



CAMERA & PHOTO IMAGING SHOW 2021

Report

CONTENTS

| | | | |
|------------------------------------------------------------------|---|----------------------------------------------------------|---|
| 1. Event Overview | 1 | 5. Exhibitors | 4 |
| 2. List of Exhibitors | 1 | 6. Promotional Activities | 6 |
| 3. Report on Results | 2 | 7. Publicity | 7 |
| 4. Organizer Events & Seminars and Collaborative Events | 3 | 8. Registered Visitors' Profiles | 8 |
| | | 9. Results of the Visitors Questionnaire Survey | 9 |

Organizer

Camera & Imaging Products Association (CIPA)

Sponsor

Japan Photo and Imaging Accessory Association

Coordinator

Toppan Printing Co., Ltd.

CP+2021 Report

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Contact for inquiries: CP+ Division
<https://www.cpplus.jp/en/>

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1. Event Overview

| | |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Event title | CP+ 2021 ONLINE |
| Dates and times | Thursday, February 25 to Sunday, February 28, 2021 Archives available from Mon, March 1 to Wed, March 31, 2021 |
| Organizer | Camera & Imaging Products Association (CIPA) |
| Sponsor | Japan Photo and Imaging Accessory Association |
| Coordinator | Toppan Printing Co., Ltd. |
| Supporters | Ministry of Economy, Trade and Industry/Japan Tourism Agency/Kanagawa Prefectural Government/The Yokohama Chamber of Commerce & Industry/Japan External Trade Organization (JETRO) |
| Special cooperators | JCII Camera Museum/The Japan Newspaper Museum/Yokohama Museum of Art |
| Cooperators | Camera Journal Press Club/Japan Advertising Photographers' Association/Japan Camera Industry Institute/Japan Electronics Packaging and Circuits Association/Japan Optomechanics Association/Japan Photo Culture Association/Japan Photo Imaging Association/Japan Photo Studio Equipment/Japan Professional Photographers Society/The Japan Society of Applied Physics/Japan Telescope Manufacturers Association/The Optical Society of Japan/The Photographic Society of Japan/Professional Photographers of Japan/The Society of Photography and Imaging of Japan/Tokyo Press Photographers Association/Yokohama Convention & Visitors Bureau (In alphabetical order) |
| Media partners | ASCII.jp, Camera Fan, Cameraman, CAPA, Digicame Watch, PHaT PHOTO, PhotoCON, Photo Technic Digital, photo web expo, PRONews, Shuffle (In alphabetical order) |
| Admission | Pre-registration via the website required (free of charge) |
| Official website | http://www.cpplus.jp/ (Japanese) http://www.cpplus.jp/en/ (English) http://www.cpplus.jp/ch/ (Chinese) |
| Scale of the exhibition | Exhibitors: 20 organizations |
| Number of registered visitors | 50,169 visitors over 4 days (Breakdown) Thu, February 25: 16,305/Fri, February 26: 13,093/Sat, February 27: 11,657/Sun, February 28: 9,114 90,545 in total, including visitors to the archives available until March 31 |

CP+2021 was held as an online-only event for the first time ever.

This shift to online allowed even more visitors, including those from remote locations, the opportunity to visit the event.

In addition to the four days of the event as described at left, the archive of CP+2021 ONLINE was also available on the site for a month after the event finished.



Concepts

1. Comprehensive exhibition

"A comprehensive camera and imaging exhibition" for consumers and businesses to galvanize the photo imaging industry

2. Provision of information from Japan

Transmitting the latest information on state-of-the-art products and technologies from Japan to the world to propel the camera and imaging business in Asia and other regions of the world

3. "Shooting, viewing, and connecting"

Offering the joy of "shooting, viewing, and connecting" photographs through events focusing on various aspects of photography

4. Photo & Imaging culture

Working more closely with the international city of Yokohama to contribute to the transmission and development of Photo & Imaging culture

