Introduction

Tokyo is one of the foremost high-tech cities worldwide.

To promote the use of high technology in MICE events, TCVB has carefully selected 15 technologies with the assistance of a selection committee. Tokyo aims to bring MICE events to the next level by utilizing these technologies as well as applying this world-class technological expertise for the betterment of society. Tokyo is endeavoring to make dramatic leaps in the following areas:

- To increase efficiency and productivity in MICE events
- To enhance accessibility and inclusion through remote participation technology
- To effectively manage personnel shortages
- To advance sustainability
- To improve participant satisfaction

We encourage MICE event planners and organizers to consider using the technologies in these guidelines to enhance the value of their MICE events.

* MICE is an acronym for Meetings (corporate meetings), Incentives (corporate incentive/study tours), Conventions (international conventions) and Exhibitions/Events.

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</table>
| a | Conference Operation  
Data Management System | Technology that backs up operations of secretariats through markedly integrating management functions (registration reception, papers, session admission, and electronic voting) of lecturers, participants, and sponsors, etc. prior to and during MICE events; supporting international conference secretariat operations. |
|---|---|---|
| b | Security Check  
(Abnormal Behavior Detection) | Technology that analyzes images from security cameras around the venue with AI technology to detect abnormal behavior and foreign objects, ensuring venue security. |
| c | Interactive Content  
(Projection Mapping, etc.) | Interactive elements such as project mapping capable of detecting the movements of people, their lines of sight, and changing images according to the movements through AI-based image analysis and various sensors. This is suitable for indoor and outdoor reception venues, etc. |
| d | Robo-waiters | These robots are capable of autonomous operation (serving and transporting food/beverages), even at one-off events, through the use of SLAM*1(simultaneous self-location estimation and environmental mapping) such as LiDAR*2.  
*1 Simultaneous Localization and Mapping  
*2 Light Detection And Ranging |
| e | Metaverse Conference Hall | A metaverse space in which hundreds of domestic and international participants, oral and poster presenters, attendees, and keynote speakers, and question-and-answer session participants can gather. This can be used in conjunction with real events. |
| f | Telepresence | Technology that brings online participants into a real venue, recreating an in-person experience with other remote members through the use of various systems, including robots, displays, and computer graphics (CG). |
| g | Area-wide  
Tourist-attracting System | Technology that offers a means for reservation and payment at restaurants, tourist information, and coupons for the surrounding area of event sites through integrating official event websites and applications as well as systems and functions for operational support. |
| h | Remote Inspection | Technology that enables factories and offices to be inspected live and question-and-answer sessions with locals through remote participation with robots and other equipment capable of realistic 360-degree view distribution via AI-based super-resolution technology. |
Images of technology implementation (01~15)

01 - SMART Conference – Centralized Program Management
To streamline event preparation...

02 - Access Control – Access Control by Face Recognition
To reduce waiting at reception...

03 - Robot Receptionist – Concierge Robot and Signage Robot
To guide visitors efficiently...

04 - AI-based Remote Manned Guide Service – AI Guide
To provide reliable guidance in large venues...

05 - Next Generation 3D Technology – 3D Display System
To wow participants...

06 - Simultaneous Interpretation – Multilingual Interpretation and Transcription
To dismantle language barriers...

07 - Guidance Robot – Exhibition Venue Guiding Robot
To provide reliable guidance in large venues...

08 - Wi-Fi Probe – People Flow Analysis
To eliminate excessive congestion...

09 - AI Camera – Crowd Scene Analysis Service
For a better event...

10 - Metaverse Event Platform – Metaverse Exhibition Hall
To enhance immersive experiences even at online events...

11 - Telepresence Avatar Robot – Remote Event Access and Communication
To promote exchanges even at hybrid events...

12 - XR Platform – XR Platform Exchange
To promote exchanges even at hybrid events...

13 - Real-time Communication Service – Communication between Online and On-site Participants
To promote exchanges even at hybrid events...

