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## ***PRESS RELEASE***

**FOR IMMEDIATE RELEASE:**

# **2015 J-POP SUMMIT ANNOUNCES TECH-FOCUSED KEYNOTES, PANELS, PITCH EVENTS AND “IDEA-THONS” FOCUSING ON INTERNET OF THINGS (IoT) AND THE GLOBAL MAKER MOVEMENT**

*S.F.’s Annual Japanese Pop Festival Adds A First-Of-Its-Kind Showcase Of Attractions That Showcase How Japanese Innovation Is Driving Creativity And Linking Technology And Culture*

**San Francisco, CA, July 14, 2015** – The **2015 J-POP SUMMIT**, the Japanese pop culture event held annually in San Francisco, augments its just-announced **“Interactive Pavilion,”** with a special series of **technology-focused keynotes, panel discussions, “idea-thons,” and pitch events** focusing on the burgeoning **“Maker Movement”** and the evolving **Internet of Things (IoT)** to be led by several notable technology luminaries from San Francisco Bay Area, Silicon Valley, and Japan.

The J-POP SUMMIT **“Interactive Pavilion”** is a first-of-its-kind showcase of cutting edge Japanese technology, consumer product design and innovation from a diverse range of large, as well as start-up companies, pushing the limits of Japanese technical innovation and development. The **2015 J-POP SUMMIT** takes places **Saturday and Sunday August 8<sup>th</sup> & 9<sup>th</sup>** at the historic **Fort Mason Center in San Francisco’s Marina district.**

Throughout the weekend, **J-POP SUMMIT attendees to Fort Mason can enjoy a colorful assortment of Japanese pop-influenced culture, fashion, pop art, live music, technology, and travel attractions** that will be complemented by celebrity Guests of Honor, Panels, Music live concert, and a wide assortment of vendors and other programming. **Tickets and V.I.P Passes are available now at: [www.J-POP.com](http://www.J-POP.com).**

### **J-POP SUMMIT Interactive Pavilion Keynote & Panel Discussion**

An **Interactive Technologies Keynote** will be delivered by one of the world's leading digital creators, **Kaoru Sugano**, on **Sunday, August 9<sup>th</sup>** on the **Fort Mason Main Stage**. The Creative Director of Dentsu Inc. will speak on how pop culture and technology are driving the creation of digital content. Through case studies of past projects such as Sound of Honda - Ayrton Senna 1989, which won the Grand Prix at Cannes Lions Titanium and Grand Prize at the Japan Media Arts Festival. The film features legendary Formula One driver Ayrton Senna driving through a dazzling environment of digital light and sound. Mr. Sugano will show how he utilizes data that is undetectable to the naked eye to create revolutionary emotional productions with lasting emotional resonance.

The **Interactive Technologies Panel Discussion** will take place on **Sunday, August 9<sup>th</sup>** on the **Fort Mason Main Stage** and will focus on "**Manufacturing That Links Tech & Culture -- The Future of the "Maker Movement."**" This panel will examine the transition from mass production to an age of individual manufacturing, and what that means for the tech world. With the emerging "**Maker Culture**" as a theme, the J-POP SUMMIT presents this session specially focused on the maker movement.

#### **Panelists will include:**

**Allen Miner, Chairman and CEO, SunBridge Corporation**, a professional group that focuses on Japanese-American cross border investments, joint venture businesses, and consulting with operations in Japan and the U.S.

**Jim Newton, chairman & founder of TechShop** (<http://www.techshop.ws>), a membership-based, do-it-yourself (DIY) workshop and fabrication studio providing access to a vibrant community of creative people and more than \$1 million worth of high quality machines, tools and software.

**Redg Snodgrass, CEO & co-founder of Wearable World** (<http://wearableworld.co>), an organization dedicated to creating the social fabric for business around Wearables and the Internet of Things (IoT) ecosystem.

#### **Panel Moderator:**

**Tak Miyata, General Partner of Scrum Ventures** (<http://scrumventures.co>), an early stage venture capitalist firm based in Silicon Valley.

