

TOKYO MICE Technology Guidelines



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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Technology List

The table below summarizes the areas of advanced technologies that are expected to be utilized for MICE in the future. Detailed information on the 15 technologies (01-15) chosen is available on page 7 and the subsequent pages. Please see technologies listed a to h on page 3 for a brief overview.

Operational Support	01	Centralized Program Management	a	Conference Operation Data Management System		
	Access Control	02	Access Control by Face Recognition	b	Security Check (Abnormal Behavior Detection)	
Registration Reception and Venue Guide		03	Concierge Robot and Signage Robot	04	AI Guide	
	Ceremonies and Receptions	05	3D Display System	c	Interactive Content (Projection Mapping, etc.)	
Sessions		06	Multilingual Interpretation and Transcription	d	Robo-waiters	
	Exhibitions	e	Metaverse Conference Hall	f	Telepresence	
Exhibitions		07	Exhibition Venue Guiding Robot	09	People Flow Analysis	
	08	Crowd Scene Analysis Service				
Exhibitions	10	Metaverse Exhibition Hall	12	XR Platform Exchange	13	Communication between Online and On-site Participants
	11	Remote Event Access and Communication				
Tourism/Inspection Support and Peripheral Services	14	MaaS Platform	g	Regional Tourist-attracting System		
	h	Online Inspection	15	Spatial Production		

Brief Overview of Technologies (a-h)

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} . <small>*1 Simultaneous Localization and Mapping *2 Light Detection And Ranging</small>
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)

To enhance immersive experiences even at online events...

10 – Metaverse Event Platform –
Metaverse Exhibition Hall

To promote exchanges even at hybrid events...

11 – Telepresence Avatar Robot –
Remote Event Access and Communication

12 – XR Platform –
XR Platform Exchange

13 – Real-time Communication Service –
Communication between Online
and On-site Participants

To help you enjoy the city of Tokyo...

14 – MICE x MaaS: Tourism Platform Gateway (TPG) –
MaaS Platform

To improve production values...

15 – Ultrafine Mist –
Spatial Production

To eliminate excessive congestion...

08 – AI Camera –
Crowd Scene Analysis Service

For a better event...

09 – Wi-Fi Probe –
People Flow Analysis

To streamline event preparation...

01 – SMART Conference –
Centralized Program Management

To reduce waiting at reception...

02 – Access Control –
Access Control by Face Recognition

To guide visitors efficiently...

03 – Robot Receptionist –
Concierge Robot and Signage Robot

04 – AI-based Remote Manned Guide Service –
AI Guide

To wow participants...

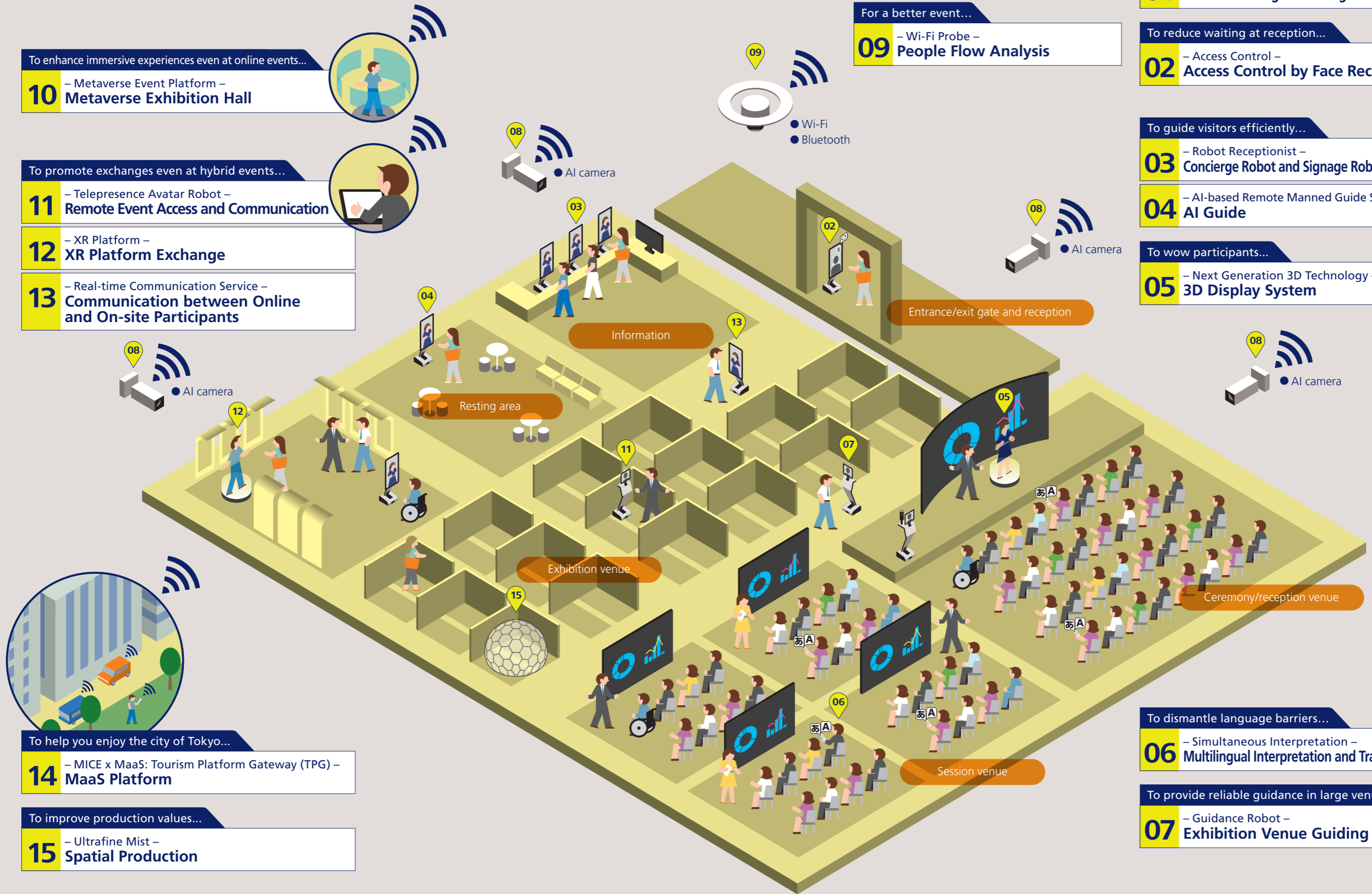
05 – Next Generation 3D Technology –
3D Display System