14 - MICE x MaaS: Tourism Platform Gateway (TPG) – MaaS Platform
To help you enjoy the city of Tokyo...

15 - Ultrafine Mist – Spatial Production
To improve production values...

To enhance immersive experiences even at online events...
- Metaverse Event Platform – Metaverse Exhibition Hall

To promote exchanges even at hybrid events...
- Telepresence Avatar Robot – Remote Event Access and Communication
- XR Platform – XR Platform Exchange
- Real-time Communication Service – Communication between Online and On-site Participants

To help you enjoy the city of Tokyo...
- MICE x MaaS: Tourism Platform Gateway (TPG) – MaaS Platform

To improve production values...
- Ultrafine Mist – Spatial Production

For a better event...
- Wi-Fi Probe – People Flow Analysis
- AI Camera – Crowd Scene Analysis Service

To streamline event preparation...
- SMART Conference – Centralized Program Management

To reduce waiting at reception...
- Access Control – Access Control by Face Recognition

To guide visitors efficiently...
- Robot Receptionist – Concierge Robot and Signage Robot
- AI-based Remote Manned Guide Service – AI Guide

To wow participants...
- Next Generation 3D Technology – 3D Display System

To dismantle language barriers...
- Simultaneous Interpretation – Multilingual Interpretation and Transcription

To provide reliable guidance in large venues...
- Guidance Robot – Exhibition Venue Guiding Robot
Data standardization and mechanisms enable data linkage to user screens, web pages and online venues.
(Costs of web page production can be reduced.)

Technology Overview

- A centralized management system for an academic conference that includes everything from secretariat operations to launching a website in a single package.
- The system minimizes human errors and reduces labor by managing and collecting the contents through a designated process in the cloud. (Various requests, acceptance, approvals, etc.)
- Building an online venue for hybrid events could also reduce the cost of such events.

Practical guide

<table>
<thead>
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<th>Organizers</th>
<th>Participants</th>
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<tbody>
<tr>
<td>Various files can be efficiently managed in a centralized manner in the cloud. (Local data management can be reduced, so you can always obtain the latest data.)</td>
<td>Various procedures for participants, speakers, chairpersons, and review committee members can be standardized. (Labor for individual support and data management can be reduced)</td>
</tr>
</tbody>
</table>
| Organizer’s management screen  
- Participant registration and invitee system (Registration and payment)  
- Management system for abstract registrants (Registration, acceptance, and presentation data registration)  
- Management system for speakers and chairpersons (Request, acceptance, registration, and abstract & biography registration)  
- Management system for review committee members (Request, acceptance, and peer review)  
- Sponsor management system (Application, registration, and payment)  
- Online venue management (Content and access management)  
- User management (Email function, confirmation of registration details, etc.) | Viewing conference websites  
- User’s My Page  
- Participation registration (Registration and payment)  
- Abstract submission for contributed papers (Registration, acceptance, and presentation data upload)  
- Abstract submission for invited papers (Acceptance, registration, and biography registration)  
- Peer review acceptance/rejection notification (online peer review)  
- Chairperson’s session (viewing session information)  
- Email storage |

Recommended communication environment

10 Mbps or more

Provider

PCO Co., Ltd.
Contact: Digital Division
Email address: smcon@pcojapan.jp

* Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.
A secure security gate that can be used hands-free, using face authentication technology, has been realized. Face authentication is possible with registered facial information in multiple usage situations such as admission, check-in at exhibition booths, etc. By introducing this technology, organizers can streamline admission control and information provision operations through visit history logs.

### Practical guide

#### Organizers

1. **Information registration to the face recognition server**
   Scan a QR code on an invitation card, link a face photo and other information with an ID, and register it with the management server.

2. **Admission by face recognition**
   Visitors are admitted to the venue with the face recognition terminal installed at the entrance/exit gate.

3. **Check-in at the exhibition booth**
   Visitors can check in with the face recognition terminal installed at the exhibition booth.

