



Press Release

November 20, 2013  
CP+ Division

**Camera & Photo Imaging Show**

**CP+2014**

## **Joy and Beauty through Advance Photo Imaging Technology**

### **Announcement**

The Camera & Imaging Products Association (CIPA) (JCII Bldg. 25, Ichiban-cho, Chiyoda-ku, Tokyo Japan; President: Tsuneji Uchida) will hold the CP+2014 Camera & Imaging Show from February 13 (Thursday) to February 16 (Sunday), 2014, 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 fifth event since relocating to the international city of Yokohama. Every year more families and women come, as well as business users, and the 2013 event was attended by 62,000 people and enabled the World Premiere of 35 cameras. There are expected to be even more such announcements at CP+2014.

Japanese camera makers enjoy more than 80% of the world's market for digital camera sales and more than 99% for interchangeable lens type digital cameras, making Japan a world leader for photography and imaging business. Our goal this time is "Joy and Beauty through Advance Photo Imaging Technology" as the theme, 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.

This marks the fourth year for PHOTO YOKOHAMA, an event put on by Yokohama that merges industry and culture through photography. And the event grows even larger this year. With support from MAGNUM PHOTOS TOKYO, renowned photographer and recipient of a medal from the Order of Arts and Letters in France this year Steve McCurry will be holding a talk show, workshop, and photo exhibition. Truly the talk of the town, CP+ and PHOTO YOKOHAMA aim to further promote development of photo imaging culture.

CP+2014 will help to take relations with France from the perspective of industry and photographic art culture to the next level. The event will feature a guest speech from Jean-Luc Monterosso, Director of the Maison Européenne de la Photographie in Paris. There will also be an event in cooperation with the Salon de la Photo, a photo and camera event held every year in Paris, as well as a display of outstanding works from the LES ZOOMS photo contest where France's leading photo magazine editors will take their place among the judges. This will be accompanied by a talk show with Grand Prix winners and editors involved in photo selection.

With support from participants in the new "Photo Print Media Zone", there will also be the "Enhancing Beauty — the World of Art Prints" area, which showcases the latest in beautiful photographic representation through art prints, and the "Video Area for Professionals", where a full array of solutions involving still cameras for video business will be shown. This will be connected to the "Video Seminar for Professionals", which will look at everything from equipment deployment to usage. Through product and photo exhibitions and the various events such as these that allow participants to share in the fun of "shooting, viewing, and connecting" through photography from the perspective of industry and culture, we present to the photo and imaging world the "Joy and Beauty" that only the camera/photo imaging industry can achieve.

## ■ Event Overview

Event title: **CP<sup>+</sup>2014 [si:pi:plʌs]**

Theme: **Joy and Beauty through Advance Photo Imaging Technology**

Event outline:

Dates and times: Thursday, February 13 to Sunday, February 16, 2014  
February 13 (Thu) 12:00–18:00 (\*Premiere Time: 10:00–12:00)  
February 14 (Fri), 15 (Sat) 10:00–18:00  
February 16 (Sun) 10:00–17:00

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

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  
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)

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 anticipated visitors (as of November 20, 2013)

-Exhibitors:

114 organizations (including 12 joint exhibitors) anticipated (Last year: 106 organizations, including 10  
joint exhibitors)

-Number of exhibition booth lots:

949 (including the Organizer's Zone) anticipated (Last year: 908, including the Organizer's Zone)

-Anticipated visitors: 70,000 (Last year: 62,597)

## Noteworthy Events of CP+2014

### Guest Speech: “Collecting Photography”

**Jean-Luc Monterosso (Director, Maison Européenne de la Photographie)**

February 13 (Thu) 11:00–12:00 Conference Center 301/302 Free/Pre-registration required

**French–English, French–Japanese simultaneous interpretation**

By way of the collection of the Maison Européenne de la Photographie, an examination of the status of photographs as art objects, as well as the transformations brought about by the digital revolution.