### **J-POP SUMMIT Interactive Pavilion Technology Forum**

The 2015 J-POP SUMMIT "**Interactive Pavilion**" also presents a special **Interactive Technology Forum**, to take place on **Saturday and Sunday, August 8<sup>th</sup> & 9<sup>th</sup>** at the **Firehouse**, located adjacent to the Fort Mason Festival Pavilion. As part of this event, a pair of "Idea-thons" and a technology "pitch event" will focus on the theme of the "**Internet of Things**" (IoT).

#### **J-POP SUMMIT IoT Idea-thon Vol. 1: "Build-Up Smart Home with MESH!"**

With the spread of Nest and Smartthings, there has been a surge of interest in smart homes being built around Silicon Valley. This Idea-thon will offer attendees a glimpse into a new type of IoT x DIY construction using MESH and a cardboard building kit to build a prototype design of a smart house."

**About MESH**

MESH (Make, Experience, Share) is an intuitive DIY invention tool for making ideas real. It consists of wireless functional tags and visual coding canvas on a tablet. Make your own “smart projects” in just few minutes! <http://meshprj.com>

**J-POP SUMMIT IoT Idea-thon Vol. 2: "Hack the Data with Yamaha Motor and more!"**

With the growing popularity of activity tracking using technology like FitBit, Apple Watch and other devices that collect environmental data from sensors attached to homes and cars, a fast emerging topic is how to utilize all the acquired information. How will the world change when this data can be used to highlight areas of daily human life that were previously overlooked? This will be an IoT x Data Idea-thon debating the true nature of IoT.

**J-POP SUMMIT Interactive Pavilion Technology Pitch Contest**

The 2015 J-POP SUMMIT “Interactive Pavilion” presents a **Japanese-American start-up pitch contest “POP Tech Pitch / Innovation Weekend SF x Japan X”** co-sponsored by **SunBridge Global Ventures, Inc.** and **the Women's Startup Lab** that will take place **Saturday, August 8<sup>th</sup>** at the **Firehouse**.

Startups and entrepreneurs using premier technologies from Japan and America will gather to present a variety of innovative business plans. Judges will include a panel of technology investors and business accelerators active in various markets. The contest winner and runner-up will be awarded a trip to Japan and pitch at the 'Innovation Weekend Grand Finale' in Tokyo at the end of the year along with other winners from all over the world!!

**About SunBridge Global Ventures, Inc.**

SunBridge Global Ventures is an early-stage IT investor firm born as a spin-off of SunBridge with a vision of nurturing global ventures from Japan. SunBridge Global Ventures seamlessly supports world-class entrepreneurs venturing into the global marketplace. Additional information available at: <http://en.sunbridge-gv.jp>

**About The Women's Startup Lab**

The Women's Startup Lab is a tech startup accelerator that nurtures and supports female entrepreneurs. The founder, Ari Horie, is a Japanese native and was recognized as one of CNN's "10 Visionary Women" in 2014 and "40 over 40 women to Watch" in 2015. Additional information available at: [www.womenstartuplab.com](http://www.womenstartuplab.com).

**Emphasizing 3 distinct categories, the “Interactive Pavilion,”** is presented with support and cooperation from the Japan External Trade Organization (JETRO) San Francisco Office and presents a dynamic array of technology and interactive product exhibits from 21 companies highlighting a diverse range of large, as well as start-up companies, pushing the limits of Japanese technical innovation and development. **"HOME,"** focusing on individuals and families; **"WORK,"** focusing on the office lifestyle; **"MOBILITY,"** focusing on links between home-life and office-life.

**About J-POP SUMMIT**

The J-POP SUMMIT is an annual Japanese Pop Culture celebration held in San Francisco, CA that features live bands and artists from Japan, pop culture panel discussions, film premieres, fashion shows and events, food and spirits, art, and celebrity appearances. Details on J-POP SUMMIT are available at [www.J-POP.com](http://www.J-POP.com).

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