2. List of Exhibitors

List of Exhibitors

- ATOMOS
- Canon Inc./Canon Marketing Japan Inc.
- Epson Sales Japan Corp.
- FUJIFILM Corporation
- KamLan
- Kenko Tokina Co., Ltd./SLIK CORPORATION/Kenko Professional Imaging Co., Ltd.
- MouseComputer CO.,LTD.
- Nextorage Corporation
- NIKON CORPORATION/NIKON IMAGING JAPAN INC./NIKON VISION CO., LTD.
- OM Digital Solutions Corporation
- Panasonic Corporation
- RICOH IMAGING COMPANY, LTD.
- SIGHTRON JAPAN / LAOWA
- SIGMA CORPORATION
- Silence Corner, Inc./CORNER DESIGN CO.,LTD
- Sony Imaging Products & Solutions Inc./Sony Marketing (Japan) Inc.
- Tamron Co.,Ltd.
- THIRDWAVE Co.
- TourBoxTech Inc.
- ZONER L.L.C.

(In alphabetical order)

World Premieres (world's first announcements)

13 new products were announced!

CP⁺ is an event that is highly acclaimed within the camera & imaging industry as one of the largest opportunities in the world for world premiere announcements.

Via CP⁺2021 ONLINE as well, many world-premiering products were shown.



| | |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Interchangeable lens camera | <div data-bbox="411 622 501 651">■ SONY</div> <div data-bbox="675 622 703 651">α1</div> <div data-bbox="675 658 719 687">FX3</div> <div data-bbox="411 692 517 721">■ Fujifilm</div> <div data-bbox="675 692 842 721">FUJIFILM X-E4</div> <div data-bbox="675 728 895 757">FUJIFILM GFX100S</div> <div data-bbox="411 761 624 790">■ RICOH IMAGING</div> <div data-bbox="675 761 794 790">J limited 01</div> |
| Interchangeable lens | <div data-bbox="411 864 512 893">■ SIGMA</div> <div data-bbox="675 864 1177 893">SIGMA 28-70mm F2.8 DG DN Contemporary</div> <div data-bbox="411 898 555 927">■ Panasonic</div> <div data-bbox="675 898 1161 927">LUMIX S 70-300mm F4.5-5.6 MACRO O.I.S.</div> <div data-bbox="411 931 517 960">■ Fujifilm</div> <div data-bbox="675 931 1169 960">FUJINON XF70-300mmF4-5.6 R LM OIS WR</div> <div data-bbox="675 967 1007 996">FUJINON XF27mmF2.8 R WR</div> <div data-bbox="675 1001 1007 1030">FUJINON GF80mmF1.7 R WR</div> <div data-bbox="411 1034 624 1064">■ RICOH IMAGING</div> <div data-bbox="675 1034 1050 1064">HD PENTAX-FA43mmF1.9 Limited</div> <div data-bbox="675 1070 1050 1099">HD PENTAX-FA77mmF1.8 Limited</div> <div data-bbox="675 1104 1050 1133">HD PENTAX-FA31mmF1.8 Limited</div> |

* New products announced at CP⁺2021 *Source: Research by CP⁺ Operating Committee (only cameras, lenses)

Keynote Speech "The Past, Present and Future of Sport Photography"

Date and time: Feb 25 (Thu) 13:00–13:45

With English subtitles

Live streaming

Archives available

Over time up to the present day, a close relationship has been established between sports and photography. At a time when sports events are facing unprecedented difficulties, President Maeda spoke on the history of the evolution of cameras and sports journalism, along with the resulting capture of large numbers of epic moments, and he shared his thoughts on the attraction of sports photography and the future of such going forward.

Masaya Maeda
President of Camera & Imaging Products
Association (CIPA)

**Digital Camera Market Seminar, by the CIPA**

Date and time: Feb 25 (Thu) 14:00–15:00

Live streaming

Archives available

In putting on hold the opportunity of feeling the excitement of an actual event, this online seminar shared the voices of photography fans, in addition to objective statistics about the market. The seminar discussed the results of the "Integrated Survey of Photo Imaging Market," based on user research.

