOTO, held in November 2014.



**Press Award winner
at LES ZOOMS 2014**

Manolo Mylonas



**Public Award winner
at LES ZOOMS 2014**

Rodolphe Sebbah

News Flash!

Awards project underway with editors in chief of photography magazines participating as judges!



As part of the activities to foster and support photographers with prospects of flourishing on the world stage as professionals, CP+ is preparing a photo awards show and inviting editors in chief of Japan’s leading camera and photo magazines as the judges. The winners will be selected after a face-to-face audition and review by all judges, and the finalists will be given a chance to exhibit their works in Paris and Yokohama. They can have an opportunity to publish their own works on the world at the stage at the largest international camera and photo imaging shows in Japan and France.



Judges

Hiroto Sasaki (Editor in Chief, ASAHICAMERA)
Ryuji Sugawara (Editor in Chief, CAPA)
Toshiaki Maeda (Editor in Chief, NIPPON CAMERA)
Takaki Fujii (Editor in Chief, PHOTO TECHNIC DIGITAL)

Naoki Sakamoto (Editor in Chief, Monthly CAMERAMAN)
Akira Fukushima (Editor in Chief, Digital Camera Magazine)
Nahoko Ando (Editor in Chief, PHaT PHOTO)

The details and application requirements will be announced in a press release and on the official website right before the opening of CP+2015.

Noteworthy Events of CP+2015

PHOTO YOKOHAMA Presents
A Visit from Martin Parr

Martin Parr Special Talk Show

February 14 (Sat) 11:00–12:30 Conference Center 301/302

Free/Pre-registration
required

English–Japanese
simultaneous interpretation



Mr. Martin Parr is the current President of Magnum Photos and he has not only published photographic collections in large numbers, but has also excelled as a researcher of photographic collections. His visit to Japan has been confirmed. His talk show will be held at the CP+ venue.



© Collection Martin Parr / Magnum Photos

★Profile of Martin Parr

Born in 1952 in Epsom, Surrey County, U.K. Parr studied photography at Manchester Polytechnic. After graduation, in 1975, he started teaching at art college in Dublin and other institutes in the U.K. His unique color photos show his unique way of contemplating society. In 1988, Parr joined Magnum Photos and now is the president of the group. He is one of the earliest photographers who focused on photo exhibitions, and has held exhibitions in America, Europe, Japan, China and other countries. Many of his works are stored in the Museum of Modern Art (MoMA) in New York and art museums in Paris, London, Tokyo and many other cities. Parr is not only known as a documentary photographer, he is also known as one of the world's largest photo book collectors and an art photo book expert.

One-day seminar: Martin Parr in Yokohama

To be held in February 2015!

As soon as details are finalized, they will be announced on the MAGNUM PHOTOS TOKYO website (<http://www.magnumphotos.co.jp/>)!

Magnum Photos-related event

“Magnum Paris in Monochrome”

February 10 (Tue) to 15 (Sun) 11:00–19:00 GALERIE PARIS

Free Admission

Magnum Photos formed under an initiative of Robert Capa in 1947 and based in Paris and New York is a group consisting of documentary photographers. The GALERIE PARIS will exhibit some 20 monochrome works of the Paris loved by photographers.



Paris, 1952 Robert Capa ©International Center of Photography / Magnum Photos

■ Keynote Speech

Tsuneji Uchida

President of Camera & Imaging Products Association (CIPA)

February 12 (Thu) 13:30–14:30
Conference Center 301/302

Free/Pre-registration
required

Japanese–English, Japanese–Chinese
simultaneous interpretation

Photographing techniques in the past have required special equipment and a great deal of experience; however, thanks to technological progress in such areas as special techniques have made it more accessible, and the way of enjoying photographs and images is expanding. Through examples, new imaging expression and ways to enjoy photography will be introduced, along with specific examples of the industry's initiatives to develop a photo imaging culture.

■ Panel Discussion by Top Engineers

“How Should We Live in an Era with No Answers?”

February 12 (Thu) 15:00–16:30
Conference Center 301/302

Free/Pre-registration
required

Japanese–English, Japanese–Chinese
simultaneous interpretation

Manufacturers have developed digital camera technology in concert with each other to a certain extent, for instance, by increasing the number of pixels or promoting higher sensitivity. Nowadays, however, each manufacturer is developing certain technology in their own unique style. Which direction is each of them taking? Technology managers from manufacturers from all over will discuss the present situation and future prospects.