To dismantle language barriers...

06 – Simultaneous Interpretation –
Multilingual Interpretation and Transcription

To provide reliable guidance in large venues...

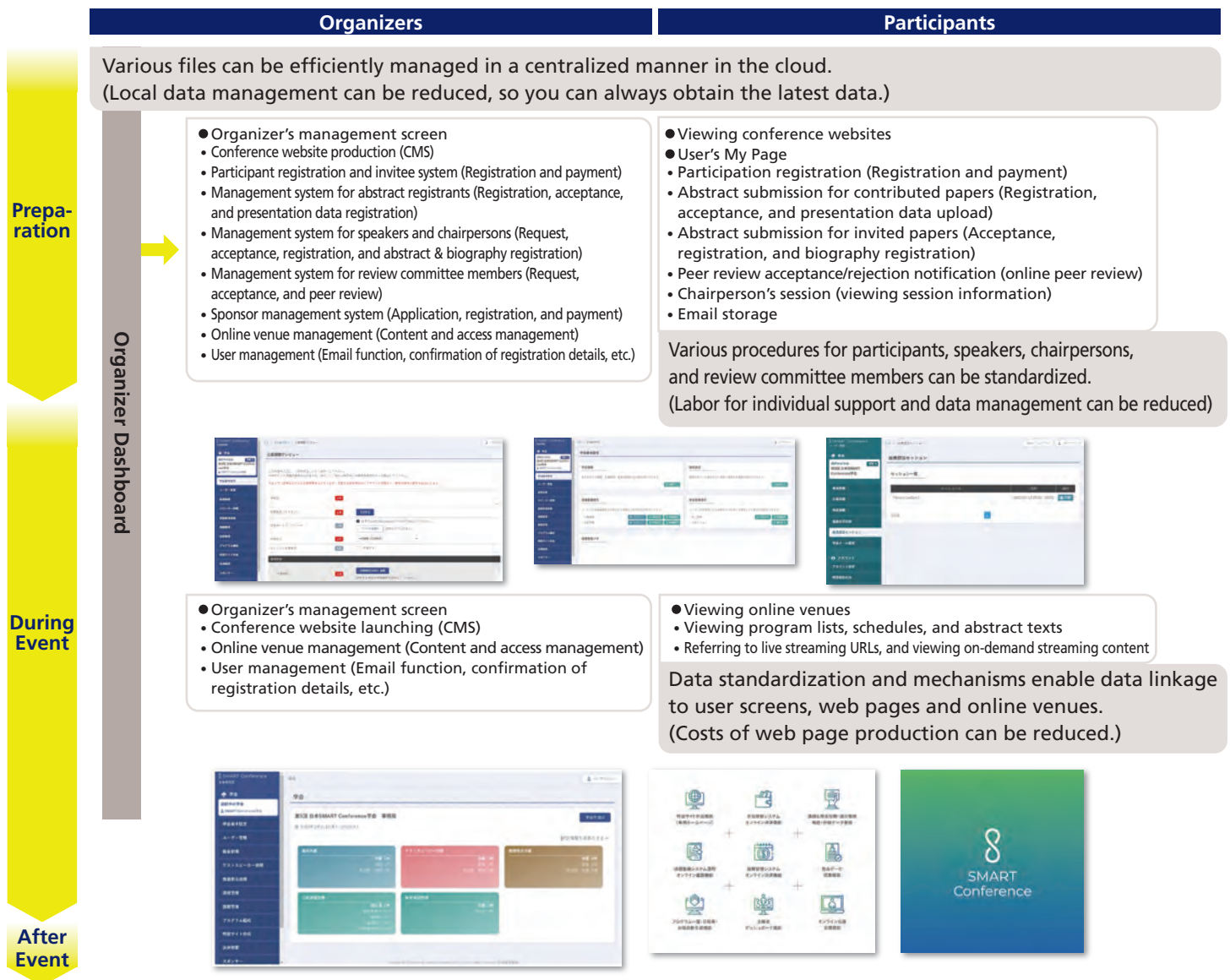
07 – Guidance Robot –
Exhibition Venue Guiding Robot



