

Joint Phot Imaging Enterprises Association International

JPEA	Annual Conference, Keynote	1	OLED TVs	4 Major Brands Line in Japan	4
Toshiba	Wireless LAN FlashAir SD Card	2	Fujifilm	Financial Report FY 2016/17	5
Ichikawa Soft	RAW Developing Software		Fuji Xerox	Chairman Dismissed, Komori Takes	
Sony	60.4 M In PS4 Sold	3	Bits & Pieces	Fujifilm, DxO, Wal-Mart, Apple	6
Bandai Namco	VR Entertainment Park in Tokyo		Kodak, Sony & Samsung, Foxconn, Apple, etc.		7
VR Application	Expanding into New Areas		UN Wire	Syrian army and ceasefire	8
Airports for Drones: Opening in Metropolitan Area		4	Women working abroad, Right Wing Populism Declines		

JPEA's 44th Annual Conference Held in Tokyo on June 13

On June 13, JPEA Annual Conference was held at JCII Building conference room in Tokyo. President Koichiro Nakatani chaired the meeting and all the agenda, including report of activities during 2016 and 2017 active plans were unanimously approved by the members who attended.

IPC/Yatomi Scholarship award of US\$1,000 and the certificate were presented to Mr. Fumiaki Ohashi, senior student of Tokyo Polytechnic University. His short essay is titled "Proposing a Multi-shutter-speed Area Camera." As an amateur photographer focusing on railway trains, he thinks a multi-shutter-speed camera will expand scopes of expression of photos because such a camera would be able to capture an image of fast-moving train and leaves of a tree by setting different shutter speed for each part. He proposes use of an electronic shutter and image sensor which can set different shutter speed for each of image pixel so that the picture has different parts taken with a high shutter-speed and other part with slow shutter-speed. Application of the camera can be extensive from artistic expression to surveillance and hi-vehicle cameras.



Keynote speech: Mr. Yasunori Ichikawa, a member of the management board of JCII Camera Museum spoke about China P&E 2017 Show held on April 21 through 24 in Beijing. The 20th China International Photography & Electronical Imaging Machinery and Technology Fair (China P&E 2017) was one of the world's three largest photo and imaging shows such as Photokina in Germany and CP+ in Japan, as the organizer claims.

About 200 exhibitors participated in the China P&E 2017, including such Japanese companies as Canon, Nikon, Fujifilm, Sony, Tamron, Velbon, Epson, showcasing their latest products. In fact, Sony showed its A9 on April 21, the day the company announced the product in Japan. And most of their new



products were already shown at CP+2017 but they were first introduced to Chinese audience. Fujifilm emphasized GFX 50c, which attracted many visitors' attention while compact cameras attracted fewer visitors and its latest instant camera SQ10 wasn't exhibited.

Among Chinese optical makers, Zhong Yi Optics Co. was outstood showcasing Fujifilm G-mount compatible lenses, Speedmaster 65mm F1.4 and Speedmaster 85mm F1.2 as reference products, which will be marketed within 2017. The company exhibited Mitakon brand lenses, which were first produced in cooperation of Japanese optics maker, Mitake Optical and the Chinese partner received the brand when the Japanese company withdrew from the market.

Venus Optics' LAOWA lenses were also exhibited. The products are distributed via Sightron Japan and Shoten Kobo Corp. The both companies have already marketed their production in Japan through distributor. The Chinese makers are focusing on unique-featured products, differentiate those from Japanese makers'.

Samyang was an optical maker from South Korea exhibited its lenses via distributor agent and the products are distributed via Kenko Tokina in Japan.

Yongnuo Photographic Equipment Co., which deals with Speedlight, strobes, etc, exhibited their lighting products.

KAPKUR exhibited its interchangeable lenses and attachment lenses for Smartphones.

K&F Concept Co., which handles filters, lens mount adaptors, tripods, and various kinds of photo accessories, are also habited. Shoten Kobo has contracted with the company for distributing right in Japan.

JJC is a brand name of Shenzhen JinJiaCheng Photographic Equipment Co. and showcased tripods and lighting systems. The company also provide wide-angle conversion lenses.

Before, it is said many more number of smaller companies have exhibited their products but the number of these booths are declined in this show. However, Chinese entrepreneurs are energetic and aggressive to develop new products speedily. So we need to watch their move carefully, Mr. Ichikawa said. (Photos by Mr. Takemasa Kambara)

Toshiba Markets FlashAir SD Card with Wireless LAN Function

Toshiba Corp. began marketing a renewed version FlashAir SD cards the SD-UWA series on June 17. The new FlashAir card comes in two models depending on memory capacity, the 32GB SD-UWA032G and 64GB SD-UWA064G.