#### Exhibitors

- Face recognition server
- Face recognition terminal
- Catalogs
- Request for Invitation
- List of IDs

#### Participants

- Face recognition server
- Personal authentication
- Invitation ID reading
- Face recognition
- Invitations
- ID cards

Organizers can minimize the number of personnel mobilized for admission control and check-in at various locations within the venue.

Organizers can present visitor analysis results, etc. to exhibitors based on information stored on the management server.

### Recommended communication environment

- Wireless LAN (2 Mbps or more)

### Provider

Panasonic Connect Co., Ltd.
Contact: Oda, Sales Section No.1, Sales Department No.4, Public Sales Division
Email address: oda.h@jp.panasonic.com

* Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.
Technology Overview

- At and around a venue reception area, self-propelled robots equipped with digital signage can post information to participants, and respond to various inquiries through interactive conversations between remote operators and participants.
- Even if multiple units are installed in a venue, operators will connect to each terminal remotely, for efficient staffing.

Practical guide

**Organizers**

- Proficiency in robot operation
  - Prior proficiency training is required to smoothly interact with participants through robots.
- Designing images for digital signage
  - Design images to be projected on digital signage. Multiple screens can be switched between for projection.

**Participants**

- Operator booth
  - One operator can monitor multiple terminals as long as the amount of inquiries is manageable.

**During Event**

- Concierge robot
  - Operate the arms of the concierge robot, and talk with participants.
  - The XX seminar starts at X o'clock. Please see the map here.
  - Respond to participants’ inquiries by using the screen as appropriate.
- Signage robot
  - What time does the XX seminar start?

**Recommended communication environment**

- Wireless LAN (-50 dBm or more, 10 Mbps or more)

**Provider**

- Service Robot Division, THK Co., Ltd.
  - Contact: Hisao Kobayashi
  - Email address: hi.kobayashi@thk.co.jp

*Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.*
Technology Overview

- Digital signage-based facilities and tourism guidance has been realized, contributing to reducing the personnel requirement for information services.
- Avatars provide guidance, AI answers simple questions, and for complicated questions, remote operators will provide answers.

Practical guide

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<td>Preparations</td>
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<tr>
<td>Organizers need to prepare in advance possible answers and questions for the event about the facilities and tourism information. Materials for facilities, lectures, seminars and tourism guidance need to be digitized. Avatar costumes can be freely redesigned.</td>
<td>Exhibitors need to provide booth drawings and digitize exhibit content materials.</td>
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<tr>
<th>Organizers</th>
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<tr>
<td>During Event</td>
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<tr>
<td>• Simple inquiries are automatically answered by AI, and complex inquiries are responded to remotely by human operators. • Non-face-to-face and non-contact customer service through avatars enables safe and secure guidance service.</td>
<td>• An interactive real-time translation function enables multilingual (8 languages) response regardless of the language skills of operators. • Multiple units can be operated by one person, which contributes to reduced labor for the required number of people, and allows for response to inquiries at any locations, such as working from home.</td>
</tr>
</tbody>
</table>

Recommended communication environment

- Wireless LAN (2 Mbps or more)

Provider

- Panasonic Connect Co., Ltd.
  - Contact: Oda, Sales Section No.1, Sales Department No.4, Public Sales Division
  - Email address: oda.h@jp.panasonic.com

* Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.
We would like to utilize a virtual character as a master of ceremony for an event at an international convention or an exhibition.

### Technology Overview

- This technology enables a hologram-like projection of online speakers in real space.
- By making famous speakers and award winners from overseas appear in front of visitors, a realistic image can be created on the stage.
- Virtual characters can also be made three dimensional to realize various on-stage effects.

### Practical guide

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<tr>
<th>Organizers</th>
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</table>
| **International convention** | We would like those who could not attend the keynote speech and award ceremony to give speeches in 3D.  
**Exhibition** | We would like famous lecturers from overseas to give speeches in 3D in their keynote speeches, premium sessions, etc.  
**New entertainment** | We would like to utilize a virtual character as a master of ceremony for an event at an international convention or an exhibition.  
Virtual MC “D-fit” will liven up your event.  
*New CG production is also available.* |

Speakers need to make preparations for remote participation.  
All that is needed is a PC with a camera.