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



Recommended communication environment

10 Mbps or more

Provider

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

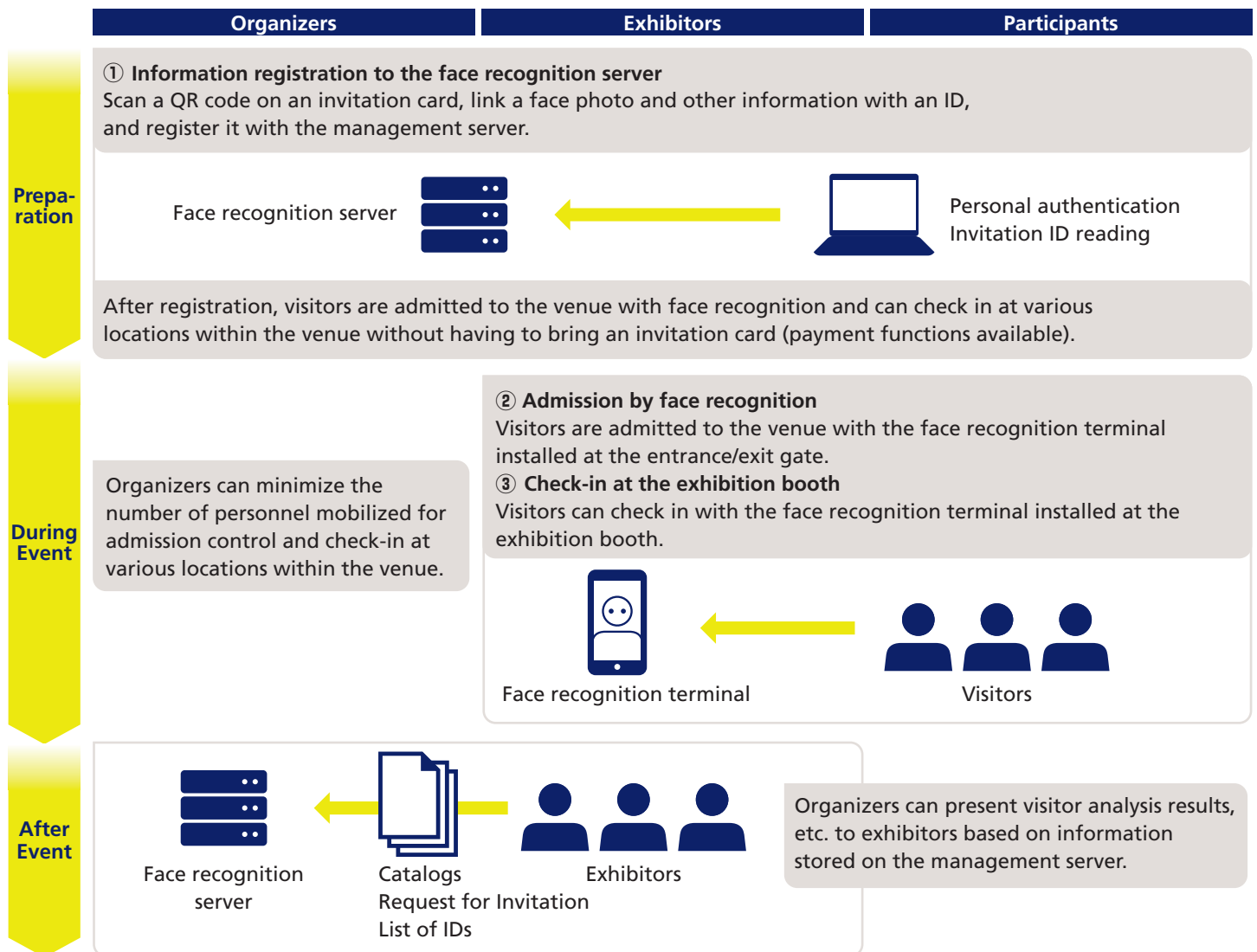
– Access Control –

Access Control by Face Recognition

Technology Overview

- 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



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

Advanced	Reception	During MICE Event
Operational Support	Access Control	Utilization at Ceremonies and Receptions
	Registration Reception and Venue Guide	Utilization in Sessions
		Utilization in Exhibitions
		Tourism/Inspection Support and Peripheral Services