★ Profile :

Jean-Luc Monterosso, who received an advanced degree in philosophy, is the founder and director of the Maison Européenne de la Photographie in Paris, which was inaugurated in 1996. In 1980, he created the first Mois de la Photo (Photography Month) in Paris, which has since grown to an international level, with 35 participating cities to date. He also created the Mois européen de la Photographie (European Photography Month) in 2004. He is a frequent contributor to catalogues and other publications, and has curated numerous exhibitions, both in France and abroad.

### LES ZOOMS Special Panel Discussion (tentative)

**Jérôme Blin (Photographer and LES ZOOMS 2013 award winner)**

**Romain Laurendeau (Photographer and LES ZOOMS 2013 award winner)**

**Sylvie Hugues (Editor for Réponses Photo photo magazine)**

**Stéphane Brasca (Editor for de l'air photo magazine)**

**Jean-Luc Monterosso (Director, Maison Européenne de la Photographie)**

February 15 (Sat) 11:00–12:30 Conference Center 301/302 Free/Pre-registration required

**French–English, French–Japanese simultaneous interpretation (scheduled)**



Jérôme Blin



Romain Laurendeau

Put on by Salon de la Photo, a photo and camera event in France, LES ZOOMS is a photography contest aimed at uncovering and developing up-and-coming photographers by having leading photo magazine editors take their place among the judges. Two winners from the general voting division and editor division in 2013 will come to Japan along with photo magazine editors involved in selecting the works. They will be joined by Mr. Monterosso, himself a judge at the first LES ZOOMS, and will speak on everything from the history of the contest to perspectives of the two photographers and the current state of the photography industry in France as seen from various standpoints.

### Special Exhibition: “Enhancing Beauty — the World of Art Prints”

**Planning support (scheduled): Awagami Factory, ILFORD/Hahnemuhle (JetGraph Co., Ltd.), Pictorico Co.,Ltd., Tokuyama Corporation, X-Rite, and others**

With primary support from participants in the new “Photo Print Media Zone”, we showcase beautiful art prints made possible only by this industry. At a time when photographs are increasingly remaining on computers and cell phones and being shared on SNS, this exhibition will extol the virtues of the quintessence of photographs – printing, holding onto, and enjoying pictures – and their beauty in line with this year’s theme.

### New plan — “Photo Accessory Outlet”

**Planning support (scheduled): Agai Trading Corporation—brnccolor × hasselblad—, ETSUMI CO., LTD., HAKUBA PHOTO INDUSTRY CO.,LTD., JAPAN HOBBY TOOL Co., Ltd, Kenko Tokina Co., Ltd./SLIK CORPORATION, Manfrotto Distribution KK, OCTAVUS, REC-MOUNTS, SHANGHAI TRANSVISION PHOTOGRAPHIC EQUIPMENT CO.,LTD, SIGHTRON JAPAN INC., SIRUI (tokiwasyashinyouhin), Velbon Corporation**

February 15 (Sat) 10:00–18:00, 16 (Sun) 10:00–17:00 Annex Hall F205/206

There will be outlet shopping available for mostly photo accessories on Saturday and Sunday only. Come early for good bargain-hunting.

PHOTO YOKOHAMA Presents

## A Visit from Steve McCurry

### Talk Show/Workshop/Special Photography Exhibition

Organizer: PHOTO YOKOHAMA Executive Committee

Inquiries: MAGNUM PHOTOS TOKYO



© Steve McCurry / Magnum Photos



© Steve McCurry / Magnum Photos

### Special Talk Show with Steve McCurry

February 15 (Sat) 13:30–15:00 Conference Center 301/302 Free/Pre-registration required

English–Japanese simultaneous interpretation

Affiliated with Magnum Photos and known for his “Afghan Girl” photograph, Steve McCurry will be coming to Japan to hold a photo exhibition and workshop, and will also be giving a talk show at CP<sup>+</sup>.