### Recommended communication environment

- **10 Mbps or more**

### Provider

Ray Corporation (Joint project: ICT Co., Ltd., D-Fits Corporation)  
Contact: Koni, Event Div.  
Email address: multiverse@ray.co.jp

*Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.*
Technology Overview

- Interpretation and subtitling services are integrated!
- Depending on the situation and budget, you can flexibly choose the number of languages, whether to dispatch interpreters or to use AI automatic interpretation, and whether to use on-site or remote interpretation.
- Even at larger events, participants can use their smartphones and do not need to borrow dedicated devices!

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<tr>
<td>• Internet access is required at the venue.</td>
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<tr>
<td>• Choose how to provide information.</td>
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<tr>
<td>• Whether audio guide via smartphone is necessary or not.</td>
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<td>• When subtitles are used, how they are shown. (smartphones, venue screens)</td>
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<tr>
<td>• Select the following for each language.</td>
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<tr>
<td>• Interpreter or automatic interpretation technology.</td>
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<tr>
<td>• Stenographer or automatic speech recognition technology.</td>
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<tr>
<td>• On-site or remote interpreter and stenographer.</td>
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<th>During Event</th>
<th>Organizers</th>
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<th>Participants</th>
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<tr>
<td>• iPads are used for information distribution.</td>
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<tr>
<td>Just connect it to local audio equipment.</td>
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<tr>
<td>• Notice to participants. (POP advertising, flyers, projections, announcement, etc.)</td>
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</table>

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<th>Participants</th>
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<td>Real-time recognition and conversion of speaker’s speech.</td>
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<tr>
<td>Multilingualization by AI.</td>
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<tr>
<th>Recommended communication environment</th>
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</thead>
<tbody>
<tr>
<td>Wireless LAN (-50 dBm or more, 10 Mbps or more)</td>
<td>SoundUD Consortium (in Yamaha Corporation) Email address: <a href="mailto:soundUD-consortium-ML@music.yamaha.com">soundUD-consortium-ML@music.yamaha.com</a></td>
</tr>
</tbody>
</table>

* Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.
The robot guides participants to their destinations. If the robot learns a travelling route in advance, it can travel safely to its destination, avoiding obstacles and people. Venue guide staff can be reduced, so you can allocate them to other tasks.

- **Technology Overview**
  - Autonomous mobile robots can be used in a venue to guide visitors to various places.
  - If the robot learns a travelling route in advance, it can travel safely to its destination, avoiding obstacles and people.
  - Venue guide staff can be reduced, so you can allocate them to other tasks.

### Practical guide

<table>
<thead>
<tr>
<th>Preparations</th>
<th>Organizers</th>
<th>Exhibitors</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consideration of what locations require guidance and the range of travelling routes</td>
<td>Consult with exhibitors as appropriate to determine the locations the robot should learn. (multiple locations are possible). Then, a rough range of travelling routes should be determined.</td>
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</tbody>
</table>

**Implementing travelling route learning for the robot**
Once most of the booths have been set up in the venue, operate the robot in the venue to make it learn the venue map and travelling routes.

<table>
<thead>
<tr>
<th>During Event</th>
<th>Organizers</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designate a destination</td>
<td>Participants tell the robot where they want to go. (Touch the screen to set a destination.)</td>
<td>I want to go to the booth of XX.</td>
</tr>
</tbody>
</table>

The robot guides participants to their destinations. The robot guides participants safely to their destination, avoiding obstacles and people.

**Recommended communication environment**
- Wireless LAN (-50 dBm or more, 10 Mbps or more)

**Provider**
- Otsuka Corporation
- Contact: Inside Business Center
- Email address: INSIDE-ROBOT@otsuka-shokai.co.jp
- TEL: 0120-767-203 (Weekdays 9:00-17:30)

*Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.*
Technology Overview

- This technology enables detection and recognition of people's heads and bodies, and analyzes crowds using network camera images.
- Congestion status information can guide visitors more safely as one of the measures against infectious diseases.
- Congestion status information can be easily linked with other services through WebAPI. It is also possible to notify the congestion status of smoking areas and rest areas.