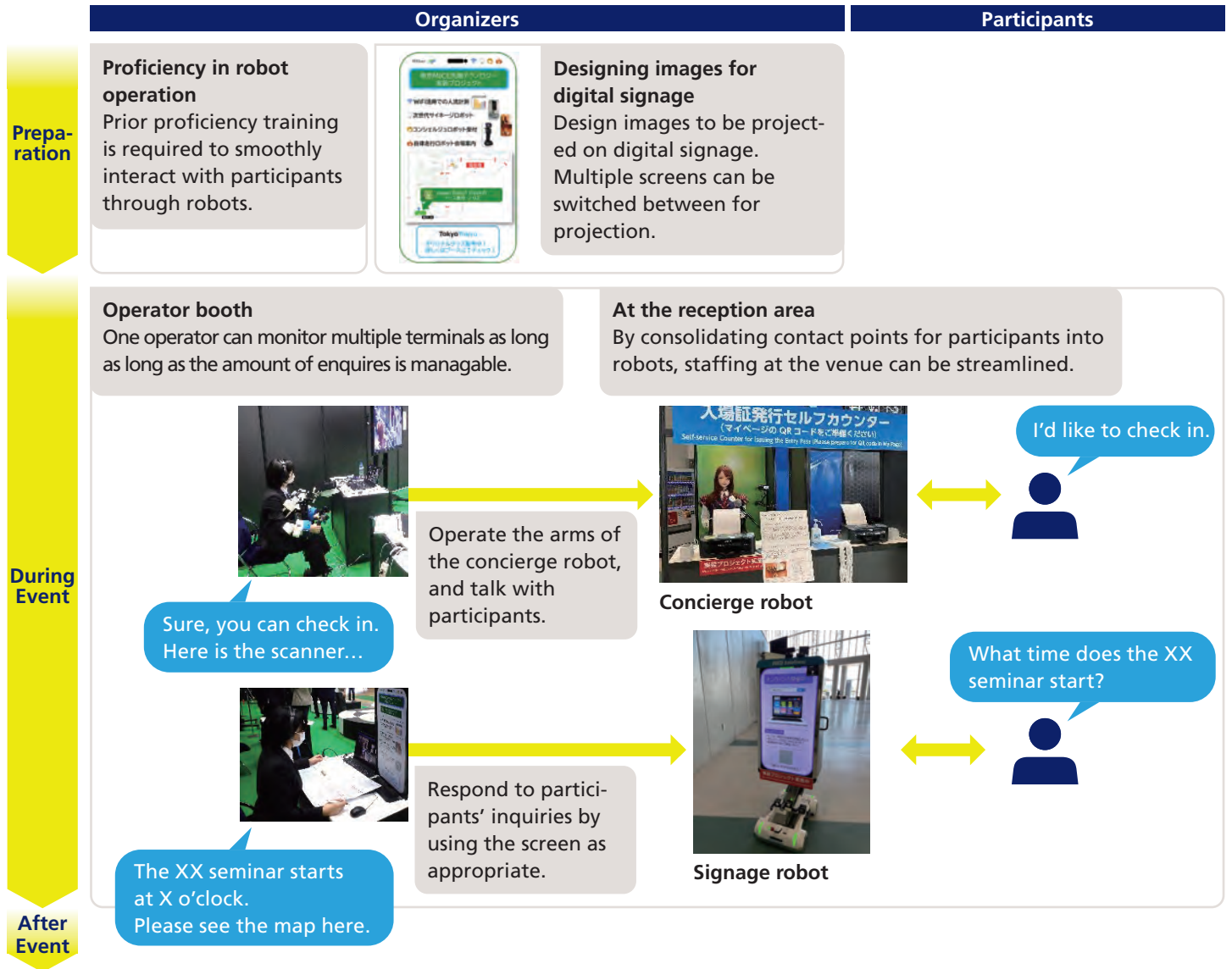
– Robot Receptionist –

Concierge Robot and Signage Robot

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



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

– AI-based Remote Manned Guide Service – AI Guide

Advanced	Reception	During MICE Event
Operational Support	Access Control	Utilization at Ceremonies and Receptions
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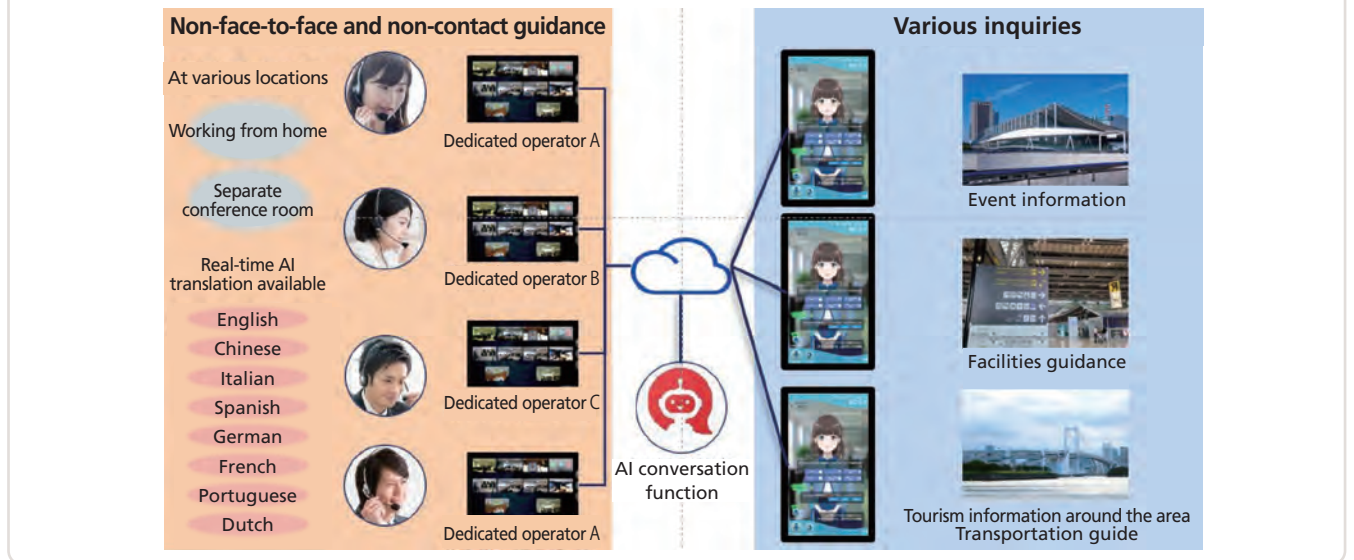
Technology Overview

- 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

	Organizers	Exhibitors	Participants
Preparation	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.	Exhibitors need to provide booth drawings and digitize exhibit content materials.	