### Steve McCurry Workshop

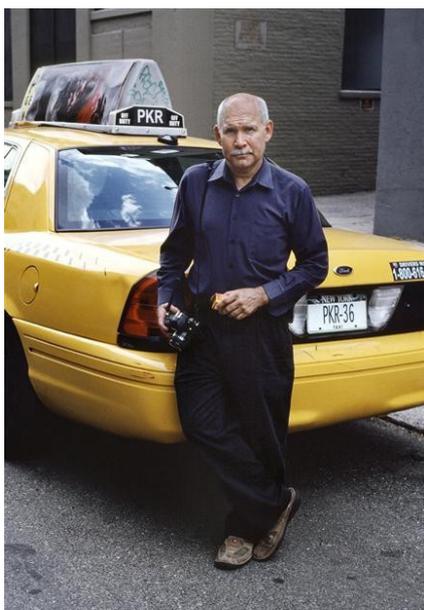
February 15 (Sat), 16 (Sun) Conference Center 314 Pay/Pre-registration required (via Magnum Photos website)

### Steve McCurry — Special Sankeien Garden Exhibition

February 13 (Thu) to 26 (Wed) Sankeien Garden – Main hall of old Toumyouji Free

Organizer: PHOTO YOKOHAMA Executive Committee

Inquiries: MAGNUM PHOTOS TOKYO



#### ★ Profile :

Steve began as a freelance photographer, working for two years at a newspaper after college. He provided news coverage during long-term stays in Asian countries including India and Nepal from 1978 to 1980, producing many outstanding works. In his coverage of Afghanistan just before the Soviet invasion, he crossed the border by disguising himself in ethnic clothing with his film sewn into the fabric. His were the first images released to the world that captured the Afghan conflict. He was awarded the Robert Capa Gold Medal for his Afghanistan works in 1980. In 1985, he won first prize in four categories in that year's World Press Photo contest. He began working for Magnum in 1986, and is now a full member. He has provided photographic coverage of various conflicts around the world since then, including the Iran-Iraq War and Gulf War, and conflicts in Cambodia, the Philippines, and Yugoslavia. In recent years he has provided coverage of places and events including Angkor Wat, Yemen, Sri Lanka, Mumbai, and the 50th anniversary of India's independence. He has released a number of Asia-themed photo albums that include his 1988 *Monsoon* and 2000 *South Southeast*. He made headlines in 2002 when he set out to find the subject of the Afghan Girl photograph he had taken 17 years prior.

## Keynote Speech

### **Tsuneji Uchida, President of Camera and Imaging Products Association (CIPA)**

February 13 (Thu) 13:30–14:30 Conference Center 301/302 Free/Pre-registration required

**Japanese–English, Japanese–Chinese simultaneous interpretation**

With numerous industries undergoing great changes in the past several years, perseverance in creating intriguing works will be ever more critical to the continued development of digital cameras. Mr. Uchida's talk will focus on the current state of affairs and future for digital cameras, along with information about CIPA's most recent activities.

## Panel Discussion by Top Engineers — How Far will the Camera Evolve?

February 13 (Thu) 14:45–16:15 Conference Center 301/302 Free/Pre-registration required

**Japanese–English, Japanese–Chinese simultaneous interpretation**

Cameras are always out for a stroll. Nowadays, both compact and SLR cameras can do things like take shots, process them, and send them out into the world. But despite their increased production over the years, some say they are recently on the decline due to the influx of smartphones. Is this really the case? Veteran engineers from various companies pour forth about the current situation and ideal situation for cameras going forward, as well as technological developments.

- Coordinator: Yasunori Ichikawa (JCII Camera Museum)/Kenichi Kouda (Professor, Nihon University College of Art, Department of Photography)
- Panelists:  
Yasuhiko Shiomi (Deputy Senior General Manager, Canon Inc.)/Tetsuya Yamamoto (General Manager of Development Headquarters, Nikon Corporation)/Takashi Suzuki (General Manager, OLYMPUS IMAGING CORP.)/Hiroaki Matsumoto (Deputy Senior General Manager, Sony Corporation)

(\*Panelists are subject to change.)