Practical guide

<table>
<thead>
<tr>
<th>Preparation</th>
<th>Organizers</th>
<th>Exhibitors</th>
<th>Participants</th>
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</thead>
<tbody>
<tr>
<td>Install network cameras in the venue.</td>
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<tr>
<td>Send network camera images to the cloud via the Internet.</td>
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</table>

During Event

Even in dense situations where people overlap, this technology can detect congestion conditions more accurately. This is because it only detects and counts people's heads. Over 1,000 people can be detected at the same time.

Dashboard shows congestion status.

We can provide congestion status through WebAPI. It will also be possible to display on signage, large screens, smartphone apps, etc.

Digital signage

After Event

By using congestion status data, changes in the amount of customers, based on booth location or lecture time can be understood and can be used in the marketing of the next event.

Recommended communication environment

Wireless LAN (Details to be confirmed)

Provider

Panasonic Connect Co., Ltd.
Contact: Oda, Sales Section No.1, Sales Department No.4, Public Sales Division
Email address: oda.h@jp.panasonic.com

* Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.
Technology Overview

- This technology uses wireless technology such as electronic tags and beacons, which enables users to grasp the action history of VIPs and visitors.
- **1. Wi-Fi probe** The number of visitors and the congestion status in the venue can be measured in real time by using information from Wi-Fi probes (signals sent by Wi-Fi enabled smartphones and other devices to search for nearby access points). Wi-Fi probes are expected to be utilized by organizers as information for making decisions to implement measures such as entrance control. Furthermore, when the same smartphone is detected at multiple access points, it is possible to analyze the state of visitor movement and the staying time, enabling consideration of booth arrangement and guidance.
- **2. Bluetooth-based high-precision positioning technology (Quuppa)** By installing multiple “locators” throughout the venue or on the ceilings of booths, it is possible to capture how people or objects with dedicated tags move in the booths and the venue. Therefore, this technology is expected to be utilized as a material for considering operational improvements in exhibits and staff arrangement in booths and venues.

Practical guide

### 1. Wi-Fi probe

- **Installation of probe information acquisition terminals**
  - Determine the area where you want to acquire information from probes, and install probe information acquisition terminals at multiple locations to fully cover the area.

- **Monitoring increases/decreases in the number of visitors, for judgments on admission control, etc. as appropriate**
  - Using graphs and other data based on information from Wi-Fi probes, monitor any increases/decreases in the number of visitors at various locations in the venue. Monitoring results are used as information for making decisions when measures such as entrance control are taken as appropriate.

- **Utilized for venue design, visitor flow line design, etc. for the next event**
  - Visualization of the state of stay and movement based on information from Wi-Fi probes is utilized for venue design, visitor flow line design, etc.

### 2. Bluetooth-based high-precision positioning technology (Quuppa)

- **Installation of “locators” in booths and venues**
  - Install “locaters” at regular intervals in target booths and the venue where you want to perform flow line analysis.

- **Exhibitors’ staff and visitors must carry “dedicated tags” at all times when conducting business negotiations and visiting booths.**

- **Flow line analysis**
  - Perform ex-post analysis of flow lines obtained from “dedicated tags,” and consider operational improvements in exhibits, staff, etc. in the venue and booths.

Recommended communication environment

- Wi-Fi probes (none), Quuppa (wireless LAN)

Provider

Kokusai Kogyo Co., Ltd.
Contact: Hata
Email address: hisayuki_hata@kk-grp.jp

*Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.*
Technology Overview

- An exhibition space like a real venue can be easily constructed in a metaverse (3D) without the need for expert knowledge.
- A realistic experience can be provided, such as communication between exhibitors and participants, and free movement by participants.
- Participants who are not able to come to a real venue can participate in real time, which makes it possible to hold events with no geographical restrictions.