Coordinator: Yasunori Ichikawa (Japan Camera Industry Institute (JCII) Former Chief Editor of “Photo Industry”)
Kenichi Kouda (Professor, Nihon University College of Art, Department of Photography)

Panelists: Gou Tokura (Canon Inc.)/Tetsuya Yamamoto (Nikon Corporation)/

Takashi Suzuki (OLYMPUS IMAGING CORP.)/Hiroaki Matsumoto (Sony Corporation)

(*Panelists are subject to change.)

■ CP+ Technological Academy

Cooperator: Japan Optomechanics Association/

The Division of Photonics An Affiliate of Japan Society of Applied Physics/

The Society of Photography and Imaging of Japan

February 12 (Thu) 13:00–15:45 and 13 (Fri) 10:30–17:45
Conference Center 311/312

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

Japanese
Only

February 12 (Thu) 13:00–15:45

- 1) 13:00–13:45 Shigeru Kato (OLYMPUS IMAGING CORP.)/Development of M.ZUIKO PRO LENS
- 2) 14:00–14:45 Hidetoshi Sumi (CASIO COMPUTER CO.,LTD.)/Freestyle digital camera EXILIM EX-FR10
- 3) 15:00–15:45 Hiroto Yasui (CANON INC.)/The development of EF400mm F4 DO IS II USM

February 13 (Fri) 10:30–17:45

- 4) 10:30–11:15 Noriyuki Ogasawara (SIGMA Corporation)/Hyper Telephoto Zoom Lenses with New Concepts
- 5) 11:30–12:15 Hiroki Nagahama (Sony Corporation)
The world of super-high sensitivity of α7s, and the technology of supporting it
- 6) 13:00–13:45 Minoru Ando (Tamron Co., Ltd)/Development of 16-300mm F/3.5-6.3 Di II VC PZD MACRO
- 7) 14:00–14:45 Hiroshi Murakami (Nikon Corporation)
Development of D810 which achieves the highest image quality in Nikon's history
- 8) 15:00–15:45 Tomoaki Tsutsumi (Panasonic Corporation)
Creating a New Photo Culture by the expansion of “4K Photo”
- 9) 16:00–16:45 Masanari Asano (FUJIFILM Corporation)/The FUJIFILM X-T1's “Real Time Viewfinder”
- 10) 17:00–17:45 Toshiyuki Kobayashi (RICOH COMPANY, LTD.)/Development of Low Pass Selector

(*Seminar details subject to change.)

Marketing Seminar

■ Digital Imaging Seminar by InfoTrends

February 13 (Fri) 10:30–12:10
Conference Center 301/302

Free/Pre-registration
required

English–Japanese simultaneous
interpretation

(1) Exploring Future Imaging Opportunities

Ed Lee

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

With the digital photography market maturing, the imaging industry is faced with the challenge of finding new growth opportunities. InfoTrends will share its views on the current state of the imaging market and the future direction of Intelligent Imaging. This session will cover new devices like wearable imaging devices, including heads up displays, new technologies, and new services that could drive future revenues.

(2) Seeing the World in New Ways

Alan Bullock

(Associate Director, Connected Imaging Trends Service, InfoTrends Inc.)

A variety of new devices can capture stunning photos and HD video in locations and from vantage points that were impossible just a few years ago. In this session, InfoTrends will discuss applications, opportunities, and challenges facing the point-of-view camera market, including the need for supporting software and services.

■ CIPA and GfK Global Market Seminar Cooperator: NPD Group

February 13 (Fri) 13:30–16:40
Conference Center 301/302

Free/Pre-registration
required

English–Japanese simultaneous
interpretation

These are must-listen marketing seminars jointly held by three organizations: CIPA, which is continuously working on statistics activities with digital cameras as its core; GfK, which has a powerful network spreading over the countries of the world; and NPD, which has a good knowledge of U.S. trends. In this era of economic downturns, it may not be easy to present measures that should be taken, and regions that should be focused on.

The seminars would like to calmly, but sometimes passionately, report the results of surveys and statistics, and market trends, and offer an opportunity to think together with the audience.

