Show Report

Exhibition

**Mechatronics Total Solution**
MOTORTECH JAPAN 2014
MOTION ENGINEERING JAPAN 2014
MECHATRONICS CONTROL 2014
EMBEDDED COMPUTER JAPAN 2014
SENSING TECHNOLOGY ZONE
MOTOR ENERGY SAVING SOLUTION ZONE
DEVICES FOR SPECIAL ENVIRONMENT ZONE

**Electronics Total Solution**
POWER SYSTEM JAPAN 2014
BATTERY TECHNOLOGY 2014
ENERGY HARVESTING 2014
WIRELESS POWER FEEDING ZONE
WIRELESS NETWORK TECHNOLOGY ZONE

**Control Engineering/Design Support Solution**
EMC JAPAN 2014
THERMAL ENGINEERING 2014
DESIGN SUPPORT SYSTEM 2014
DOWNSIZE & LIGHTWEIGHT MATERIALS & TECHNOLOGY ZONE
TLO FORUM

Symposium

Applied Magnetics Technology Symposium 2014
Motor Technology Symposium 2014
Switching Power Supply Symposium 2014
Battery Technology Symposium 2014
Thermal Design & Solution Symposium 2014
EMC - Noise Solution Technology Symposium 2014
Energy Harvesting Technology Symposium 2014
Automotive Electronics Technology Symposium 2014

http://www.jma.or.jp/tf/en
**Exhibition Outline**

**Date**
July 23 (Wed) - 25 (Fri), 2014

**Time**
10:00 a.m. - 5:00 p.m.

**Venue**
Tokyo Big Sight East Hall 1,2,3

**Organizer**
Japan Management Association

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**Number of Exhibitors**

TOTAL: **504 (480) Companies / 1,037 (1,011) booths**

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**Number of Visitors**

<table>
<thead>
<tr>
<th></th>
<th>July 23 (Wed)</th>
<th>July 24 (Thu)</th>
<th>July 25 (Fri)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MECHATRONICS TOTAL SOLUTION</strong> *1</td>
<td>3,869 (3,691)</td>
<td>4,507 (3,911)</td>
<td>5,436 (4,907)</td>
<td>13,812 (12,509)</td>
</tr>
<tr>
<td><strong>ELECTRONICS TOTAL SOLUTION</strong> *2</td>
<td>3,542 (3,214)</td>
<td>4,178 (4,223)</td>
<td>4,864 (5,168)</td>
<td>12,584 (12,605)</td>
</tr>
<tr>
<td>THERMAL ENGINEERING DESIGN SUPPORT SYSTEM DOWNSIZE &amp; LIGHTWEIGHT MATERIALS &amp; TECHNOLOGY ZONE TLO FORUM</td>
<td>668 (746)</td>
<td>711 (955)</td>
<td>923 (1,266)</td>
<td>2,302 (2,966)</td>
</tr>
<tr>
<td><strong>NET TOTAL</strong></td>
<td>8,079 (7,651)</td>
<td>9,396 (9,089)</td>
<td>11,223 (11,340)</td>
<td>28,698 (28,080)</td>
</tr>
</tbody>
</table>

*1: Mechatronics Total Solution includes: Motortech Japan, Motion Engineering Japan, Mechatronics Control, Embedded Computer Japan, Sensing Technology Zone, Motor Energy Saving Solution Zone, Devices for Special Environment Zone.


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**Concurrent Symposium**

**Date**
July 23 (Wed) - 25 (Fri), 2014

**Venue**
Tokyo Big Sight Conference Tower

**Participants**
2,738 (total)

- Applied Magnetics Technology Symposium 2014
- Motor Technology Symposium 2014
- Switching Power Supply Symposium 2014
- Battery Technology Symposium 2014
- Thermal Design & Solution Symposium 2014
- EMC - Noise Solution Technology Symposium 2014
- Energy Harvesting Technology Symposium 2014
- Automotive Electronics Technology Symposium 2014
Visitor Survey (Number of sample : 3,636)

Q1 How do you rate the contents of this exhibition?

