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PRESS RELEASE

Japanese Tech Comes to Play with Big Brother Silicon Valley

The Interactive Summit hosted by J-POP SUMMIT 2016 will introduce upcoming Japanese technology through an exposition, guest speakers and collaborative forums

San Francisco, CA, June 29, 2016 — J-POP SUMMIT 2016, one of the world's biggest Japanese pop culture events has announced that it will once again celebrate the latest in Japanese tech-innovations through their **Interactive Summit on Saturday and Sunday, July 23rd and 24th** from 11am - 5pm at Fort Mason Center, located at 2 Marina Blvd, San Francisco, CA 94123. The annual event bridges the informational gap between Japan and the U.S. to explore the Japanese tech scene and what Silicon Valley is currently missing.

The Interactive Summit features two main programs: The *Showcase* at Festival Pavilion and *Sessions* at Gallery 308, both held at Fort Mason Center. For full details, please visit <http://www.j-pop.com/interactive-summit-2016>.

1) Interactive Showcase at Festival Pavilion: Nowhere will this stark difference be more evident than the expo. From human-like robots to wearables for your pet, visitors will get an early look at the best (and zaniest) that Japanese tech has to offer from well-known brands and startups alike. Examples include:

- **MAZDA** – MAZDA showcases the latest models at their extensive exhibition where attendees can play the Sony Entertainment's Gran Turismo Playstation on-site and virtually enjoy driving the MAZDA car in the game

MAZDA will also host a special panel partnered with Grand Turismo **on Sunday, 7/24 at 2:45pm - 3:35pm at Main Stage** in Festival Pavilion. They'll discuss MAZDA's design philosophy and challenger spirit, being the only Japanese manufacturer to win the famous Le Mans 24-hour race in France.

- **Washlet** from **TOTO** – a smart toilet that redefined how Japan goes to the bathroom.
- **Interactive Projection System (IPS)** from **NEC Solution Innovators** – a new projection technology that displays virtual images and content to the real world.
- **“interactive shoes hub”** from **FUJITSU x YAMAHA (and Partners)** - interactive shoes hub is the co-creation platform for the Future of Shoes – for example, YAMAHA has applied their specialty, "sound," to this platform to create sound based on data collected from movement of feet.
- **Interactive Dog Collar** from **Inupathy** – a dog collar that lights up in colorful patterns to indicate a dog's emotions, enriching the relationship between owner and pet.

For the full list of exhibitors, please visit <http://www.j-pop.com/interactive-summit-2016>

2) Interactive Sessions at Gallery 308: Interactive Sessions at Gallery 308 offers great learning opportunities for innovators. Attendees can get further involved by participating in various events with special guests working within the American and Japanese technology sectors. Interactive Sessions at Gallery 308 include:

- **TOTO/ Washlet Ideathon:** Sunday, 7/24 11:00am - 3:00pm Pre-registered attendees compete in a group to present brand new ideas about the future lifestyle of the smart bathroom technology. Sponsored by [TOTO USA](#).
- **POP Tech Pitch: Startup Pitch Contest:** Saturday, 7/23 Sat 11:00am-1:00pm Japanese and American startup companies that aim to start a business in the Japanese Market can propose their services or products, and compete for a chance to win a trip to Japan. Co-sponsored by [SunBridge Global Ventures](#), [Jetro San Francisco](#), and [Sukiyaki](#).
- **Talk Session Vol.1: Tech x Life x Design ~How Will "Designed IoT" Change Our World? ~;** 7/23 Sat 1:30pm- 2:25pm
Moderator: Ken Miura (CEO, [DouZen](#))
Panelists: Shinichi Sakane (CEO, [Seven Dreamers](#)), Seiichi Saito (Creative Technical Director, [Rhizomatiks](#)), Naoya Edahiro (Industrial Designer), Hideaki Matsui (Google), Ana Arriola (Founder, CEO & Product Designer, Minimalisms Inc.)
- **Talk Session Vol.2: “DMM Starter” ~ A New Way of Globalizing Japanese Products~;** 7/23 Sat 2:45pm- 3:15pm
Moderator: Takayuki Suzuki (President, [ParadeAll](#))
Panelists: Yusuke Muranaka (Director, [DMM.com](#)), Shunsuke Nakamura (CEO, [SHIKUMI DESIGN](#))
- **Talk Session Vol.3: Robot x Human // How “They” Will Live with Us;** 7/23 Sat 4:00pm- 4:55pm

Moderator: Noriko Takiguchi (Journalist, Robonews.net)

Panelists: Shunsuke Aoki (CEO, Bocco/ Yukai Engineering), Ilya Polyakov (CTO, Kubi / Revolve Robotics) and more.

- **Talk Session Vol.4: CRAZY & HIGH-TECH “INTERNET OF THINGS” FROM JAPAN!~ The Diversity of SAMURAIMAKERS**; 7/24 Sun 4:00pm- 4:55pm
Moderator: Takashi Homma (CEO, Hom.ma Inc.)
Speakers: Joji Yamaguchi (CEO, Inupathy), Takayoshi Ishii (CEO, Asakura Giken), Yuya Kikukawa (CEO, No new folk studio)

For details on the sessions and speakers, please visit <http://www.j-pop.com/interactive-summit-2016>.

This year, J-POP SUMMIT attendees will be able to experience a vibrant 2-Day celebration of Japanese pop-influenced culture including edgy fashion events, pop art exhibits, live music, a technology summit and display, and interactive activities, accented by ramen vendors, sake-tasting, and additional attractions also highlighted by celebrity Guests of Honor. **Full details on 2016 J-POP SUMMIT are available at: www.J-POP.com.**

A variety of affordable ticket options and V.I.P packages will give J-POP SUMMIT attendees the maximum amount of flexibility to customize a memorable festival experience. Adult single-day passes start at only \$25.00 each; 2-day passes start at \$40.00 each. **Ticket details are available at www.J-POP.com/Tickets.**

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About JPOP-SUMMIT

J-POP SUMMIT is one of the world's biggest Japanese pop culture events, held every summer in San Francisco, CA. By introducing the latest in Japanese music, fashion, film, art, games, tech-innovations, anime, food, as well as niche subcultures, the festival has become a landing platform for new trends from Japan.

Official website: www.j-pop.com

Official YouTube: <https://www.youtube.com/user/JPOPSUMMIT/featured>