The new SD card features faster processing speed and larger memory capacity than proceeding models of SD-WE series, compatible with UHS-1 interface and SDXC standard, achieving UHS speed class 3 and SD class 10. Maximum readout time is 90MB per second and writing time is 70MB per second. And a larger capacity version of 64GB model was added. Another feature is improved data transfer speed by about 2.9x that of the SD-WE series. The wireless LAN standard is IEEE802.11b/g/n. The new series correspond to the Eyefi-coordinate function to prevent from intermitting data transfer due to automatic power off function of the camera.

Expected street prices: SD-UWA032G is approximately 6,800 yen and SD-UWA064G around 10,800 yen.

Ichikawa Soft Lab Announces High Quality RAW Developing Software

Ichikawa Soft Laboratory Co. (www.isl.co.jp) announced its latest standard version "SILKYPIX Developer Studio 8 Download Version" in the high functionality and high image quality RAW developing software "SILKYPIX" series. The new version is cor-

responding to X3F file of SIGMA dp Quattro series RAW data, for the first time, such as for SIGMA dp0 Quattro, dp1 Quattro, dp2 Quattro and dp3 Quattro. The new version features limited function based on the “Pro8” for professional users to reduce costs.

The SILKYPIX Developer Studio 8 features the basic adjustment functions for aperture, white balance and contrast plus removing spots and correcting lens aberration. Newly added feature is articulation adjustment function to make the image clearer or soft effect. The user can check the results of processed images on the monitor by way of “Printer proof display” function and the parts of focused area via “Focus area display” function.

Suggested price is 16,200 yen or 9,720 yen for upgrade version, download available from June 13.

Sales of Sony PlayStation 4 Marks Over 60 Million Units

Sony Interactive Entertainment (SIE) said the cumulative worldwide sales of Sony PlayStation 4 came to 60.4 million units as of June 2017 since its market debut of about 3 and half years. In order to keep the favorable pace, the company will introduce new game software and VR-capable titles.

On the other hand, Microsoft has announced that it will introduce new Xbox game console, the “Xbox One X” in coming November which can display high-resolution 4K images. The popularity of Xbox in the US is very high, selling about 30,000 units of Xbox One globally and about 85 million units of Xbox 360. Microsoft emphasizes its strong point that the game for Xbox can be played on personal computer installed Windows 10. The company hopes the game creators to develop games for Windows 10 appealing the software can be used on game console, tablet and computer.

Bandai Namco to Operate VR Entertainment Park in Tokyo

Bandai Namco Entertainment Co. is to operate an entertainment park called “VR ZONE Shinjuku,” utilizing virtual reality (VR) technology in Shinjuku Kabukicho, Tokyo from July 14, 2017. The company plans to open similar entertainment parks in and out of Japan for 20 locations during this fiscal year.

The VR Zone Shinjuku has 3,500 square meter space and will offer 16 kinds of different activities using its original game software and characters to enjoy with VR devices. The company also plans to use the projection mapping technology by joining hands with NAKED, entertainment creative company, to project Packman, a game character, on the exterior walls of the building.

One of the attractions is Mario cart, virtually driving a cart with a goggle-type VR display unit and a headphone. The customer feels as if he drives the cart as the seat of the cart vibrates up and down and gives feeling of turn the corner at high speed and the landscape he is watching on the VR display changes accordingly. The fee is rather expensive at 4,400 yen including to enjoy four attractions but the company expects to have 10 million guests in two years at the Shinjuku VR park.

Application of VR Expanding into Developing New Products

The scope of applications of VR world is expanding from entertainment to product development. Thus far, the entertainment sector is the largest segment, but the VR technology is used for developing new products.

Unicharm Corp., a supplier of life- and hygiene-expendable goods such as diapers for babies and elderly, etc., uses VR experience to develop new products. Employees of product development team and marketing for hygiene goods for elderly people experienced the feeling of patients with dementia by wearing headset to view VR to feel

patients' anxiety and sentiments. The company hopes this experience will help share the feeling of seniors and help develop better products.

According to a US research company, IDC, the world's VR- and AR-related market will grow to 143.3 billion dollars by 2020. The Japanese unit of IDC, IDC Japan, said the first quarter of 2017, world's shipment of AR and VR headsets rose 70% year-on-year. VR devices came to 2.242 million units, up 70% and AR units up 77% to 38,000 units. Market share for VR devices: Samsung Electronics 22%, Sony 19%, and HTC of Taiwan 9%., coming close to 50% by the three companies combined. As to AR devices, Microsoft lead the market at 28%, followed by Epson 19% and Intel 16%. As to the domestic market, Epson took 75% in the AR devices while Sony took 84% in the VR headsets.