Practical guide

<table>
<thead>
<tr>
<th>Organizers</th>
<th>Exhibitors</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>In addition to holding an exhibition in a metaverse, organizers can organize an exhibition with one-stop preparation including building of an advance registration form for participants and an event website, etc.</td>
<td>Exhibitors can easily build 3D booths without the need for CG production, by simply combining template patterns and uploading content.</td>
<td>Participants need to register for the exhibition through a form prepared by the organizer.</td>
</tr>
<tr>
<td>Organizers can obtain information on the entire event, and exhibitors can obtain information on attributes of visitors (affiliation, preference, etc.) to their booths, access history to exhibition content, etc. Organizers can analyze data for the next exhibition, and exhibitors can provide follow-up services to participants.</td>
<td>Exhibitors and participants are able to use a text/voice chat system to have interactive communication between them, like in a real venue. Exhibitors can distribute web lectures and recorded video using a system that also supports multitrack recording.</td>
<td>Since participants do not need to download any dedicated software or applications, they can easily participate from browsers on company PCs and other devices. Participants can freely walk around the venue using avatars, increasing opportunities to meet new companies, like in a real venue.</td>
</tr>
</tbody>
</table>

Recommended communication environment

Wireless LAN (-50 dBm or more, 10 Mbps or more)

Provider

ZIKU Inc.
Contact: Business Management Department
Email address: sales@ziku.inc

* Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.
Technology Overview

- Remote users can access exhibitions or conferences from their PC web browsers via telepresence avatar robots (tele-robot) from anywhere in the world. Installed in a 5G environment, they can be operated online without software installation.
- Remote visitors can make a tour around the venue and conduct business negotiations with exhibitors through the tele-robots combined with a 360-degree image stream experience.
- This technology increases the number of approaches to attract VIP visitors, etc., contributing to better exhibitor and visitor satisfaction.

Practical guide

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<tr>
<td>I want to make it possible for busy domestic and international VIPs and others who are not able to visit local exhibition venues to participate remotely.</td>
<td>Remote VIP visitors make a tour around the venue and conduct business negotiations with exhibitors.</td>
<td>I want to appeal more to overseas and remote buyers.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Remote VIP visitors can conduct business negotiations with exhibitors via the tele-robots.</td>
</tr>
</tbody>
</table>
| | | *Optional interpreter arrangement available

Participants can make a tour around the venue with immersive 360-degree video streaming from a camera mounted on the tele-robots.

Recommended communication environment

- Wireless LAN (Downstream - 30 Mbps or more, and upstream - 50 Mbps or more)

Provider

iPresence Ltd. (Joint project: Ricoh Co., Ltd., and Tokyo Metropolitan Industrial Technology Research Institute)
Email address: info@ipresence.jp

* Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.
Technology Overview

- On-site participants and online participants (avatars) can share their location information, which reflects their actions in their respective spaces in real time.
- Communication is possible through avatar motions, emotion icons, chat, etc.
- Experiences (images, audio, etc.) of on-site participants can be shared with online participants, creating added value in the experiences.

Practical guide

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<tr>
<td>• Install wired LAN in the real venue. ( Depending on the contents, online-only venue can be prepared.)</td>
<td>• Prepare 3D data, textures, etc., of the venue spaces in order to create a digital twin venue (online venue). ( If you have no data, measurement and production services are also available.)</td>
<td>• To allow on-site participants to share their experiences (images, audio, etc.) with online participants, provide live streamers with iPads or place cameras around the venue.</td>
</tr>
<tr>
<td>• Create original avatar data as needed. (Two default avatars are available free of charge.)</td>
<td>• To allow on-site participants to share their experiences (images, audio, etc.) with online participants, provide live streamers with iPads or place cameras around the venue.</td>
<td></td>
</tr>
</tbody>
</table>

Real venue

- Real space (through an iPad screen)
- Online space (through a PC/smartphone screen)
- Share experiences through the eyes of participants and organizers in the real space via live streaming

Online venue

- Simply access the designated URL from a PC or smartphone and log in (no need to download dedicated software or app).
- Online participants can be viewed as AR avatars in the real space, and people in the real space (organizers and exhibitors) can communicate with online participants (or serve them) from the real space.
- During live streaming, voice chats between online and on-site participants are available, and on-site participants can consult with or receive requests from online participants.
- Participants data when using the online space can be collected, which can be used for marketing for the next conference or exhibition.