## CP+ Technological Academy

February 13 (Thu) 13:00–15:45, 14 (Fri) 10:30–17:45 Conference Center 311/312 ¥1,000 each/Pre-registration required

Cooperator: Japan Optomechatronics Association, The Optical Society of Japan (The Japan Society of Applied Physics, The Society of Photography and Imaging of Japan)

February 13 (Thu) 13:00–15:45

- 1) 13:00–13:45 EIJI SHIROTA (OLYMPUS IMAGING CORP.)/Planning and development of OM-D E-M1
- 2) 14:00–14:45 NOBUYOSHI NISHIZAKA (CASIO COMPUTER CO.,LTD.)/Development of golf-specific camera utilizing Casio's high-speed technology.
- 3) 15:00–15:45 Hiroshi Miyanari (CANON INC.)/The development of Dual Pixel CMOS AF for EOS 70D

February 14 (Fri) 10:30–17:45

- 4) 10:30–11:15 Tatsuya Inui (SIGMA Corporation)/Vertical color filter CMOS image sensor
- 5) 11:30–12:15 Naoya Matsui (Sony Corporation)/Making photography more exciting and enjoyable with network connectivity.
- 6) 13:00–13:45 Nobuyuki Adachi (Tamron Co., Ltd.)/Development of "SP90mm F/2.8 Di MACRO 1:1 VC USD" Macro lens
- 7) 14:00–14:45 Shigeki Yagi (Nikon Corporation)/Development of Nikon 1 AW1
- 8) 15:00–15:45 Naoya Maekawa (Panasonic Corporation)/Movie technology of LUMIX Digital Single Lens Mirrorless
- 9) 16:00–16:45 TETSUYA ORI (FUJIFILM Corporation)/The development of Xseries camera and Xmount Interchangeable Lens System
- 10) 17:00–17:45 Hirokazu Takenaka (RICOH COMPANY, LTD.)/Development of the spherical image capturing device "RICOH THETA"

(\*Seminar details subject to change.)

## Marketing Seminar

### Digital Imaging Seminar by InfoTrends

February 14 (Fri) 10:30–12:10 Conference Center 301/302 Free/Pre-registration required  
English–Japanese simultaneous interpretation

#### 1) The Future Direction of Photography

**Ed Lee (Group Director, Worldwide Consumer and Professional Imaging Services)**

New capture device segmentation (Fast, Slow, Casual, and Intelligent Photography) and product requirements will be discussed as part of this session. Opportunities for traditional cameras, such as DSLRs, compact interchangeable lens cameras, compact cameras with large sensors, and action cameras, still exist. The current state and future direction of traditional cameras will be discussed, too. Marketers and product and strategic planners can learn how to steer their companies into the new world of photography.

#### 2) Intelligent Photography - Smarter Photos, New Opportunities

**Alan Bullock (Associate Director, Connected Imaging Trends service)**

Intelligent Photography is already enabled by a variety of applications and services that add value to images after they are captured by cameras and mobile devices. This session will examine a number of intelligent photography tools and discuss how camera vendors can use them to enhance their product offerings.

### CIPA and GfK Global Market Seminar (Cooperator: NPD Group)

February 14 (Fri) 13:30–16:50 Conference Center 301/302 Free/Pre-registration required  
Japanese–English, English–Japanese simultaneous interpretation

In 2012, digital cameras showed a clear shift to a higher consumer product category along with signs of unit price increases. How will they fare in 2013? The CIPA reports on overall and regional trends based on numbers shipped. In the GfK Seminar, coverage will delve into emerging Asian nations and China, where the massive consumption market commands the world's attention. There will also be information on trends concerning interchangeable lens type cameras, already a hot category, and the rapidly-growing integrated lens type camera segment.