Airports Dedicated to Drones Open in Metropolitan Area

Many airports for drones are opening in the metropolitan area to train drone operators and use for experimental flight of new products. With opening many places for training and experiment flights, drones are expected to be used widely in the industrial use and reduce accidents of drone operators. According to MM Institute, a research company in Japan, the domestic market size in 2016 was 40.4 billion yen and it is expected to expand 4x to 167.6 billion yen by 2021. Demand for airports is expected to grow accordingly.

I-NET Corp., a system developing company and operates cloud system, opened a facility with 40,000 sq.m in Chiba Prefecture, intending to rent to drone makers and drone pilot education companies. The company will also rent drones and offer training. The company hopes the customers of drones to lead to use its cloud system.

ENROUTE Co., developer of industrial-use drones and marketer, opened a small indoor airport also in Chiba having a space of 1,300 sq.m. to promote its drones for spraying pesticide in the prefecture. The airport will be used for trial flight of its drones and giving lessons for operating to the drone purchasers. The company will open similar airports to give drone flight lessons by its franchise chains.

Sky Robot Co., developer and marketer of drones, opened the world's largest class indoor drone airport in Tokyo, extending about 10,000 sq.m. space and about 15 meters high. The company operates drone school and offers a trial less at 10,000 yen for 90 minutes. The company intended to train pilots for flying industrial drones but there increased consumers who want to fly drones as hobby and learn the flying technique.

The municipal office of Yokosuka in Kanagawa Prefecture opened outdoor airport where people can fly drones as high as 40,000 meters and rend the facility for drone companies operate in the city, thus the city wants to promote companies to invest in the city.

Four Major TV Brands Launch OELD TV in Japanese Market

With an addition of new entry from Panasonic's OELD TV series 4K Viera on June 16, four major OELD TV brands lined in the Japanese consumer market, including Toshiba's Regza, Sony Bravia and LG from South Korea Large-scale electronics and appliance merchandisers such as Yodobashi Camera, Bic Camera, Edion, etc. exhibited these products in a special corner dedicated for OELD TVs.

Three Japanese makers' retail prices are similar at around 540,000 yen for 55-inch model while LG's is about 370,000 yen. The OELD TVs are touted clearer images but retail prices are more than double those for 4K TVs, which sells between 100,000 yen and 200,000 yen. In fact there are many consumers who prefer cheaper 4K TVs to higher resolution.

However the OLED TVs are long awaited products and the timing is coincide when consumers consider replacing old TVs to new one as it passed 6 to 8 years when the government gave eco points to encourage consumers to buy TVs whose power consumption is lower and the broadcasting system changed from analog to terrestrial digital broadcasting in 2011.

Japan Electronics and Information Technology Industries Association (JEITA) estimates domestic TV shipments in 2017 will grow 6% year-on-year to 5.03 million units first in three years and it will increase to 9 million units toward 2020 when Tokyo Olympic Games is slated.

Fujifilm Announces Financial Results for Fiscal 2016/17

Fujifilm Holdings Corp. announced on June 12 its financial results for fiscal 2016 ended on March 31, 2017 after the postponement due to revision of its subsidiary's performance for more than a month. Total revenue for the period declined by 5.6% to 2,322 billion yen, operating profit fell 1.0% to 172.3 billion yen and net profit rose 18% to 131.5 billion yen, because it sold . Sales decline was due mostly to the negative impact of currency exchange rates over sales in foreign markets. Sales of office printers and multi-functional photo copiers in Europe and Americas were sluggish and those for medical drugs were also slow. The company said it may revise the past financial reports down to fiscal 2011/12 due to inappropriate financial handling of hiding losses by Fuji Xerox's subsidiaries in New Zealand and Australia.

Results by Segments (billion yen/ comparison from the previous term in billion yen)

Segment	Sales	comparison	Operating income	comparison
Imaging Solutions	341.8	-3.2	36.8	15.1
Information Solutions	899.5	-4.5	83.0	-8.5
Document Solutions	1,008.9	-7.2	82.7	1.7

In the Imaging Solution segment, performance was favorable thanks to good going of instant camera systems centering in Europe and Americas. Mirrorless digital cameras of X-T2, X-T20 were also went well plus a new addition of GFX 50S contributed profitability of the segment. Breakdown of the sales of the segment: those of photo imaging were 236.8 billion yen, a 5.1% decline, electronics imaging 69.8 billion yen, up 9.2% and optical devices 35.2 billion yen, down 10.8%.

