

Jointly-held DCEXPO DIGITAL CONTENT EXPO 2018

Jointly held to strengthen Japanese content business competitiveness Creators of VR/AR content and aiming to be VTubers gathered



As a new development of this year, the cutting-edge “Digital Content EXPO 2018” hosted by Digital Content Association of Japan (DCAJ) was held jointly with Inter BEE. Digital Content EXPO (DCEXPO) has introduced the latest Japanese artistic and content technologies over the past 10 years. It also linked up with SIGGRAPH, which is known as the world’s largest CG and interactive media event, continuing excellent mutual exchange of content technologies.

The senior executive director of DCAJ, Mr. Ichihara, talks about the aim to “place emphasis on more practical business matching and hold it at an occasion with a strong B2B tone.” “By creators and development partners gaining greater knowledge of leading-edge content technology, this will be a good opportunity to realize business that adopts such technology and strengthen the competitiveness of the Japanese content industry while expanding the market for companies that become development partners.”

DCEXPO includes keynote speech and seminar sessions as well as screening of the latest videos and VR works. A wealth of content expression technology covering a wide range of genres such as CG, VR/AR, digital video and games was exhibited. There were also a variety of programs including “Innovative Technologies” to propose and

share research-stage ideas related to content technology, and “BizTech*Match,” the idea-style exhibition to propose business co-creation using content technology, which was held as part of a Ministry of Economy, Trade and Industry project.

As the keynote speech, the telexistence proponent and Professor Emeritus of the University of Tokyo, Prof. Susumu Tachi, took the stage to give a presentation on “Telexistence Today -Toward Virtual Teleportation Industry and Telexistence Society-.” The Avatar robot, “MODEL H,” which Prof. Tachi has developed over a long time with telexistence technology, also took the stage for a demonstration on “virtual teleportation.”

At the sessions, the latest digital animation works, which had been screened at SIGGRAPH’s “Computer Animation Festival (CAF),” were shown. The 26th International Collegiate Virtual Reality Contest and the VTuber Hackathon were also held and many young creators who were active on new media gathered at DCEXPO.