#### **[Camera & Imaging Products Association (CIPA)] Statistics of Actual Shipments and Prospects**

Takashi Nakao (Chair of Research & Statistics Working Group, CIPA)

#### **[Global] Digital Imaging – A Growth Perspective thanks to High Value Products**

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

#### **[U.S.] Connecting with Today's New Photography Enthusiast**

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

#### **[China] Imaging our life - the digital revolution of imaging market in China**

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

#### **[Asia (Emerging Nations in Southeast Asia)] The changing landscape of the Digital Imaging markets in Emerging Asia**

Gerard Tan (Account Director, GfK Asia Pte Ltd)

#### **[Discussion] Discussions led by each speaker**

## Video Events for Professionals (for professional photographers)

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

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

The Video Area for Professionals, begun at last year’s CP+ and popular with visitors, is getting an upgrade for this year. This event will be run by 16 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.

Exhibitors (16 organizations):

ADTECHNO Inc., Blackmagicdesign, Digital-hobby, Gin-Ichi Corporation, Grass Valley K.K., HEIWA SEIKI KOGYO CP.,LTD., IDEomotor Robotics Co.,Ltd, intec-s., Japan Broadcast Solutions,Inc, Light Up Corporation, nac Image Technology Inc., NEP inc., Seika Digital Image CORPORATION, Technical Farm, Technohouse Inc., VIDEO Service CO.,LTD.

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

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

**Hiroshi Shikano (Photographer)**

February 13 (Thu) 13:00–14:50 Conference Center 303/304 Free/Pre-registration required

SLR movies are widely used in films and TV commercials, but photographers have a hard time achieving results with the same methods. By focusing on what photographers excel at and beginning from still photography for both equipment and technique, photographers can move into the world of video without a hitch. This session invites Hiroshi Shikano, who has conducted numerous video-related seminars, to provide an SLR movie shooting guide for still photographers.

**[Lesson in Expressing] I Just Want to Take Some Cool Videos! — Experiences with Creating Video from a Young Photographer**

**Katsuwo (Photographer)**

February 13 (Thu) 15:30–17:20 Conference Center 303/304 Free/Pre-registration required

There are tons of photographers who love movies and want to take a bunch of cool videos. Regardless of age or career length, they will no doubt get their chance someday if their passion is focused on just getting some neat video. Through this session, Katsuwo, a young photographer working in both photography and video, talks about his experience with creating video.

**[Lesson in Deploying] Recommendations from the Photographer Unit — Handling Both Photos and Video to Address New Demands in the Web Age**

**Yasuhiro Yasutomo (Photographer) and Shinya Kojima (Photographer)**

February 14 (Fri) 13:00–14:50 Conference Center 303/304 Free/Pre-registration required

In the world of the Web and e-books, pictures and video are equally important visual elements. To address new demand for those wanting us to take both pictures and video at the same time, it is much more advantageous for photographers to team up into a unit instead of one going it alone. Through experiences discussed by Yasuhiro Yasutomo and Shinya Kojima, whose video creation unit goes by the name of Videographers Online, participants will learn about a new style of working with video, with information about topics such as the merits of forming units, assigning roles when shooting, and matching colors across multiple cameras.

**[Lesson in Trends] The Front Line for High-Quality Video — From 4K High-Definition Video to Video Retouching and Working with RAW Video Data**

**Ryuichi Kataoka (Representative, VONS pictures) and Souya Ohsato (Chief CG Designer, VONS pictures)**

February 14 (Fri) 15:30–17:20 Conference Center 303/304 Free/Pre-registration required

It has already been five years since professionals began taking SLR movies with video as beautiful as a photograph. The world of commercial production now requires video that exceeds even this level. In this session, cutting edge image technology experts VONS pictures will focus on the “Front Line for High-Quality Video” in talking about 4K high-definition imaging, video retouching, making parts of pictures move like a video with cinema graphs, using RAW video data that allows for flexible color adjustment after shooting, and more.