	Organizers	Participants
During Event	<ul style="list-style-type: none"> ● 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. 	<ul style="list-style-type: none"> ● 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.



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

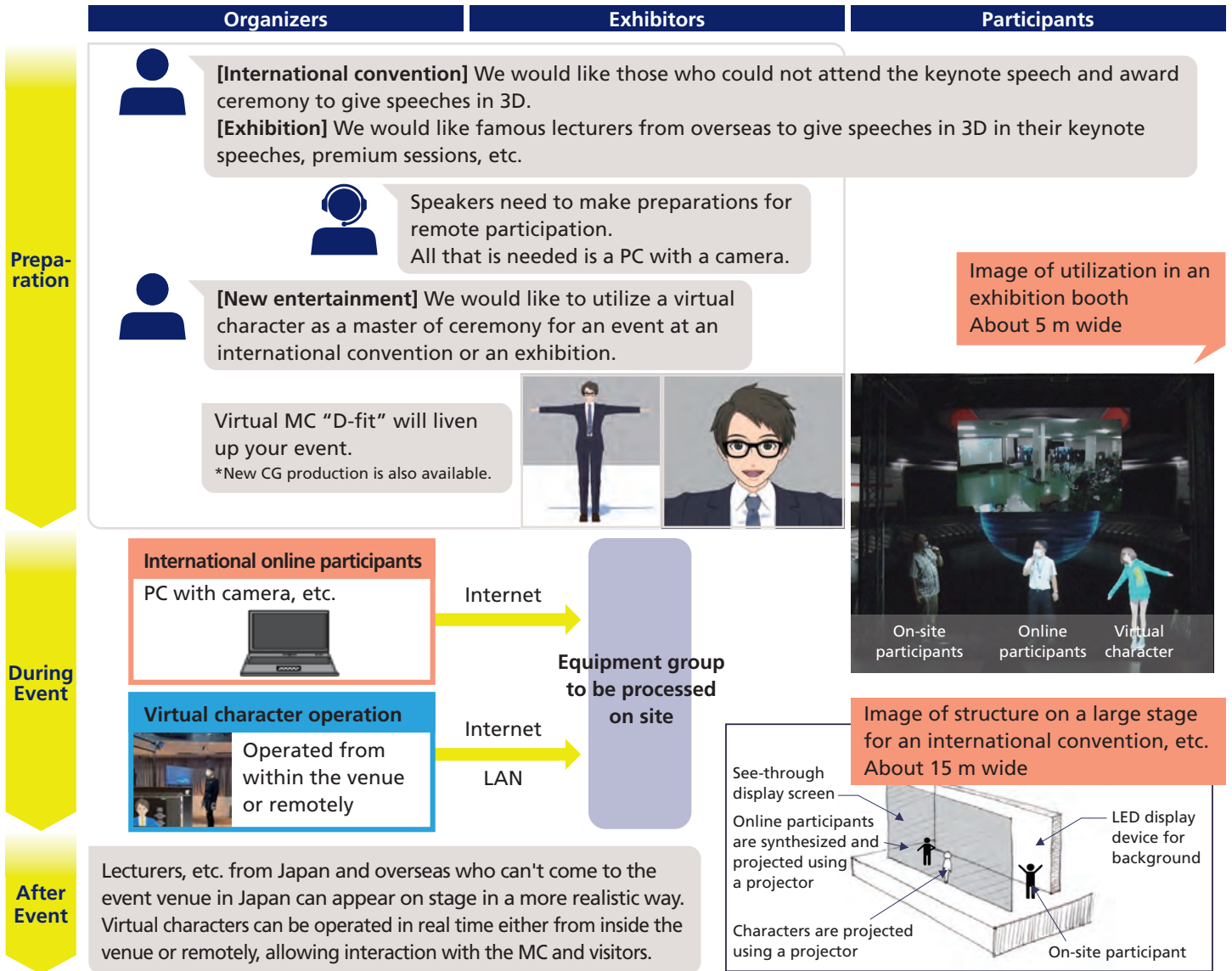
– Next Generation 3D Technology – 3D Display System

Advanced	Reception	During MICE Event
Operational Support	Access Control	Utilization at Ceremonies and Receptions
	Registration Reception and Venue Guide	Utilization in Sessions
		Utilization in Exhibitions
		Tourism/Inspection Support and Peripheral Services

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



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

Advanced	Reception	During MICE Event
Operational Support	Access Control	Utilization at Ceremonies and Receptions
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– Simultaneous Interpretation Guide –

Multilingual Interpretation and Transcription

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!

Practical guide

Organizers	Exhibitors	Participants
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Preparation

- Internet access is required at the venue.
- Choose how to provide information.
 - Whether audio guide via smartphone is necessary or not.
 - When subtitles are used, how they are shown. (smartphones, venue screens)
- Select the following for each language.
 - Interpreter or automatic interpretation technology.
 - Stenographer or automatic speech recognition technology.
 - On-site or remote interpreter and stenographer.

Participants need a smartphone if they want to use the audio guide.

During Event

- iPads are used for information distribution. Just connect it to local audio equipment.
- Notice to participants. (POP advertising, flyers, projections, announcement, etc.)

Participants access to audio and subtitle pages from POP advertising, flyers, information pages, etc.