Forecast for fiscal 2017 to end on March 31, 2018: Sales 2,460 billion yen, operating profit 185 billion yen and net profit 125 billion yen.

Fuji Xerox Trapped Sales Supremacy to Hide Improper Accounting

Fujifilm Holdings Corp. announced on June 13 that the company has decided to dismiss Tadahito Yamamoto, Chairman of Fuji Xerox Co., and Shigataka Komori, Chairman and CEO of Fujifilm Holdings, is to serve concurrently Chairman of Fuji Xerox and strengthen the governance structure. Hiroshi Kurihara remains as president of Fuji Xerox.

Fujifilm announced in April it found improper accounting in Fuji Xerox's New Zealand subsidiary and found unreported loss of about 22 billion yen. The third-party committee investigated the matter and also found the similar improper accounting in Australian subsidiary, whose cumulative loss amounts to 37.5 billion yen. The top management including vice president found the fact of improper accounting but didn't report to its parent, Fujifilm. The committee pointed out the behind the scandal lied sales supremacy policy of Fuji Xerox. Yamamoto said to be instructed to increase sales 1,000 billion yen more as a slogan.

Bits And Pieces.....News for busy business executives

James Chung

The world's largest bank, JPMorgan Bank's CEO Jamie Dimon signals optimism on

world's economy and the prospects for bank regulatory reform under the US President Donald Trump. "Japan is growing more than it has grown in 15 years, and Europe is doing well all things considered, finally America is chugging along," said Dimon in a exclusive interview with Bloomberg TV.

Fujifilm offer savings up to \$350 when purchased selected camera and lens together, according to SmartHouse, Sidney, Australia. For example, customers can claim \$350 cash back by purchasing Fujifilm SX-Pro2 camera with a selected XF lens.

DxO, Paris, France, a pioneer in digital image technology, announced the latest update to the DxO One, its professional miniaturized and connected camera to the iPhone and iPad. DxO further expands the versatility of the DxO One, including a new exposure level meter in standalone mode for perfectly exposed photos and better battery management as well as automatic firmware.

Microsoft's Skype helped pioneer modern video conferencing and instant messaging, but its power has taken a back-seat in recent years to the convenience of communicating via nearly ubiquitous social networking applications like SnapChat and Apple's iMessage. Skype has announced an end-to-end over-haul of the service, with iMessage and SnapChat in its sight. The new app has Skype's standard instant messaging service, international dialing, and multi-person video calling, but it adds integration with the third-party service like YouTube, simpler photo sharing and revamped group chatting with an interface similar to Skype-owned GroupMe.

The world's largest retailer chain Wal-Mart's employees can now deliver online orders on their way home from work. The participation in the program by store employees is voluntary. The program is currently being targeted in two locations in New Jersey and one in Arkansas, USA. Wal-Mart's newest tactics is in its fight against online giant Amazon.

The oldest consumer electronics store chain RadioShack in the US conducted a mass liquidation sales via social media, twitting offer to sell store fixtures. The brand has been filed for bankruptcy twice in two recent years. It has closed more than 1,000 stores in the US.

Apple entered the growing field of voice-controlled speakers for the home on June 5, 2017 at the Worldwide Developers Conference (WWDC), highlighting updates to its operating platforms: macOS, iOS, tvOS and watchOS. taking on early leaders Google and Amazon.Com. Apple's speaker is called HomePod, emphasizes the enjoyment of music in the home. Apple is seeking new revenue streams after becoming heavily reliant on the success of the iPhone. Shipment of intelligent home internet-connect speakers surged nearly 600% year-over-year to 4.2 million units in the fourth quarter 2016, according to consultants Strategy Analytics. Spending on smart home related hardware, service, and installation fees will reach \$155 billion by 2020, up from \$90 billion in 2017.

Apple's WWDC keynote focused on expanding and enhancing AI/ML (artificial intelligence and machine learning) and AR/VR capabilities which can become killer apps across the Apple ecosystem. Key to HomePot adoption will be AI capabilities vs. peers.

Apple announced machine learning and VR integration is key to OS updates, in-

cluding tvOS, watchOS, MacOS, and iOS during the WWDC. Key to many of the software updates was increased AI/ML integration and AR/VR functionality.

Retail Wreck - With new digital players moving into traditional US retail industry department store have been hard hit. Sears, Macy's and JPPenny have all shut down locations over the past years, Professor John Hancock of retail at Drexel University's Westphal College of Media Arts and Design said, "Retailers really need to think outside the box on how they want to appeal to consumers to get them back into the shopping malls." Many of the shopping dollars that went to traditional mall retailers have been moving to online retailers.

