

# APEC JAPAN 2010

JAPAN EXPERIENCE

Ideas into Reality



The Exhibition of the  
Japanese Government

OFFICIAL GUIDE BOOK

## 3DTV "BRAVIA"

### Sony Corporation

Sony has commercialized a full HD 3D television that provides a breathtaking sense of realism. The Bravia 3D HDTV realizes clear, bright 3D images thanks to LCD crystals that work four times as fast as those in conventional LCD televisions and an innovative LED backlighting technology. The television features the slim, stylish Monolithic Design, which is based on a single panel concept. The glasses needed to enjoy powerfully life-like 3D images reduce flickering caused by external light for a comfortable viewing experience.



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## HOSOO URUSHI WOOD GRAIN / REFLECTION

### HOSOO CO.,LTD.

①HOSOO URUSHI  
Japanese washi paper is coated with urushi lacquer, cut into slits, and woven into the fabric (called hikihaku). Fukurashi-ori, or raised-pattern weaving, is then used to form a relief pattern of the design. These two traditional Nishijin-ori techniques are used to express rich shaded-relief patterns.

②WOOD GRAIN / REFLECTION  
The design is created by first attaching silver leaf to Japanese washi paper, which is then cut into slits and woven into silk. The crinkling that creates a three-dimensional effect is created by weaving a special hard twist yarn (silk yarn with an extremely high shrinkage factor), spun in Kyoto, into a portion of the fabric, and then applying steam to shrink the fabric.



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## Japan's Bid Book - 2022 FIFA World Cup™

### Japan 2022 Bid Committee

The world will experience football as never before. In all 208 FIFA countries and regions, every person will share the excitement and joy of the World Cup regardless of ethnic, cultural, and language barriers. Everyone, including those affected by issues such as poverty, discrimination, and health concerns, will smile and enjoy the FIFA World Cup™. A World Cup of Smiles will spread across the globe. This will be Japan's 2022 FIFA World Cup™.



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## 4D2U Project

### National Astronomical Observatory of Japan

The 4D2U (Four-Dimensional Digital Universe) project is one of the projects conducted by the National Astronomical Observatory of Japan. The project's goal is to visualize astronomical data so that people can experience what it is like to witness the unfolding of the universe. "Four dimensions" refer to the three dimensions of space and the one dimension of time in astronomical data. "Digital" refers to computer graphics visualizations of digital data. The 4D2U project is created by and for astronomers, but is really a gift to the world. We have been developing 4D visualization platforms and content in the form of an experimental 4D visualization theater and a library of data visualizations. The data includes observations and theoretical models of astronomical objects, and computer simulations of astronomical phenomena.



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## Kotori P-Light φ39×h20cm

### Hiyoshiya Co., Ltd.

When sunlight streams through an open Japanese umbrella (wagasa), gently illuminating the washi paper and underlying bamboo frame, it creates a warm atmosphere. This is the inspiration behind the KOTORI collection. The shade can also be folded and put away like a traditional Japanese umbrella.



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## MG series / Charm × Lip Brush

### Mizuho Brush Co., Ltd.

The town of Kumano, Hiroshima, has been manufacturing brushes for approximately 180 years. Mizuho Brush supplies its products as OEM to famous cosmetic brands in the USA and Europe. Experience our flagship brand, "Mizuho Brush," which rises above fashion trends with its chic black matte design... and our "Charm × Lip Brush" series, portable lip brushes that sparkle like jewelry and feel more like accessories than brushes. Feel the craftsmanship of Japan's Mizuho Brush.



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