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

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

[Global] Success Factors in a Challenging Imaging Market

Frank Franz (Global Sales and Marketing Director Photo Products, GfK Retail and Technology GmbH)

[U.S.] Latest U.S. Trends in Image Capture

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

[China] Convergence within the Imaging Market

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

[Asia (Emerging Nations in Southeast Asia)] Growth Opportunities in Imaging Asia

Gerard Tan (Regional Account Director, GfK Asia Pte 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 12 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 (12 organizations):

ACEBIL JAPAN/ADTECHNO Inc./Blackmagicedesign/Grass Valley K.K./HEIWA SEIKI KOGYO CO.,LTD./Kenko Professional Imaging Co., Ltd./Lancerlink Co.,Ltd./Light Up Corporation/NEP inc./Seika Digital Image CORPORATION/Technical Farm/VIDEO Service CO.,LTD.

■ Video Seminar for Professionals (Cooperator: COMMERCIAL PHOTO)

Free/Pre-registration required

[Lesson in Deploying] Selection of Equipment and Creation of the Environment in Preparation for the Start of Video Shooting—From SLR Movie to 4K

Japanese Only

Kazuhiko Saika (Professor, Faculty of Media and Information, Surugadai University)

February 12 (Thu) 13:00–14:30 Conference Center 303/304

For those who want to start video shooting, this session introduces basic knowledge, covering essential cameras, peripheral equipment, and software; points to note when shooting and editing; advantages and problems of 4K cameras; and the question of which is more effective, CPU, GPU, storage speed for increasing the speed of editing software. This seminar will provide answers for the various questions that come to mind when starting out using SLR to film videos.

[Lesson in Using] Don't Fear SLR Moviemaking!—SLR Movie Shooting Guide for Still Camera Photographers

Hiroshi Shikano (Photographer)

February 12 (Thu) 15:30–17:00 Conference Center 303/304

The seminar this year will introduce cameras, peripheral equipment, and applications that further brush up SLR movies, considering 4K compatibility. Particularly, multicam editing is an efficient technique that makes full use of up, long, and partial up, thus showing "a subject that hardly moves" in a dynamic way. Through demonstration, the participants will experience the workflow of actual shooting, loading on the spot, and editing with Final Cut Pro X.

[Lesson in Using] From Shooting a Movie to Editing—Guidelines for Small-Scale Video Production

Yoshikazu Yagishita (Photographer/Video Director)

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

The seminar explains the knowledge needed for people attempting to carry out movie shooting through to editing solo. The content covers preparation before shooting; how to use shooting, lighting, and recording equipment, and editing software Adobe Premiere Pro; color grading (image color adjustment) methods; and how to create normal tone in video. Every single piece of knowledge is useful on the work site. You can learn the practical know-how of small-scale video production.

[Lesson in Trends] How Should Professional Photographers Work on Creating Video?

Akihiko Nagumo (Photographer)

February 13 (Fri) 15:30–17:00 Conference Center 303/304

Along with diversified media and advertisements, photographers are now demanded to have movie skills. Based on a hard look at the 4K era that is coming upon use full swing, the necessity to deal with 4K is only increasing. This session will focus on advertising photographers, and discuss how they should work on video production; equipment and shooting know-how; and the mental preparedness needed for production.

■ Japan Camera Industry Institute and JCII Camera Museum Special Exhibition LOVE Camera! It's Fun to See the World of Cameras

February 12 (Thu) to 15 (Sun) Inside Exhibition Hall

The history of the camera involves the release of many different models with unique designs and functions, all which make for a clear distinction from ordinary styles. The exhibition will showcase a wide range of cameras, accessories, and photos that will be fun to see, including adorable and curious cameras.

■ Japan Advertising Photographer's Association (APA) Photo Exhibition

February 12 (Thu) to 15 (Sun) at Minato Mirai Gallery

At Gallery A, visitors can enjoy an exhibition of works that won the 2013 and 2014 Minister of Economy, Trade and Industry Awards and other award-winning works that were publicly chosen for the Advertising Works Division at APA Awards, which is organized by APA.

At Gallery B, visitors can enjoy the APA Award Asia Advertising Photo Exhibition (not yet fixed), an exhibition of advertising photos from various Asian countries.