Manabu Ohta
Chair of Research & Statistics Working Group,
CIPA

**Panel Discussion by Top Engineers**

Date and time: Feb 25 (Thu) 15:30–17:00

Live streaming

Archives available

The mirrorless camera industry has become very active, with products from all major manufacturers, some of which already have second- or third-generation bodies. The panelists discussed the present and future changes of cameras, interchangeable lenses, and accessories along with the rise of mirrorless cameras, as well as the roles that photography has played in the COVID-19 pandemic situation, from their respective points of view as engineers.

Moderator: Yasunori Ichikawa, Japan Camera Industry Institute (JCII)

Panelists: Masami Takase, OM Digital Solutions Corporation/
Minoru Ando, Tamron Co., Ltd./Nobuo Seki, Kenko Tokina Co., Ltd./
Satoshi Yamazaki, NIKON CORPORATION/
Takashi Ueno, FUJIFILM Corporation/Tetsushi Hibi, CANON INC./
Tetsuya Iwasaki, RICOH COMPANY, LTD./
Tetsuya Uno, Panasonic Corporation/Toshifumi Takaoka,
Sony Imaging Products & Solutions Inc./
Yasuhiro Ohsone, SIGMA CORPORATION

(In alphabetical order)

**The Editors' Photo Award ZOOMS JAPAN 2021****The Editors' Photo Award**

ZOOMS JAPAN 2021

Editors' Award
MUMUKO
"All Living Creatures"



With the cooperation of camera and photography-related media, CP+ held the ZOOMS JAPAN 2021 photo awards to support Japanese photographers in expanding their business overseas. This year's winners are as follows:

Public Award
moneyclipper yoshizawa
"something wrong with my life"

**CP+ exhibitors' promotional goods giveaway campaign**

We conducted a lottery campaign to give exhibitor promotional goods to the visitors that logged in to CP+2021 ONLINE during the event period (February 25–28, 2021) and that answered the questionnaire. We received answers from more than 7,500 visitors.

**Collaborative events****CP+2021 ONLINE Opening Talk Session**

Live streaming

Archives available

With the cooperation of the Camera Journal Press Club, CP+ held an opening talk session during which the camera models nominated as "Best Camera Choice" were announced for the Readers Award of the Camera Grand Prix 2021, for which voting began on the first day of CP+2021 ONLINE.

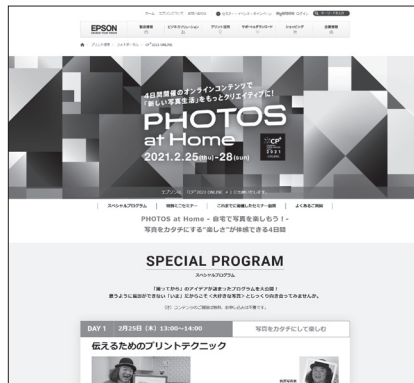
The talk session saw Camera Grand Prix 2021 selectors Koichi Akagi and Hideyuki Abe as well as photographer Nana Misaki as the presenters, and the event caused excitement among the fans, as a headlining event just before CP+2021 ONLINE.



5. Exhibitors



ATOMOS



Epson Sales Japan Corp.



OM Digital Solutions Corporation



KamLan



Canon Inc./
Canon Marketing Japan Inc.



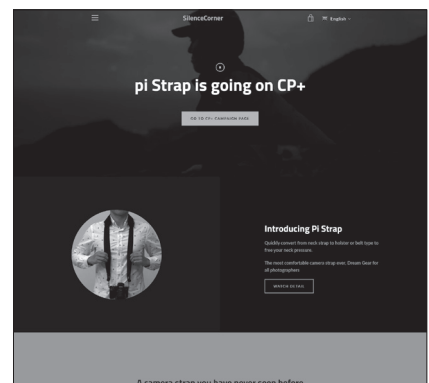
Kenko Tokina Co., Ltd./
SLIK CORPORATION/
Kenko Professional Imaging Co., Ltd.



THIRDWAVE Co.