## Other Events and Planning

### Japan Camera Industry Institute and JCII Camera Museum Special Exhibition Cameras and the Times They Brought Us Unforgettable Moments in Sports

February 13 (Thu) to 16 (Sun) Inside Exhibition Hall

Sports photographs have brought us many unforgettable moments. This year's JCII Camera Museum booth will showcase cameras used to shoot sporting events and photographs that capture sports festivals held half a century ago in Tokyo, as well as the social situation at the time.

### Exhibition for JPS (Japan Professional Photographers Society) Member Works The World of Professionals — Works from JPS Members

February 13 (Thu) to 16 (Sun) Minato Mirai Gallery

With some 1700 members, JPS (Japan Professional Photographers Society) is the largest professional photographer's association in Japan. Members work in a range of fields as professional photographers. This exhibition focuses on their individual areas of specialty and presents viewers with 5-picture sets that utilize expression and techniques particular to professionals. Come and get the most out of this "world of professionals" all gathered under one roof.

### JPS Seminar

#### "What is Right of Portrait?" — Shooting Rules and Etiquette

February 15 (Sat) 13:30–15:30 Conference Center 311/312 Free/Pre-registration not required/Free seating/First-come, first-serve basis

#### Norihiko Matsumoto (JPS Managing Director)

People often say that taking snapshots is intimidating. This seminar provides an easy-to-follow explanation of how to take good shots with no sweat.

### Open Show CP<sup>+</sup>2014 (Satellite venue: Yokohama Museum of Art Lecture Hall)

February 15 (Sat) 15:30–17:30 Yokohama Museum of Art Lecture Hall Free/Pre-registration required

#### Speakers: Q. Sakamaki (Photographer) and Takeshi Ishikawa (Photographer)

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

The Open Show that began in San Francisco in 2009 was a photo slideshow event that encourage participation by all and that provided 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 26 cities across 17 countries. Come experience a new photographic movement expanding around the world.

Open Show official website <http://openshow.org/>

### PHOTO LOUNGE Special Feature

February 15 (Sat) 16:00– (scheduled) Conference Center/BAY BRIDGE CAFETERIA Pay (price pending)/Pre-registration required

We will be holding the PHOTO LOUNGE special feature at CP<sup>+</sup>. 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 put on by nearly 100 staff will be there to see how our photograph presentation. 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 held at the same time are also planned.

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

### Professional Photographers of Japan Stress-free! Family Photo Studio

February 13 (Thu) to 16 (Sun) Inside Exhibition Hall ¥1,000/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<sup>+</sup> 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 13 (Thu) to 16 (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 marked 20 years for Shashin Koshien, a watershed moment for the event. 60 people representing 20 schools from among a record 522 schools made it through the opening round, using teamwork to create their works. The winners from this event will be on display.

One of Japan's largest hands-on photo events

**Onaeba Vol. 14 – Yokohama** February 13 (Thu) to 16 (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. Visit the Onaeba official website for more information!

Onaeba official website <http://www.onaeba.com/>

**PHOTO X HAIKU Exhibition** February 13 (Thu) to 16 (Sun) Inside Exhibition Hall

This PHOTO X HAIKU event features works of art both old and new that combine photos and haiku created by one person.

**Enjoy Photo Stage** February 15 (Sat) to 16 (Sun) 60 minutes per lecture 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/Kiyoaki Gouchi/Taichi Kozawa/Miwa/Seiya Nakai/Yoko Nakamura/Takashi Namiki/Keiko Niimi/Mineko Orisaku/Kouji Suwa/Katsuyoshi Tsuchiya/Kumio Yamada/Herbie Yamaguchi/Mariko Yamamoto/Michiko Yone/Shiho Yoshizumi

\*Press releases will provide updates on events as applicable.

\*All content, instructors, presenters, etc. for events are subject to change.