After Event

Recommended communication environment

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

Provider

SoundUD Consortium (in Yamaha Corporation)
 Email address: soundUD-consortium-ML@music.yamaha.com

Advanced	Reception	During MICE Event
Operational Support	Access Control	Utilization at Ceremonies and Receptions
	Registration Reception and Venue Guide	Utilization in Sessions
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– Robot Guide – Exhibition Venue Guiding Robot

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.

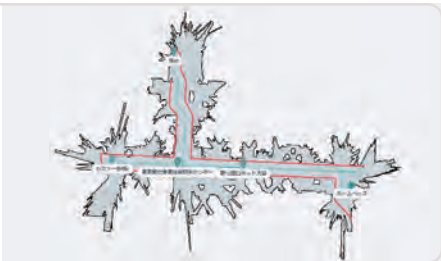
Practical guide

Organizers	Exhibitors	Participants
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Preparation

Consideration of what locations require guidance and the range of travelling routes
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.

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.



Organizers	Participants
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During Event



Designate a destination
Participants tell the robot where they want to go. (Touch the screen to set a destination.)



I want to go to the booth of XX.



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

After Event

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)

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

Organizers

Exhibitors

Participants

Preparation

Install network cameras in the venue.

Send network camera images to the cloud via the Internet.



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.

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



Dashboard shows congestion status.



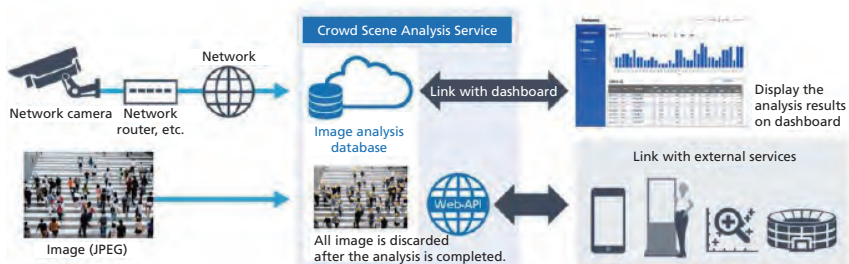
Congestion status

Image of display screen

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

Advanced	Reception	During MICE Event
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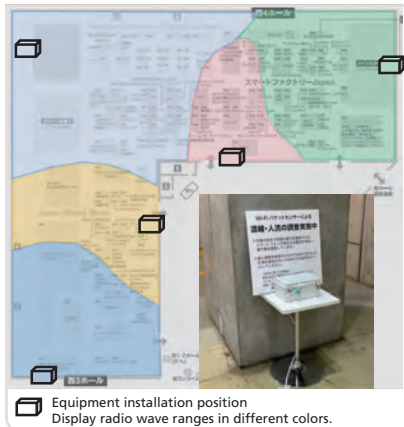
Technology Overview

- 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

Preparation

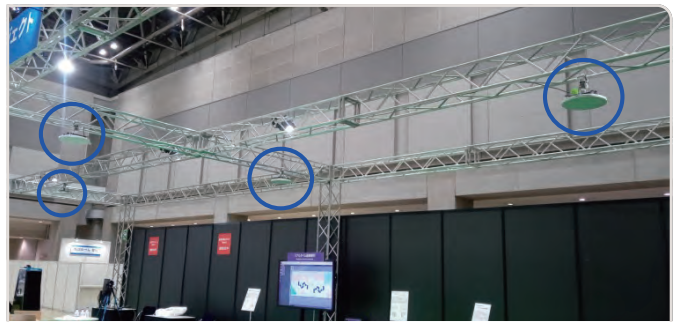


Installation of probe information acquisition terminals
Determine the area where you want to acquire information from probes, and install probe information acquisition terminals at multiple locations to fully cover the area.

Example of installation
(No personal information is obtained, but data measurement should be made known to visitors.)

Equipment installation position
Display radio wave ranges in different colors.

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

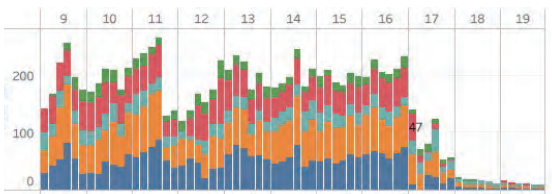


Installation of “locators” in booths and venues
Install “locators” at regular intervals in target booths and the venue where you want to perform flow line analysis.

During Event

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.



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



After Event

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.

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

Advanced	Reception	During MICE Event
Operational Support	Access Control	Utilization at Ceremonies and Receptions
	Registration Reception and Venue Guide	Utilization in Sessions
		Utilization in Exhibitions
		Tourism/Inspection Support and Peripheral Services

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

	Organizers	Exhibitors	Participants
Preparation	<p>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.</p> 	 <p>Exhibitors can easily build 3D booths without the need for CG production, by simply combining template patterns and uploading content.</p>	<p>Participants need to register for the exhibition through a form prepared by the organizer.</p> 
During Event	 	  <p>Exhibitors and participants are able to use a text/voice chat system to have interactive communication between them, like in a real venue.</p> <p>Exhibitors can distribute web lectures and recorded video using a system that also supports multitrack recording.</p>	<p>Since participants do not need to download any dedicated software or applications, they can easily participate from browsers on company PCs and other devices.</p> <p>Participants can freely walk around the venue using avatars, increasing opportunities to meet new companies, like in a real venue.</p> 
After Event	<p>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.</p> <p>Organizers can analyze data for the next exhibition, and exhibitors can provide follow-up services to participants.</p>		