At Gallery C, visitors can enjoy the works that won the 2013 and 2014 Minister of Education, Culture, Sports, Science and Technology Awards and other award-winning works from the National School Art Class Photo Exhibition of Publicly Chosen Works. This exhibition is the culmination of the hands-on lectures given to children in elementary and junior high schools called "Camera in school art class" (jointly organized by the National Formative Education Union and APA).

■ APA Professional Seminar For Contest Entries Print Practice Seminar

February 14 (Sat) 13:30–15:30
Conference Center 311/312

Free/Pre-registration required

Japanese Only

Katsumi Nagashima (Director, Japan Advertising Photographer's Association (APA))

What prints impress judges?

For entries to contests and exhibitions inviting public participation, submitting print finishes suited to the content is an important point in evaluations.

An APA professional photographer will teach the basics of beautiful prints including color management.

Suitable if you are:

- struggling with prints for entries to various contests.
- having a hard time to choose printing paper for the photo works to be exhibited.
- interested in color matching between a monitor and prints.

■ Open Show CP+2015

February 14 (Sat) 14:00–16:30 Yokohama Museum of Art Lecture Hall
Speaker: Katsuyoshi Tanaka (Photographer)/Daisuke Ito (Photographer)
Moderator: Taro Amano (Curator in Chief, Yokohama Museum of Art)

Free/Pre-registration required

Japanese Only

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 34 cities across 23 countries. For the upcoming show, two photographers will make a special appearance under the theme of Brazil.

For details, see Open Show official website	http://openshow.org/
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■ PHOTO LOUNGE Special Feature

February 14 (Sat) 17:00–19:00 (scheduled)

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

Japanese
Only

Moderator: Mitsuru Mizutani, Atsushi Yamada

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.

Collaborations with the PHOTOGRAPHERS SUMMIT and an affiliated photo exhibition are to be held simultaneously.

For details, see PHOTO LOUNGE official website <http://www.shutter-mag.com/lounge.html>

■ Professional Photographers of Japan “Family Photo Studio”

Feb 12 (Thu) to 15 (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

Feb 12 (Thu) to 15 (Sun) Inside Exhibition Hall

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 21st contest. Among the 521 school entries, representatives from 18 schools and a total of 54 students successfully got through the first round; in teamwork they took on the challenge of producing photo works. The winners from this event will be on display.

■ One of Japan’s largest hands-on photo events ONAEBA vol.16 —Yokohama

Feb 12 (Thu) to 15 (Sun) Annex Hall

What is “ONAEBA”? A nae-ba is a bed for rice seedlings. This event is named O-nae-ba because this is a place where younger photographers plant their seedlings for the future.

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. Come see the exhibitors chase their dreams and experience the joy of taking and seeing pictures through interaction with the works on display.

For details, see ONAEBA official website

www.onaeba.com

■ Enjoy Photo Stage

February 14 (Sat) to 15 (Sun) Conference Center 303/304

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/Nobuyuki Baba/Izumi Hirota/Kyoko Kawano (Kyon ♪)/Miho Komuro/Tsuyoshi Makita/
Miwa/Keiko Niimi/Koji Onishi/Mineko Orisaku/Kazuo Shiota/Sonoe/Kouji Suwa/Herbie Yamaguchi/
Yasuteru Yamano/Yuya Yamasaki/Michiko Yone/Shiho Yoshizumi

Saturday and Sunday-Only Special Event!

Photo Accessory Outlet

February 14 (Sat) 10:00–17:00, 15 (Sun) 10:00–16:00 Annex Hall



CP+ exhibitors will be selling photo accessories in this outlet shopping event. Come bargain hunt with us!

(Scheduled exhibitors)

Agai Trading Corp./BENRO PRECISION INDUSTRIAL CO.,LTD/
ETSUMI Co., Ltd/HAKUBA PHOTO INDUSTRY CO., LTD/
JAPAN HOBBY TOOL/K-Company/Kenko Tokina Co., Ltd./
Kindai International Inc./Manfrotto/
SIGHTRON JAPAN INC./TOKIWASYASHIN CO.LTD./
Velbon Corporation

Check out the CP+ Official Website!

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

◆ Newsletter Subscription

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

CP+ Top Page > Information for the Press > CP+2015 Newsletter Subscription

◆ Download logos, banners, and photos from CP+2014.