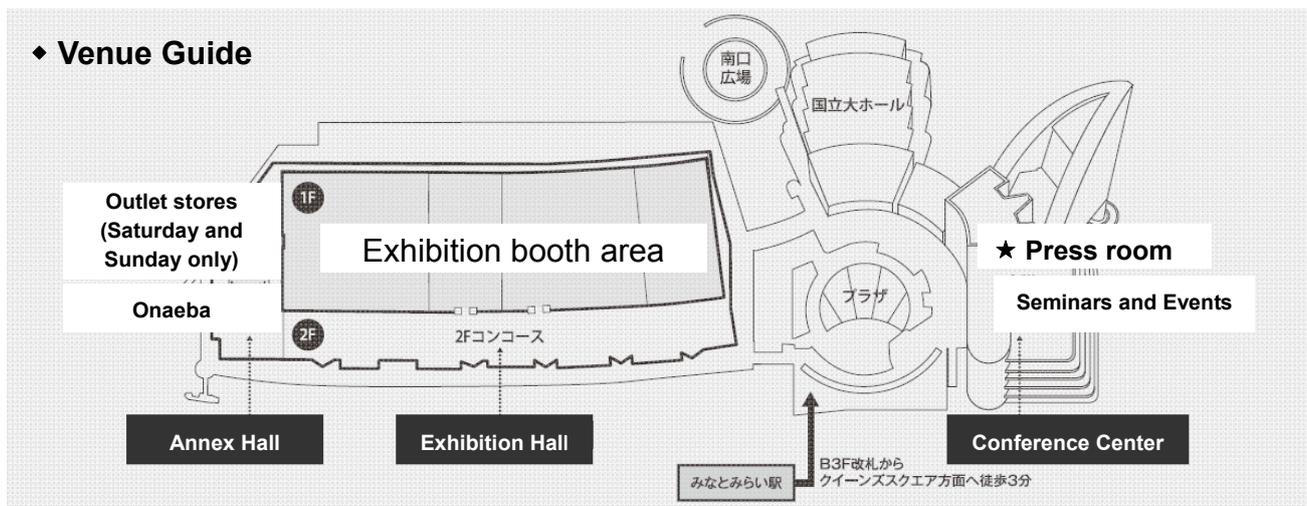
## Press Room Guide (Note: the venue is different from last year)

To make it a more pleasant experience for everyone to provide coverage of the event, we have upgraded facilities as a result of relocating from a specially-built Exhibition Hall used every year to a Conference Center.

We will make sure your experience is a positive one.

### ■ Upgraded Internet Environment

We upgraded from FLET'S HIKARI basic to FLET's HIKARI NEXT. This allows for twice the Internet traffic.



## To All Members of the Press

Check out the CP<sup>+</sup> Official Website! (<http://www.cpplus.jp/en/>)

### Newsletter Subscription

Get the latest information and updates about CP<sup>+</sup>.

CP<sup>+</sup> Top Page > Information for the Press > CP<sup>+</sup>2014 Newsletter Subscription

### Download Service

Download logos, banners, and photos from CP<sup>+</sup>2013.

CP<sup>+</sup> Top Page > Information for the Press > Downloads for the Press

### [Schedule of major events prior to CP<sup>+</sup>2014 (scheduled)]

2013	November 20	Joint press conference with PHOTO YOKOHAMA 2014/Delivery of Press Release
	December 16	Pre-registration on the website opens (registration for entry, seminars and other events)
2014	February 13 to 16	Opening of CP <sup>+</sup> 2014

Please contact the following persons regarding this document:

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## Appendix: List of Exhibitors (as of November 20)

