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IFA NEXT 2019: Japan Pavillon - Interface with Consideration and Sensibility

As the first partner country of “IFA NEXT”, Japan will present an exclusive Pavilion at Hall 26 with startups and cutting-edge IT companies from around the world, as well as brilliant speakers at the IFA + Summit and the IFA NEXT Innovation Engine Stage.

The Japan Pavilion’s maxim is “Interface with Consideration and Sensibility” – examples of new human-machine interface developed in line with inherent Japanese traits, in a society where cyberspace and physical space are highly integrated, will be demonstrated.

Through the Japan Pavilion, Japan will showcase a new user interface that enables all levels of society to benefit from digital technologies in a rapidly developing digital economy.

By introducing these innovations to the world, the Ministry of Economy, Trade and Industry plans to expand commercialization and growth opportunities in overseas markets represented at IFA NEXT. 20 companies exhibit their latest technologies, among them a special showcase: the J-Startup program brings to the stage a selection of 7 tech start-up companies.

Examples include Yukai Engineering Inc. introduces Qoobo, a therapy robot with wagging tail, as well as BOCCO emo, a communication robot. Unipots Inc. presents Unipos, an application through which co-workers can offer small tokens of appreciation called “peer bonus” to each other, strengthening the team building effort and leadership. Pixie Dust Technologies, Inc., producer of Holographic Whisper technology, a directional speaker that delivers sound to the target person by controlling ultrasonic waves, and other products.

[Download Overview. \(PDF, 3.6 MB\)](#)

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