- Excellent: 19.8% (19.8%)
- Satisfactory: 32.6% (27.2%)
- Very good: 45.1% (50.2%)
- Poor: 0.3% (0.5%)
- Not Satisfactory: 2.2% (2.5%)

Q2 Are you involved in purchasing process?

- Yes (decision maker): 18.9% (19.1%)
- Yes (involved): 40.6% (42.3%)
- Not involved: 40.5% (38.6%)

Q3 Occupational Field

- Design: 17.3% (17.8%)
- R&D: 27.0% (25.4%)
- Sales (manufacturers): 14.9% (15.5%)
- Sales (non-manufacturers): 14.8% (15.1%)
- Production: 3.1% (3.7%)
- System Design / Data Processing: 1.1% (1.3%)
- Management: 6.4% (6.2%)
- Purchasing/Procurement: 2.4% (2.7%)

Q4 Industry Field

- Manufacturing: 69.5% (71.5%)
- Trade firm: 8.6% (8.8%)
- Logistic appliances: 1.5% (1.4%)
- Electric equipments: 44.3% (47.9%)
- Precision equipments: 12.0% (12.2%)
- Others: 9.0% (9.0%)
- Service robots: 0.3% (0.1%)
- Medical/welfare/lab-o equipment: 2.4% (3.7%)
- Environmental/pollution control equipments: 0.7% (0.6%)
- Textile machine: 0.7% (0.7%)
- Hydraulics/pneumatics/hydraulic equipments: 1.7% (1.7%)
- Food-processing machine: 0.8% (1.1%)
- Printing machine: 0.6% (0.8%)
- Machine tools: 3.3% (3.0%)
- Industrial robots: 2.6% (2.8%)
- Amusement instrument: 0.7% (0.8%)
- Measurement instrument: 2.5% (3.9%)
- Construction machine: 1.8% (1.2%)

<MECHATRONICS TOTAL SOLUTION 2014>

<ELECTRONICS TOTAL SOLUTION 2014>
Q1 How do you rate the contents of TECHNO-FRONTIER 2014?

- Excellent: 15.2% (16.1%)
- Satisfactory: 32.6% (32.8%)
- Very good: 48.0% (44.0%)
- Not Satisfactory: 3.4% (6.0%)
- Poor: 0.8% (1.1%)

Q2 How do you rate the visitors you received?

- Excellent: 7.5% (8.3%)
- Satisfactory: 36.5% (38.4%)
- Very good: 49.6% (46.5%)
- Not Satisfactory: 5.9% (4.9%)
- Poor: 0.5% (0.9%)

Q3 What were your results at this show? (Multiple answers)

- Gained effective publicity for company, products and technologies: 50.9% (50.9%)
- Developed new business contacts: 37.7% (37.7%)
- Gained information on the needs of buyers: 27.9% (31.6%)
- Struck business lead / quotations: 23.5% (20.1%)
- Strengthened relations with clients: 23.3% (23.3%)
- Did not have very good results: 5.4% (7.1%)
- Finalized negotiations: 2.6% (0.9%)
- Other: 2.8% (4.6%)

Q4 What is the biggest strong point of TECHNO-FRONTIER? (Multiple answers)

- High percentage of engineers among visitors: 37.9% (47.6%)
- One-and-only event in the related field: 21.4% (28.3%)
- Able to appeal to wide-ranged industries: 18.8% (24.0%)
- Co-existence of highly related exhibitions: 9.5% (13.9%)
- Synergy with the symposiums and conference: 5.2% (4.1%)
- Other: 5.0% (6.5%)
### 2014 Highlights

#### Special Event

**Key Note Speech ~Persuit for SMART products~**

<table>
<thead>
<tr>
<th>Venue</th>
<th>Tokyo Big Sight Conference Tower</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants</td>
<td>501</td>
</tr>
<tr>
<td>Speaker</td>
<td>Dr. Hideyuki Saso, Chief Executive Officer, Fujitsu Laboratory</td>
</tr>
<tr>
<td></td>
<td>Mr. Keiji Otsu, Managing Executive Officer, Honda Research and Development</td>
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<tr>
<td></td>
<td>Mr. Yuzu Toda, Executive Officer, Fuji film</td>
</tr>
</tbody>
</table>

#### Robotics Demo

<table>
<thead>
<tr>
<th>Venue</th>
<th>East Hall 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies</td>
<td>Chiba University/Mini Surveyor Consortium, LifeRobotics, JTEKT, KAWADA INDUSTRIES, THK INTECHS, NSK, Tokyo Institute of Technology</td>
</tr>
</tbody>
</table>

Displays and demonstrations in this corner showcase state-of-the-art examples of remote and wireless control, safety control, sensor-software coordination and various other technological advances in robotic development.