SIGHTRON JAPAN / LAOWA



Silence Corner, Inc./
CORNER DESIGN CO., LTD



SIGMA CORPORATION



Sony Imaging Products &
Solutions Inc./
Sony Marketing (Japan) Inc.



ZONER L.L.C.

5. Exhibitors



Tamron Co.,Ltd.



TourBoxTech Inc.



NIKON CORPORATION/
NIKON IMAGING JAPAN INC./
NIKON VISION CO., LTD.



Nextorage Corporation



Panasonic Corporation



FUJIFILM Corporation



MouseComputer CO.,LTD.



RICOH IMAGING COMPANY, LTD.

CP+2021 ONLINE Official Channels

CP+2021 ONLINE set up official channels for delivering exhibitors' featured content to a larger audience and distributed 27 titles in total during the four days of the event.

The real-time information in the content of the official channels being streamed and to be streamed subsequently were posted on the TOP page of CP+2021 ONLINE. The content was also announced beforehand via email newsletters.

Through these efforts, the official channels were able to gain high acclaim from observers and could be used by many exhibitors.

6. Promotional Activities

◆Schedule of promotional activities

■Online explanatory meeting for recruiting exhibitors

Date: October 28 (Wed), 2020 Call for exhibitors via the website
Content: Event overview, exhibition information

■Explanatory meeting with exhibitors

Date: Fri, December 4, 2020, via Zoom webinar
Content: Event overview, requirements for participating in the exhibition

■CP*2021 ONLINE Press Conference

Date: January 19 (Tue), 2021 via Zoom webinar
Content: Event overview and questions & answers

■Press releases

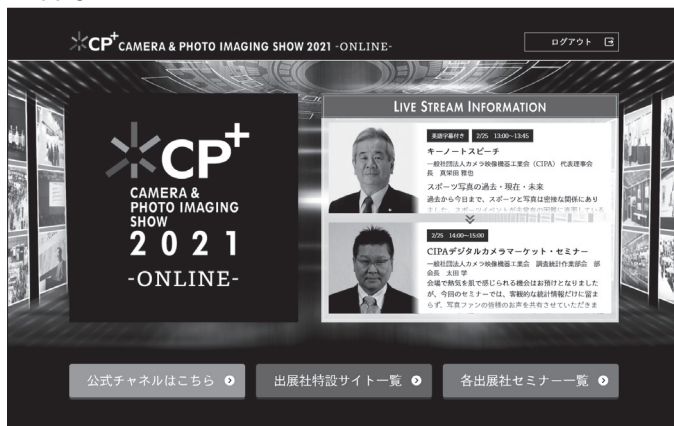
Dates: August 28 (Fri), December 9 (Wed), 2020 and January 19 (Tue), 2021
Content: Event overview and announcement of the ZOOMS JAPAN award winners

■Email newsletter

Dates: January 20 (Wed), February 4 (Thu), 11 (Thu), 19 (Fri), 24 (Wed), 25 (Thu), 26 (Fri), 27 (Sat), March 1 (Mon), 2021
Content: Explanation on the ZOOMS JAPAN photo awards, event overview, detailed updates, etc.

◆Official website

■Top page



■Banners

ASCII.jp, Camera & Imaging Products Association (CIPA), Camera Fan, Cameraman, CAPA, Digicame Watch, PHaT PHOTO, photo web expo, PhotoCON, Photo Technic Digital, PRONEWS, Shuffle

◆Magazine ads

| Magazine name | Publisher | Format | Release date 1 | Release date 2 |
|-------------------------|-------------------------|--------|------------------|-------------------|
| CAPA | ONE PUBLISHING Co.,Ltd. | 1c/1p | January 20 (Wed) | February 20 (Sat) |
| Nippon Camera | Nippon Camera | 1c/1p | January 20 (Wed) | February 20 (Sat) |
| Photo Technic Digital | GENKOSHA Co. | 1c/1p | January 20 (Wed) | February 20 (Sat) |
| Digital camera magazine | Impress Holdings, Inc. | 1c/1p | January 20 (Wed) | February 20 (Sat) |
| Hace a nice PHOTO! | CMS Corporation | 1c/1p | January 20 (Wed) | February 20 (Sat) |



**オンラインで楽しむ
カメラと写真映像の
ワールドプレミアショー**
(シービープラス オンライン)
アクセスはこちら ▶ <http://www.ccpia.jp/> (11月19日 開演)
2021.2.25日*28日
1月20日(水) 13:00より
(CP*2021 ONLINE)入場事前登録を開始!