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

Advanced	Reception	During MICE Event
Operational Support	Access Control	Utilization at Ceremonies and Receptions
	Registration Reception and Venue Guide	Utilization in Sessions
		Utilization in Exhibitions
		Tourism/Inspection Support and Peripheral Services

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

Organizers

Exhibitors

Participants

Preparation



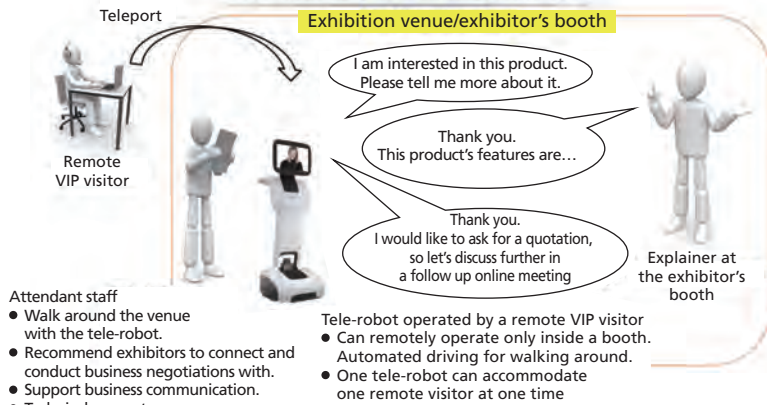
I want to make it possible for busy domestic and international VIPs and others who are not able to visit local exhibition venues to participate remotely



I want to appeal more to overseas and remote buyers

I cannot visit the local exhibition venue, but want to participate

Remote VIP visitors make a tour around the venue and conduct business negotiations with exhibitors



During Event



Participants can conduct business negotiations with exhibitors via the tele-robots.
*Optional interpreter arrangement available

After Event

Remote visitors are represented by tele-robots, contributing to invigorating local exhibition venues and improving the motivation of visitors to visit the next exhibition.

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

– XR Platform – XR Platform Exchange

Advanced	Reception	During MICE Event
Operational Support	Access Control	Utilization at Ceremonies and Receptions
	Registration Reception and Venue Guide	Utilization in Sessions
		Utilization in Exhibitions
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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.

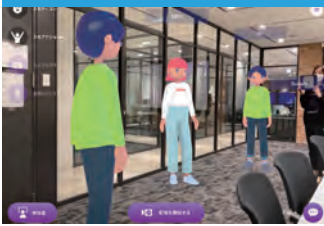
Practical guide

Organizers	Exhibitors	Participants
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Preparation

- Install wired LAN in the real venue. (Depending on the contents, online-only venue can be prepared.)
- 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.)
- Create original avatar data as needed. (Two default avatars are available free of charge.)
- 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.

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



During Event

Real venue

- Since it is a digital twin venue, online and on-site participants can experience walking in the same place by sharing their location information.
- 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.
* Communication: Movement, avatar motion, emotion icons, chat, and live streaming at each booth
- 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.

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 walk around and experience the real space (through live streaming of visuals and audio, etc), choose what they want to experience, and receive information they want in the form they want it in, through people participating in the real space.

After Event

- 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

Advanced	Reception	During MICE Event
Operational Support	Access Control	Utilization at Ceremonies and Receptions
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– Real-time Communication Service – Communication between Online and On-site Participants

Technology Overview

- 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 enables interactive communication such as real-time voting, questioning, etc. during seminars.

Practical guide

	Organizers	Exhibitors	Participants
Preparation	<p>① Improving inspection efficiency 360-degree images of the venue enable efficient inspection.</p> <p>[Advance preparation]</p> <ul style="list-style-type: none"> • “360-degree camera RICOH THETA” or “wearable camera” to transmit images • Autonomous robot “temi” complete set • Interactive tool “RICOH Realtime Communication” • Equipment that can transmit images and audio (such as mixers and switchers) • 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 <p>* Please inquire as what is necessary varies depending on which of (1) to (5) is used.</p>	<p>Internet</p> <p>360-degree images of the venue can be freely viewed through PCs.</p> <p>A minimum number of people visit the site for inspection, and make a tour around the inspection site wearing a RICOH THETA or wearable camera.</p>	<p>[Advance preparation]</p> <ul style="list-style-type: none"> • PC with Internet access • Browser (Chrome) • URL of the video meeting
	During Event		<p>② Hybrid event support Deliver 360-degree images of the venue to online participants for a realistic experience and to stimulate communication.</p>
<p>Continued from ② Participants at the venue can also communicate on the same platform through their smartphones.</p>		<p>③ Booth expansion Stimulate business negotiations at booths by watching 360-degree images of objects and scenery that cannot be brought into booths.</p>	
After Event	<p>Provision of usage status</p> <p>1. Utilization ①, ③, ④, ⑤: Data on what online participants are looking at Data on simultaneous access of participants and where they are looking can be obtained. By analyzing the data after the event, you will be able to know what online participants were interested in.</p> <p>2. Utilization ②: Provision of results of interactive communication in seminars/webinars What was the voting result? What exchanges took place during Q&A sessions? Processable CSV files can be downloaded from the system for analysis.</p>		