Kodak looks to market its vacant space in the headquarters building in Rochester, New York. As Kodak has gotten smaller over the years, so has the amount of space it needed in the iconic State Street building in Rochester, New York, according to President Dolores Kruchten of Kodak Business Park. There are about 600,000 square feet of space available for rental.

Sony and Samsung lead the nascent virtual reality market. Samsung's Gear VR headset, one of the cheaper VR headsets, is the most popular, according to an International Data Corporation report published on June 1, 2017. Samsung shipped 190,000 headsets in the fourth quarter 2017, 21.5% of VR market share. Sony is the second on IDC's list with 129,000 PlayStation VR headsets shipped in the first quarter 2017.

Foxconn Chairman Terry Gou said in an press interview that Apple and Amazon, Com are supporting financially of Foxconn's bid to acquire Toshiba's memory chip operations, according to Nikkei Asian Review.

The Information Management Institute (IMI) will hold the Emerging Technologies Academy on September 6, 2017 and Digital Manufacturing Conference (the future of manufacturing) during September 7 to 8, 2017 at the Florida Hotel & Conference Center, Orlando, Florida, USA. Call for papers: proposed presentation titles and online or speakers should be submitted to email al@imiconf.com or phone +1 207-235 2225.

Ethereum, the world's largest crypto-currency after bitcoin, has caught the attention of Russia's President Vladimir Putin as a potential tool to help Russia diversify its economy beyond oil and gas. Putin met Ethereum's founder Vitalik Buterin on the sideline of the St. Petersburg Economic Forum.

Apple announced a tool it calls ARKIT, which will provide advanced augmented reality capabilities on iOS. It is supposed to allow for "fast and stable motion tracking" that makes objects look like they are actually being placed in real space, instead of simply hovering over it. This will make Pokemon Go look better.

Oliver Vriesendorp, Vice President of product marketing at Ricoh Europe, made it home to Amstelveen, The Netherlands, from the peak of Mt. Everest with a Ricoh Theta S 360 camera.

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UN Wirenews

Syrian army declares city ceasefire as Russia, U.N. plan July peace talks

June 17 (Reuters) - The Syrian army said it would suspend combat operations in the southern city of Deraa for 48 hours from Saturday, as mediators announced two separate attempts to convene new peace talks next month. The Syrian army general command said a ceasefire at noon (0900 GMT) was being implemented to support "reconciliation efforts", according to a statement carried by state news agency SANA.

The announcement came on the same day as the United Nations said it wanted to start a fresh round of peace talks between Syrian factions on July 10 in Geneva, and Moscow said it hoped to hold talks in Kazakhstan's capital Astana on July 4-5.

Banning women from domestic work abroad raises trafficking risks - UN

KUALALUMPUR, June 16 (Thomson Reuters Foundation) - Southeast Asian governments' efforts to stop women from going abroad for domestic work are putting their citizens at greater risk of becoming victims of trafficking and exploitation, the United Nations warned.

Nearly half of the world's 53 million domestic workers are from Asia, most of them women from impoverished families seeking higher incomes abroad. However, horrific cases of maids being beaten and raped have prompted some governments - including Indonesia, Myanmar and Cambodia - to stop sending domestic workers to certain countries in recent years.

In a study released on Friday, the International Labour Organization (ILO) and UN Women said such restrictions, designed to protect women from abuse, actually exposed women to greater risk.

"Even if there are barriers to women's regular migration, it doesn't stop women from migrating," Anna Olsen, a technical specialist from the ILO, told the Thomson Reuters Foundation by Skype from Hanoi. Women end up migrating "irregularly" - entering the destination country and then working without documentation or permission.

Is Right Wing Populism on the Decline in Europe? Because of Trump? A Member of the European Parliament Explains.

Marietje Schaake is a member of the European Parliament from the Netherlands. We caught up shortly after a series of consequential elections in Europe, including the victory of Emmanuel Macron in France and the surprising near-defeat of Therese May in the United Kingdom. We kick off this podcast conversation discussing the current state of right wing populism in Europe and the effect that Donald Trump is having on European politics.

Marietje was 30 years old when she first joined the European Parliament in 2009. She candidly discusses the kinds of challenges she faced as a young woman navigating what was then and still is mostly and old mens club. Now in her second term, Marietje serves on key committees, including the International Trade and Foreign Policy committee. She is also the vice president of the US delegation.

Our conversation serves as an exceedingly useful explainer of how the European Parliament works - we use her efforts to create some rules of the road for digital trade as an entry point to discuss the procedures, processes and politics of the European Parliament and the EU more broadly. You will learn how the European Parliament works and why it matters.

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