Magazine ads

◆Web ads

| Magazine name | Publisher | Format | Period |
|---------------|---------------------|-------------|------------------------------------|
| Web Cameraman | Motor Magazine Ltd. | Carousel ad | January 20 (Wed) to March 31 (Wed) |
| PhaT PHOTO | CMS Corporation | Advertorial | February 19 (Fri) |

◆ Coverage in newspapers (excerpts)

| Newspaper name | Date of issue | Headline |
|------------------------------|-------------------|---------------------------------------------------------------------|
| Dempa Shimbun Daily, Tokyo | February 25 (Thu) | Featured Story: CP* |
| Nikkei Business Daily, Tokyo | February 26 (Fri) | Camera Exhibition CP*2021, focusing on capturing demand via the web |

◆ Coverage in magazines (excerpts)

| Newspaper name | Date of issue | Headline |
|-------------------------|-------------------|--------------------------------------------------------------|
| B-maga Monthly | February 10 (Wed) | SATELLITE REPORT "APSCC2020 Virtual Conference: Follow-up 2" |
| Nippon Camera | March 19 (Fri) | CP*2021 ONLINE Reader's Report |
| CAPA | March 19 (Fri) | NEWS JOURNAL |
| Digital Camera Magazine | February 20 (Sat) | CP* Goes Online This Year |
| Nippon Camera | February 20 (Sat) | Enjoy CP*2021 ONLINE! New Product Releases for This Spring |

◆ Coverage in web media (excerpts)

Ameba News/ASCII.jp/au Web Portal/AV Watch/AV & Home Theater Phile-web/BIGLOBE News/CAPA CAMERA WEB/d menu/GetNavi web/goo News/Gunosy/Infoseek News/ITmedia NEWS/LINE NEWS/livedoor NEWS/MdN Design Interactive/MELLOW/mixi News/MSN Money/MSN News/News is My Precious/NewsPicks/ORICON NEWS/PR TIMES/PRONews/Shuffle/TABNAVI/this.kiji.is/Value Press/Workout & Rest/Yahoo! News/Excite News/Kagutsuchi/GetNews/GIZMOD JAPAN/Digicame Watch/Niconico News/VIDEO SALON/Mynavi News/Mapion News/Medialite/Merumo/Watashi no Bungakukan/CLIPS Okayama/CLIPS Okinawa/Kakaku.com New Product News/CLIPS Gunma/Weekly ASCII/CLIPS Kanagawa/Jinsei Kouro/CLIPS Oita/Tenshukaku Shinbun/CLIPS Shimane/Daily Entame Clip/NIKKEI/Kaze ga Yowaku Fuiteiru/Midori no goo

◆ Coverage in overseas media

IMAGING RESOURCE/PERSONAL VIEW/DP REVIEW/Camera Times/Optyczne.pl/LES NUMERIQUES/techradar/PCmag/INDIA TODAY/Fotointern.ch