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

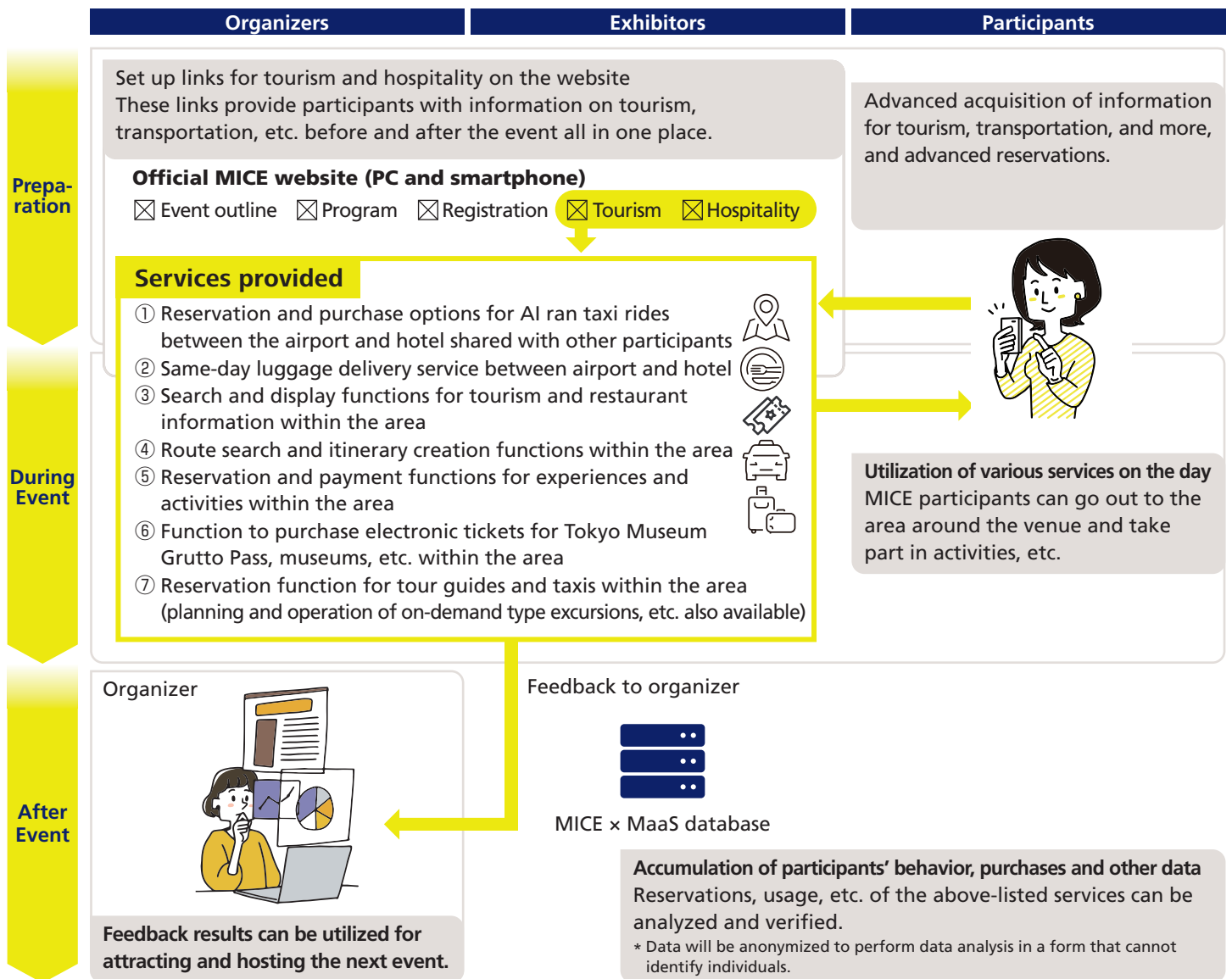
Advanced	Reception	During MICE Event
Operational Support	Access Control	Utilization at Ceremonies and Receptions
	Registration Reception and Venue Guide	Utilization in Sessions
		Utilization in Exhibitions
		Tourism/Inspection Support and Peripheral Services

- MICE x MaaS: Tourism Platform Gateway (TPG) - MaaS Platform

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



Recommended communication environment

Any

Provider

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

– Ultrafine Mist – Spatial Production

Advanced

Operational Support

Reception

Access Control

Registration Reception and Venue Guide

During MICE Event

Utilization at Ceremonies and Receptions

Utilization in Sessions

Utilization in Exhibitions

Tourism/Inspection Support and Peripheral Services

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

Organizers

Participants

Preparation

- Ensure space for a dome with a diameter of 3.6 m and a height of 2.3 m.
 - * 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.
- Power source: Single phase 100V 15A × 2
- Water faucet: 1
- Venue drawing information
- Complete set of equipment including mist equipment, laser and

- lighting dome, sound equipment, etc.
- Information such as layout drawings for mind reset space.



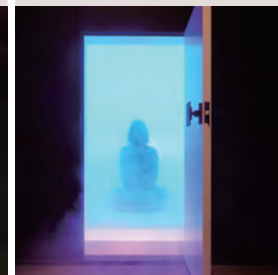
During Event

- 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.



After Event

- 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

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

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Professor, Graduate School of Media Design, Keio University

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

TOKYO MICE Technology Guidelines

Year of publication : January 2023

Published by : Tokyo Convention & Visitors Bureau
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The information in this document is current as of January 2023.