Agai Trading Corporation—broncolor × hasselblad—	JAPAN TELESCOPE MANUFACTURERS
Ambivalent Inc.	ASSOCIATION (JTMA)
ASANUMA & CO,LTD	JCII Camera Museum
Asukanet Co.,Ltd.	Kanagawa Prefecture
Awagami Factory	Kenko Professional Imaging Co., Ltd.
BENQ Japan Co., Ltd.	Kenko Tokina Co., Ltd.
BLACKRAPID	Kenko Tokina Co., Ltd./SLIK CORPORATION
BLaKPIXEL	Kowa Company.Ltd.
CANON INC. / CANON MARKETING JAPAN INC.	KYORITSU ELECTRIC CO.,LTD.
Carl Zeiss Co., Ltd.	LPL Co., Ltd
CASIO COMPUTER CO., LTD.	Manfrotto Distribution KK
CompactFlash Association	Markins/Trinple Co.,Ltd.
COSINA CO.,Ltd.	Maruman Corporation/CANSON
DEMPA PUBLICATIONS INC	MARUMI OPTICAL CO.,LTD.
DJI Co.,Ltd	Mascotte Industrial Associates (Hong Kong) Ltd
DNP Fotolusio Co.,Ltd.	NAGATOMO co.,LTD.
EIZO Corporation	NEC Display Solutions, Ltd.
EPSON	NIKON IMAGING JAPAN INC. (General Zone)
ETSUMI CO., LTD.	NIKON IMAGING JAPAN INC. (Telescope Zone)
Family Photo Studio	Nissin Japan Ltd.
FUJIFILM Corporation	OCTAVUS
GARIZ(K-Company)	OLYMPUS IMAGING CORP.
GIZMON	Panasonic Corporation
GoPro NIPPON	Pashadelic LLC
GoWing	PHOTO X HAIKU
HAKUBA PHOTO INDUSTRY CO.,LTD.	PHOTO YOKOHAMA 2014
Hasselblad Japan	Pictorico Co.,Ltd.
Ichikawa soft laboratory Co., Ltd.	Profoto K.K.
iColor	REC-MOUNTS
ILFORD/Hahnemuhle (JetGraph Co., Ltd.)	RED DIGITAL JAPAN KK
IMA Magazine (Amana Holdings)	Research Institute of Systems Planning, Inc.
ImageVISION Co. Ltd,.	RICOH IMAGING COMPANY, LTD.
Impress Japan Corporation	SanDisk Limited
JAPAN HOBBY TOOL Co., Ltd	SD Association
Japan Optomechatronics Association/Optical Society of Japan (The Japan Society of Applied Physics)/The Society of Photography and Imaging of Japan	SHANGHAI TRANSVISION PHOTOGRAPHIC EQUIPMENT CO.,LTD
Japan Photo and Video Accessory Association	"Shashin Koshien" High School Photo Contest & The Town of Photo: HIGASHIKAWA

SIGHTRON JAPAN INC.  
SIGMA CORPORATION  
SIRUI (tokiwasyashinyouhin)  
Sony Corporation / Sony Marketing (Japan) Inc.  
Tamron Co., Ltd.  
TERADERIM  
THE BAMBI INC.  
TOAST TECHNOLOGY  
Tokuyama Corporation  
TOLIHAN CORP.  
TOMY TEC CO.,LTD (BORG)  
Toyo Living Co., Ltd.  
VANGUARD  
Velbon Corporation  
Vixen Co., Ltd.  
Wacom Co., Ltd.  
Western Digital Japan Ltd.  
X-Rite  
YAMATO SYSTEM DEVELOPMENT CO.,LTD.

HEIWA SEIKI KOGYO CP.,LTD.  
IDeomotor Robotics Co.,Ltd  
intec-s.  
Japan Broadcast Solutions,Inc  
Light Up Corporation  
nac Image Technology Inc.  
NEP inc.  
Seika Digital Image CORPORATION  
Technical Farm  
Technohouse Inc.  
VIDEO Service CO.,LTD.

■Business Meets Components & Devices Plaza

Analog Devices / TecStar Company  
FIT Corporation / HIKI OPTICS. Co.,Ltd.  
FUJITSU SEMICONDUCTOR LIMITED  
Kohzu Precision Co., Ltd.  
SEIKO PRECISION INC.  
SHENZHEN HEMTOM MODEL TECHNOLOGY CO.,LTD  
TSUBOSAKA ELECTRIC CO.,LTD.  
YOSHIMI CAMERA Co., LTD.

■Video Area for Professionals

ADTECHNO Inc.  
Blackmagicdesign  
Digital-hobby  
Gin-Ichi Corporation  
Grass Valley K.K.