DP REVIEW



PERSONAL VIEW

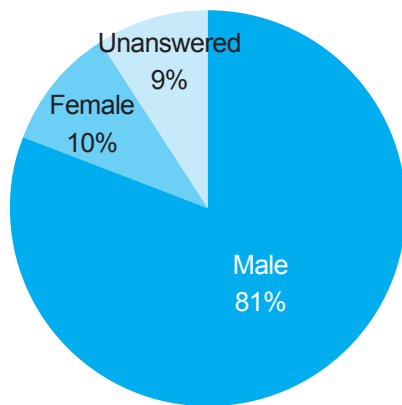


PCmag

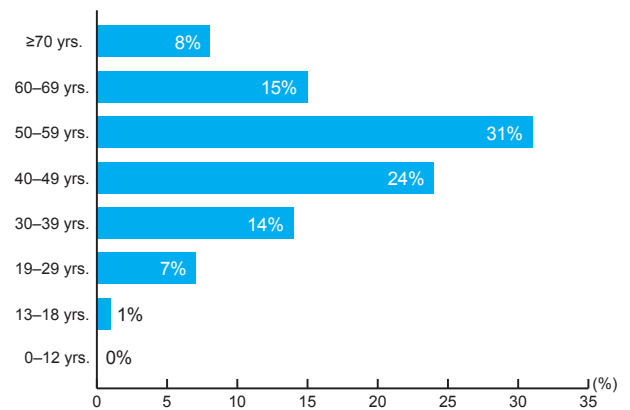


techradar

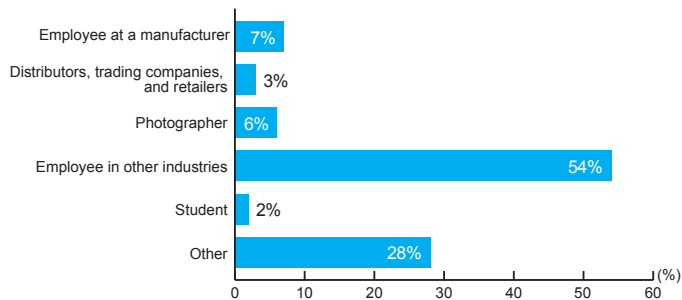
◆ Gender ratio



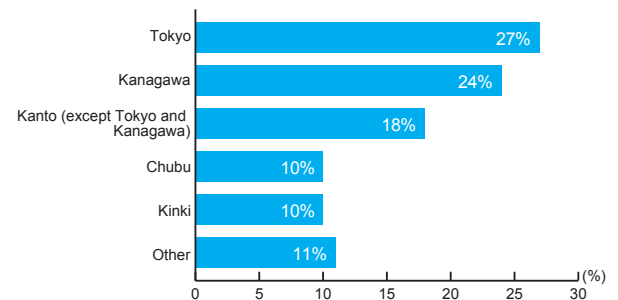
◆ Breakdown by generation



◆ Breakdown by occupation



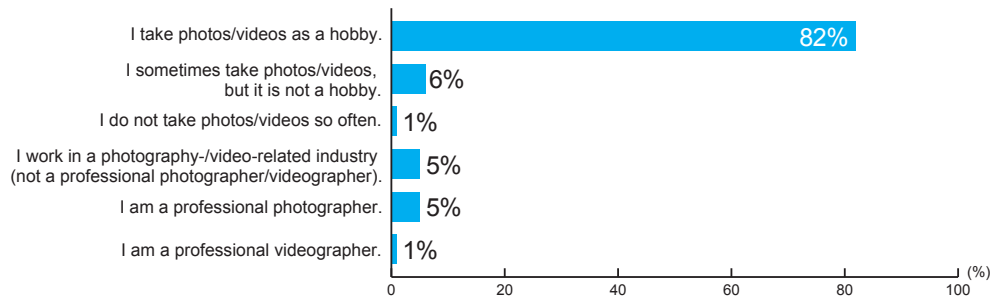
◆ Breakdown by region



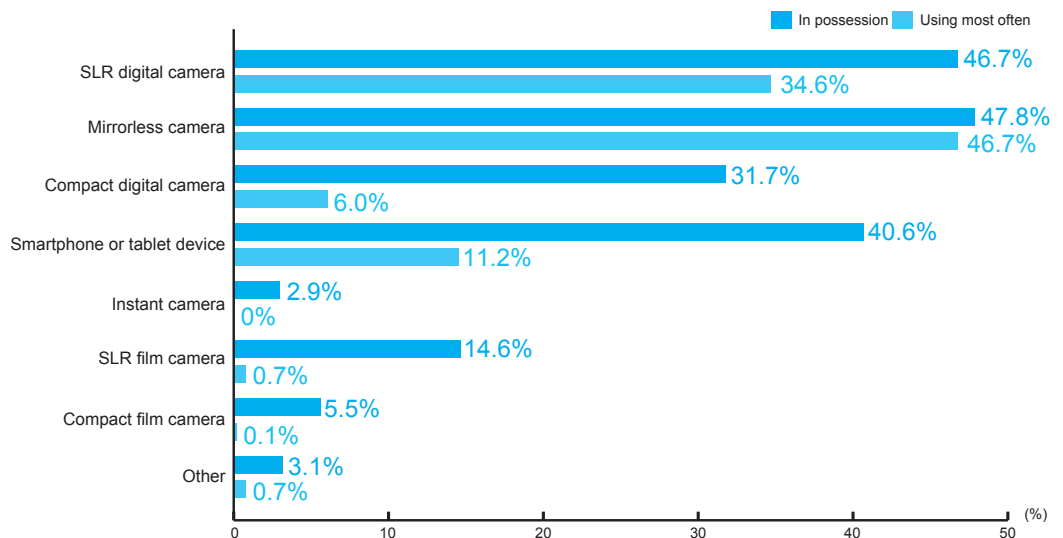
Results of the Visitors Questionnaire Survey