Recommended communication environment

Wired LAN (10 Mbps or more)

Provider

1→10, Inc.
Contact: Suzuki, Business Promotion
Email address: t.suzuki@1-10.com

* Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.
A platform that can transmit and receive high-quality 360-degree images and audio via the Internet.

Online participants can make a tour around the real venue and conduct business negotiations with realistic experiences in real booths.

Chat and voting tools enable interactive communication such as real-time voting, questioning, etc. during seminars.

**Technology Overview**

- **Hybrid event support**
  - Deliver 360-degree images of the venue to online participants for a realistic experience and to stimulate communication.

- **Booth expansion**
  - Stimulate business negotiations at booths by watching 360-degree images of objects and scenery that cannot be brought into booths.

- **Online business negotiations**
  - Deliver 360-degree images of the venue to online participants to realize business negotiations which feel realistic.

**Practical guide**

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<tr>
<td>[Advance preparation]</td>
<td>Internet</td>
<td>360-degree images of the venue can be freely viewed through PCs.</td>
</tr>
<tr>
<td>① Improving inspection efficiency 360-degree images of the venue enable efficient inspection.</td>
<td>[Advance preparation]</td>
<td>• PC with Internet access • Browser (Chrome) • URL of the video meeting</td>
</tr>
<tr>
<td>② Hybrid event support Deliver 360-degree images of the venue to online participants for a realistic experience and to stimulate communication.</td>
<td>⑤ Online business negotiations Deliver 360-degree images of the venue to online participants to realize business negotiations which feel realistic.</td>
<td></td>
</tr>
<tr>
<td>• &quot;360-degree camera RICOH THETA&quot; or &quot;wearable camera&quot; to transmit images • Autonomous robot &quot;temi&quot; complete set • Interactive tool &quot;RICOH Realtime Communication&quot; • Equipment that can transmit images and audio (such as mixers and switches) • Audio devices that can transmit and receive audio • Smartphones and tablets that transmit and receive audio • Wi-Fi environment with Internet access • Creation of a meeting in video conference platform • Please inquire as what is necessary varies depending on which of (1) to (5) is used.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>④ Booth expansion Stimulate business negotiations at booths by watching 360-degree images of objects and scenery that cannot be brought into booths.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Continued from ② Participants at the venue can also communicate on the same platform through their smartphones.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Recommended communication environment**

Wireless LAN (-50 dBm or more, 10 Mbps or more)

**Provider**

RICOH JAPAN Corporation
Contact: MICE Business Group, Smart Communication Planning Center
Email address: zjc_rcinfo@jp.ricoh.com

*Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.*
Accumulation of participants' behavior, purchases and other data Reservations, usage, etc. of the above-listed services can be analyzed and verified.

- Data will be anonymized to perform data analysis in a form that cannot identify individuals.

Set up links for tourism and hospitality on the website These links provide participants with information on tourism, transportation, etc. before and after the event all in one place.

Technology Overview

- Tourism digital transformation service which enables MICE participants visiting Tokyo from Japan and abroad to fully enjoy their stay in Tokyo with just a smartphone.
- Links will be set up on the MICE website to provide one-stop service for information search, reservation and payment for tourism, transportation, etc. before and after the event.
- After the event, by anonymizing and analyzing participants’ behavior, purchases and other data accumulated in the database, feedback will be obtained that can be used for the next event.

Practical guide

Organizers | Exhibitors | Participants
---|---|---

Preparation
- Set up links for tourism and hospitality on the website
  These links provide participants with information on tourism, transportation, etc. before and after the event all in one place.