#### WIRELESS POWER FEEDING ZONE

This corner was a demonstration zone and offered special presentations. As such it was a center for distributing information on current technologies, the latest application and standardization trends, and the future prospects of wireless power feeding, a technology that is increasingly headed for full-fledged cell phone adoption and is expected to expand into EV/PHEV and industrial machinery.

**EV/PHV Power Feeding Demo**

<table>
<thead>
<tr>
<th>Venue</th>
<th>East Hall 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joined Companies</td>
<td>IHI, Tohoku University, Showa Aircraft Industry, Daihen</td>
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</table>

Demonstrations of wireless power Feeding technologies, crucial to the spread of electric vehicles.

**Wireless Power Feeding Demo**

<table>
<thead>
<tr>
<th>Venue</th>
<th>East Hall 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joined Companies</td>
<td>Bellinx, KTL</td>
</tr>
</tbody>
</table>

Demonstrated at Wireless power feeding technologies such as goods for personal use.

**EV/PHV Power Charging Demo**

<table>
<thead>
<tr>
<th>Venue</th>
<th>East Hall 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joined Companies</td>
<td>NICHICON, Fuji Electronic</td>
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</table>

Demonstrations of solution-focused battery charging for electric vehicles.

### iPad etc. Breakdown of the latest products!

Disassembled the iPad and other hot-selling products together with explanatory comments.

<table>
<thead>
<tr>
<th>Venue</th>
<th>East Hall 2</th>
</tr>
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<tbody>
<tr>
<td>Exhibited components</td>
<td>iPad Air, iPhone 5s/5c, Gear Fit, Gear2, Smart meter, Wii U, Xiaomi Mi3</td>
</tr>
</tbody>
</table>
Special Presentations

The following special presentations attracted combined audiences of 2,071.

**Venue**
East Hall 2

**Participants**
2,071

**Speakers**
- Ministry of Economy, Trade and Industry
- Mitsubishi Research Institute
- Mitsubishi UFJ Research and Consulting
- Toray Medical
- Akita Gear
- Panasonic System Networks
- Broadband Wireless Forum
- Life Robotics
- Tokyo Institute of Technology
- Nikkei BP
- Nagoya Institute of Clinical Pharmacology
- iMott
- Universal Microelectronics
- Wireless Power Consortium
- Wireless Power Management Consortium
- Auto Insight
- The Robotics Society of Japan
- Chiba University

Control of Engineering Design Support Solution Seminar

The following seminar attracted combined audiences 1,258.

Promotion & Media Coverage

Promotion by the Secretariat

1) 660,220 invitations in total were sent out
2) 1,011,203 e-mail invitation were sent out
3) Event introduction meetings four times in Japan, twice in abroad.
4) Press releases to domestic and overseas specialized magazines and newspapers (three times)

Media Coverage

1) TV TOKYO World Business Satellite (TV)  
   Nippon Television, news every (TV)  
   Tokyo Broadcasting System, N-sta (TV)
   - **Date** July 23, 23:00-
   - **Date** July 25.
   - **Date** August 3.
2) Industrial papers & magazines: more than 27 articles were produced.
Advanced Electronic & Mechatronic Devices and Components Exhibition

TECHNO-FRONTIER 2015

Date: May 20 (Wed) → 22 (Fri) 2015
Venue: Makuhari Messe
Organized by: Japan Management Association

http://www.jma.or.jp/tf/en/

For Further information
The Secretariat of TECHNO-FRONTIER
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http://www.jma.or.jp/TF/en/