* The survey was conducted by questionnaire after CP*2021 and included visitors that pre-registered via the official website and people that actually visited the show (number of respondents: 7,512).

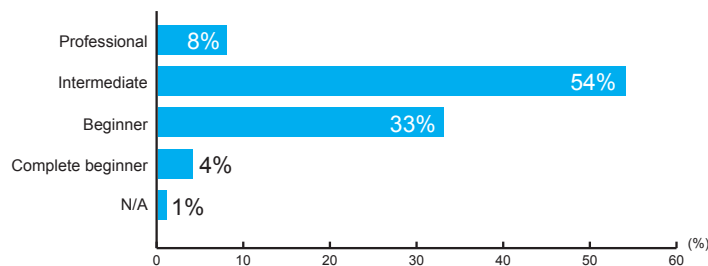
Q1 How are you engaged with photography and videography?



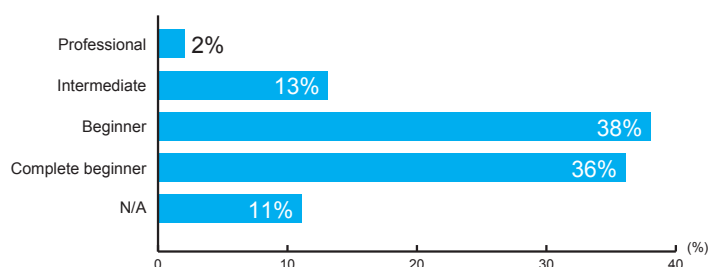
Q2 What types of cameras do you have? (Select all that apply.)