Official MICE website (PC and smartphone)
- Event outline
- Program
- Registration
- Tourism
- Hospitality

Services provided
1. Reservation and purchase options for AI ran taxi rides between the airport and hotel shared with other participants
2. Same-day luggage delivery service between airport and hotel
3. Search and display functions for tourism and restaurant information within the area
4. Route search and itinerary creation functions within the area
5. Reservation and payment functions for experiences and activities within the area
6. Function to purchase electronic tickets for Tokyo Museum Grutto Pass, museums, etc. within the area
7. Reservation function for tour guides and taxis within the area (planning and operation of on-demand type excursions, etc. also available)

During Event
- Utilization of various services on the day
  MICE participants can go out to the area around the venue and take part in activities, etc.

After Event
- Feedback results can be utilized for attracting and hosting the next event.

Advanced acquisition of information for tourism, transportation, and more, and advanced reservations.

Feedback to organizer

MICE x MaaS database

Accumulation of participants’ behavior, purchases and other data
Reservations, usage, etc. of the above-listed services can be analyzed and verified.

* Data will be anonymized to perform data analysis in a form that cannot identify individuals.

Recommended communication environment
- Any

Provider
- JTB Communication Design, Inc.
  Contact: Kuroiwa, Corporate Solutions Department
  Email address: micemaas@jtbcom.co.jp

* Effects and features show the expected results of using these technologies regardless of the provider. Please check with the listed provider for further information about the technology.
Technology Overview

- A combination of ultrafine silky mist, and video and spatial sound production using laser equipment provides an unprecedented level of hospitality.
- By providing participants with a relaxing space, it can be used as a place to ease tension and communicate with each other before a meeting or event.
- The above-mentioned relaxation space itself functions as a beautiful object when viewed from outside contributing to the creation of a lively atmosphere.

Practical guide

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<tr>
<td>• Ensure space for a dome with a diameter of 3.6 m and a height of 2.3 m.</td>
<td>• Information such as layout drawings for mind reset space.</td>
</tr>
<tr>
<td>- A lobby, passage, etc. outside the conference venue. Avoid bright places where artificial or natural light enters directly, and a place where light control is possible is preferable.</td>
<td></td>
</tr>
<tr>
<td>• Power source: Single phase 100V 15A x 2</td>
<td></td>
</tr>
<tr>
<td>• Water faucet: 1</td>
<td></td>
</tr>
<tr>
<td>• Venue drawing information</td>
<td></td>
</tr>
<tr>
<td>• Complete set of equipment including mist equipment, laser and lighting dome, sound equipment, etc.</td>
<td></td>
</tr>
</tbody>
</table>

- Participants use the relaxation space, and by creating this space based on a theme related to the country/region of participants, customer satisfaction can be increased.
- Advances initiatives and raises the organizer’s brand value by appealing externally during installation.
- As an example of a well-being initiative, this technology contributes to the attraction of overseas and domestic participants.
- Information can be gathered for further improvement of utilization effects and services through a questionnaire surveys of participants in the relaxation space.
- Creating content tailored to the themes of the season and the preference of visiting customers (countries) contributes to improvement in participant satisfaction.
- During breaks during the MICE Event and preparation time before the event, participants can experience an extraordinary space to release stress and reset their mind.

- The organizer can promote the implementation of this technology to raise their brand.

Recommended communication environment

Not required

Provider

Panasonic Connect Co., Ltd.
Contact: Oda, Sales Section No.1, Sales Department No.4,
Public Sales Division
Email address: oda.h@jp.panasonic.com

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Members of Tokyo
Next-generation MICE Promotion Council

Chairperson---Shuichi Inada
Professor, Research Innovation Center, Waseda University

Kazuya Sakamoto
Secretary-General, DMO Roppongi

Atsushi Tsugawa
Managing Director, Japan Association for the Promotion of Creative Events

Yasutaka Fuji
Secretary-General, Japan Convention Management Association

Kouta Minamizawa
Professor, Graduate School of Media Design, Keio University

(in the order of the Japanese syllabary, honorific titles omitted)

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