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

[Schedule of major events prior to CP+2015 (scheduled)]

2014 December 2 Joint press conference with PHOTO YOKOHAMA 2015/Delivery of Press Release
December 15 Pre-registration on the website opens (registration for entry, seminars and other events)
2015 February 12 to 15 Opening of CP+2015

*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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Notifications to the Press/Media

Press room

Starting this year, locker spaces will be available in the Exhibition Hall!

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. Also, starting this year, we will provide locker spaces for the press in the Exhibition Hall. So don't miss out!

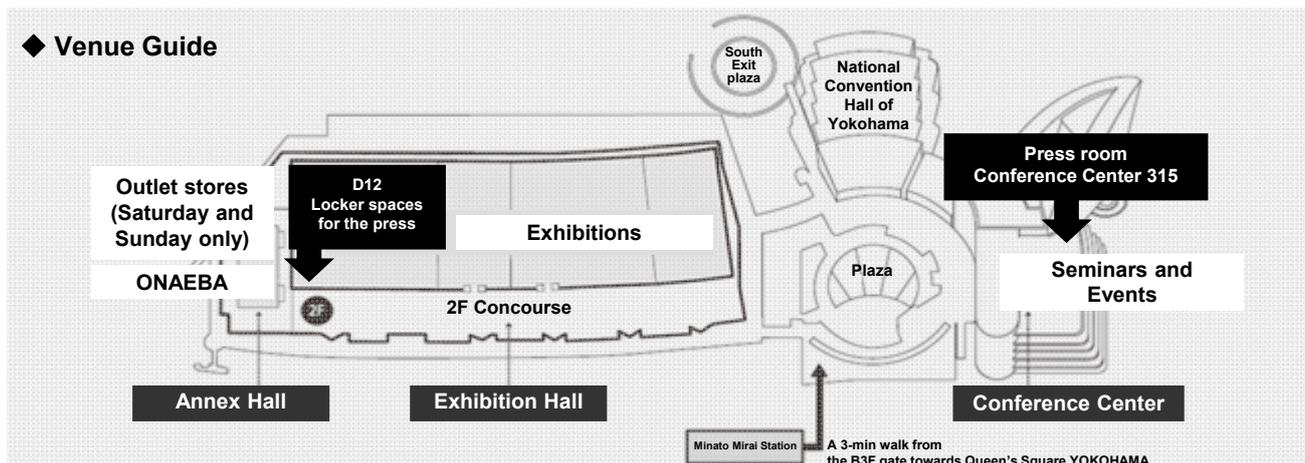
Press room available hours:

Feb 12 (Thu) 8:30–20:00
Feb 13 (Fri) 9:00–19:00
Feb 14 (Sat) 9:00–19:00
Feb 15 (Sun) 9:00–17:30

Exhibition venue available hours:

Feb 12 (Thu) 10:00–18:00
Feb 13 (Fri) 9:30–18:00
Feb 14 (Sat) 9:30–18:00
Feb 15 (Sun) 9:30–17:00

◆ Venue Guide



Premiere Time

The hours between 10:00 a.m. and 12:00 p.m. on the opening day (February 12) of CP+2015 will be "Premiere 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!

Cast your vote for the CP+ Outstanding Exhibitor Award!

We will distribute ballot papers with explanations of the judgment criteria when you register at the press reception counter. Please submit the ballot in the press room by 17:00 on February 13 (Fri). Your votes will be tallied and top three organizations will be awarded gold, silver, and bronze awards respectively. All journalists who cast votes will receive a small gift. Your cooperation will be appreciated. (Ballots will be collected in the press room or at the CP+ Operation Office).

Feb 12 (Thu)–
 Ballot papers
 distributed at the
 press reception counter

17:00 Feb 13 (Fri)
 Ballot deadline

12:00 Feb 16 (Mon)
 Results released on
 the official website

Appendix: List of Exhibitors (as of December 2)