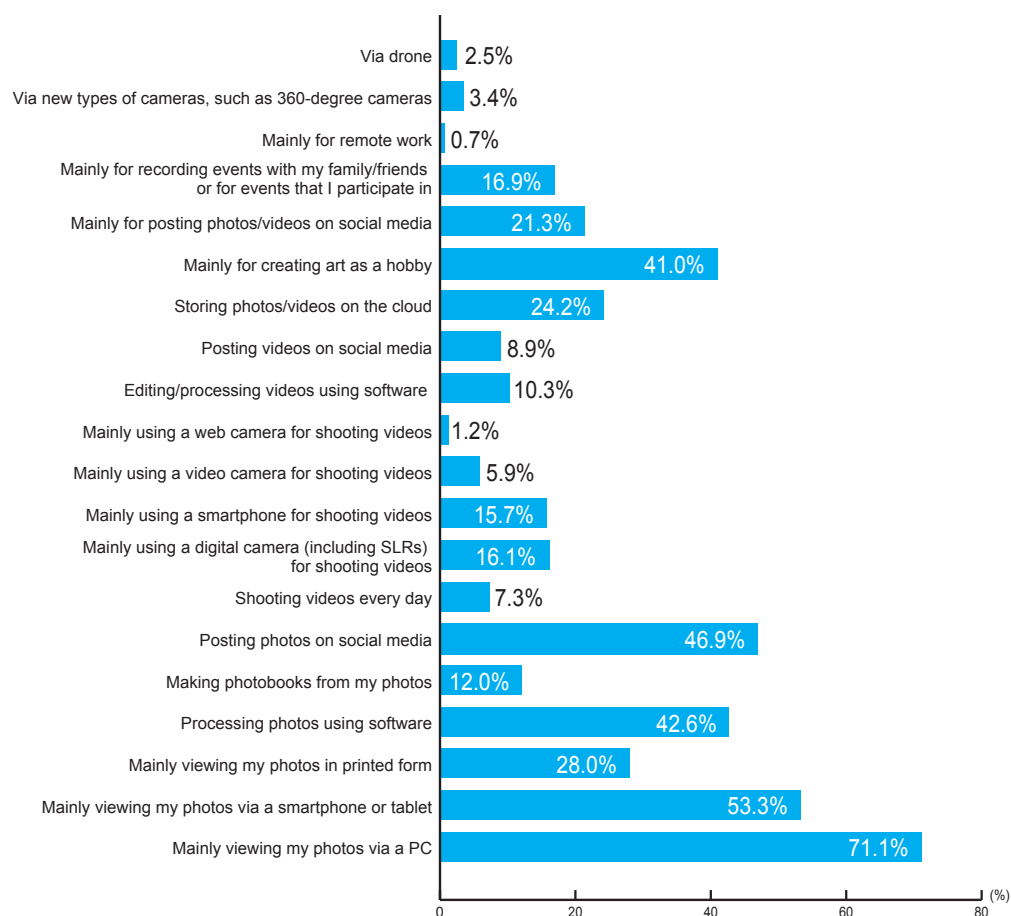
Q3 Rate your skill level in photography.



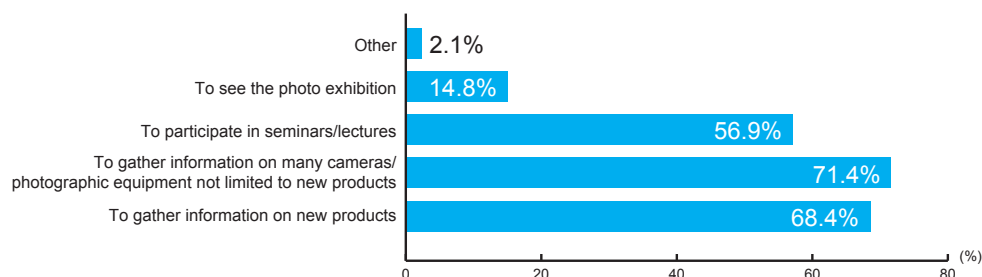
Q4 Rate your skill level in videography.



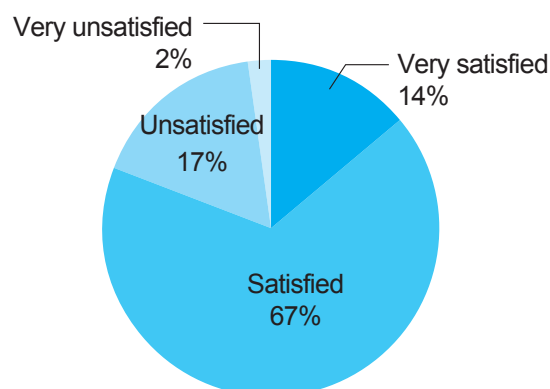
Q5 How do you usually take or use photos/videos? (Select all that apply.)



Q6 What is your purpose for visiting CP+ 2021 ONLINE? (Select all that apply.)



Q7 What was your impression of CP+ 2021 ONLINE?



Q8 Which format do you prefer for CP+ events in the future?