Agai Trading Corp. -brnccolor-
 ASANUMA&CO.,LTD
 Awagami Factory
 BEAM CO.,LTD.
 Benro Precision Industrial Co., Ltd/Wide Trade
 Canon Inc./Canon Marketing Japan Inc.
 Carl Zeiss Co., Ltd.
 CASIO COMPUTER CO., LTD.
 COSINA CO., LTD.
 DJI
 DNP Photo Imaging Japan Co., Ltd.
 EIZO Corporation
 EPSON
 ETSUMI Co., Ltd.
 Faith
 Fineseed.inc
 FUJIFILM Corporation
 GARIZ
 GIN-ICHI Corp.
 Guilin Gemred Sensor Technology Co., Ltd
 HAKUBA PHOTO INDUSTRY CO., LTD
 Hasselblad / Profoto
 Ichikawa soft laboratory Co., Ltd.
 iColor
 IDEAMIX Co.,Ltd.
 ILFORD/Hahnemuhle(JetGraph Co., Ltd./Chugai Photo
 Chemical Co., Ltd.)
 ImageVISION Co.Ltd.
 Infotrans
 IseWashi
 JAPAN HOBBY TOOL
 JAPAN TELESCOPE MANUFACTURERS
 ASSOCIATION
 Kenko Professional Imaging Co., Ltd.
 Kenko Tokina Co., Ltd.
 Kenko Tokina Co., Ltd./SLIK CORPORATION
 Kindai International Inc.
 Kowa Optical Products Co.,Ltd.
 KUPO CO., LTD.
 KYORITSU ELECTRIC CO.,LTD.
 Lomography
 LPL CO.,Ltd.
 LUMICA CORPORATION
 LYTRO
 Manfrotto
 Markins/Trinple Co.,Ltd.
 Maruman Corporation/CANSON
 MARUMI OPTICAL CO.,LTD.
 Memograph x art+books
 MouseComputer Co.,Ltd.
 MUTOH FIGURE WORLD INC./MUTOH ENGINEERING
 INC.
 NIKON IMAGING JAPAN INC.
 Nissin Japan Ltd.
 OFF Line Co., Ltd
 OLYMPUS IMAGING CORP.
 Panasonic Corporation
 PhotoClam International Inc. / JOUER LTD.

Photography magazine IMA
 REC-MOUNTS
 Research Institute of Systems Planning, Inc.
 RICOH IMAGING COMPANY, LTD
 SanDisk Limited
 SD Association
 Sense-tech Innovation Company
 Shenzhen Yongnuo Photographic Equipment Co.,Ltd
 Shutterstock
 SIGHTRON JAPAN INC.
 SIGMA CORPORATION
 SIRUI (tokiwasyashinyouhin)
 Sony Corporation / Sony Marketing (Japan) Inc.
 Tamron Co., Ltd.
 TASTE CORPORATION
 THE BAMBI INC.
 TOAST Technology
 TOLIHAN CORP
 TOMY TEC CO., LTD.
 TOSHIBA CORPORATION
 Toyo Living Co., Ltd.
 Transcend Japan Inc.
 VANGUARD
 Velbon Corporation
 Videojet X-Rite, K.K.
 Vixen Co., Ltd.
 Wacom Co., Ltd.
 Western Digital Japan Ltd.
 ZENELLI
 ZhuHai ChuanFu Optical Technology co.ltd(NiSi Filter)

■ Business Meets Component & Device Plaza

FIT Corporation,HIKI OPTICS Co.,Ltd,MonoGo
 Fujitsu Semiconductor Limited
 SEIKO PRECISION INC.
 TSUBOSAKA ELECTRIC CO., LTD.
 YOSHIMI CAMERA Co., LTD.

■ Video Area for Professionals

ACEBIL JAPAN
 ADTECHNO Inc.
 Blackmagicdesign
 Grass Valley K.K.
 HEIWA SEIKI KOGYO CO.,LTD.
 Kenko Professional Imaging Co., Ltd.
 Lancerlink Co.,Ltd.
 Light Up Corporation
 NEP inc.
 Seika Digital Image CORPORATION
 Technical Farm
 VIDEO Service CO.,LTD.

■ Media Partner

Impress Corporation

■ Organizer-related booths

Family Photo Studio
 Japan Optomechatronics Association/The Division of Photonics An Affiliate of Japan
 Society of Applied Physics/The Society of Photography and Imaging of Japan
 Japan Photo and Video Accessory Association
 JCII Camera Museum
 Kanagawa Prefecture
 NHK (Japan Broadcasting Corporation)
 PHOTO YOKOHAMA 2015
 "Shashin Koshien" High School Photo Contest & The Town of Photo: HIGASHIKAWA