PRESS RELEASE

October 21, 2009

Dr. Ronald Plasterk, Minister of Education, Culture and Science of the Netherlands, visits Hiyoshi Campus of Keio University for Signing Ceremony
SDM and KMD hold Joint Workshop with TUD and TUE

The Graduate School of System Design and Management (SDM)-Dean, Prof. Yoshiaki Ohkami and the Faculty of Technology, Policy and Management (TPM)-Dean, Prof. Theo Toonen of Delft University of Technology (TUD) will sign a Memorandum of Agreement (MoA), and the Graduate School of Media Design (KMD)-Dean, Prof. Masa Inakage and Department of Industrial Design of Eindhoven University of Technology (TUE)-Dean, Prof. Jeu Schouten will sign Memorandum of Understanding (MoU) on Monday, October 26 at Hiyoshi Campus, Keio University.

Dr. Ronald Plasterk, Minister of Education, Culture and Science of the Netherlands, will visit Keio University's Hiyoshi Campus, and attend the signing ceremony. Minister Plasterk will also observe the demonstration of SDM and KMD. On the same day, SDM and KMD will hold the joint workshop with TUD and TUE.

1. Schedule

Time and Date: Monday, October 26, 11:45 – 13:00
Venue: 3F Collaboration Complex, Keio University Hiyoshi Campus
(4-1-1 Hiyoshi, Kohoku-ku, Yokohama, Kanagawa)
Access to the site: http://www.keio.ac.jp/english/about_keio/campus_info/accessmaps.html

Language: English
Program:
11:45 Dr. Ronald Plasterk, Minister of Education, Culture and Science of the Netherlands, arrives at Hiyoshi Campus
11:50-12:10 Demonstration
12:15 Signing Ceremony Starts
   Welcome Speech by Dr. Atsushi Seike, President of Keio University
12:20-12:30 Lecture by Dr. Ronald Plasterk, Minister of Education, Culture and Science of the Netherlands (tentative)
12:30 Signing of MoA (SDM and TUD) and MoU (KMD and TUE)
12:40-12:45 Speech by Dr. Jacob Fokkema, President of Delft University of Technology
2. Overview of the Demonstration

<Demonstration of SDM>

Seamless Positioning Platform with Space Technology
Naohiko Kohtake, Associate Prof. of SDM Research Institute, Keio University

The prime concern for GPS-utilized location information services such as car navigation is that they are not allowed to use inside building nor underground, where GPS signals are out of range. However, it is possible to provide such services, both indoor and outdoor seamlessly, once we install a number of independent transmitters that send GPS-equivalent signals to receivers. This research, expecting widespread use of GPS-equipped cellular phones, develops and demonstrates the following technologies: personal navigation service connecting outside and inside seamlessly without changing a receiver device, and also a new cell-phone function that automatically recognizes and proposes appropriate applications according to user location and her/his characteristics. The technology will meet the needs of public domain such as disaster management and emergency rescue, where quick and accurate personal location information makes a dramatic difference. The application may further be extended to commercial activity as well for personal store navigation and customized sales promotion considering customer’s characteristic and present location.

Seismic Data Visualization in Networked Immersive Virtual Environment
Tetsuro Ogi, Prof. of the Graduate School of System Design and Management, Keio University

Japan is well known for frequent earthquakes and seismic data analysis is an important research area. In this study, networked immersive projection display named K-Cave is used to visualize the seismic data that has been retrieved from the database, and conduct the analysis of earthquake phenomena. Also, immersive collaborative work can be realized by sharing the visualized data in the networked virtual environment between remote places.
Next Generation's 3D Monitor without Glasses for 3D Image
Hiroaki Daigo, the Graduate School of System Design and Management, Keio University

It is a 3D monitor which can see 3D image without glasses; there is no reversal phenomenon by sight disparity of right and left, and it can also reproduce signals of both 3D and normal 2D images. The monitor can be connected to current video system or PC system, and can be used at home and in the educational environment. It is the next generation's standard system for promoting standardization of 3D image for medical, educational and public use.

<Projects and Exhibits of KMD>

Petimo Project
Adrian David Cheok, Prof. of the Graduate School of Media Design, Keio University/ NUS Mixed Reality Lab.

This project is designed to study and create a new communication style based on ubiquitous technology. “Petimo” is a communication tool for next generation, which is developed with an interactive robotic toy in the real world and an avatar character of 3D virtual space. “Petimo” guides children to a safe and comfortable SNS space.

Medical Project
Naohito Okude, Prof. of the Graduate School of Media Design, Keio University

This project is to achieve the social innovation which deals with local healthcare. It develops web service for supporting patients in discharging themselves from hospitals and devices for home medical care based on a new approach: “Design Thinking.” We will continue to make efforts to design a new life style and a living environment for the 21st century with the support from university hospitals, doctor associations, home doctors and private corporations.

“Furimifurazumi”
Yasuhiro Tsukahara, the Graduate School of Media Design, Keio University

“Furimifurazumi” is a lighting device that let users intuitively know about the sign of rain in architectural space by using ambient media, a light and sound.
“Amagatana”
Yuichiro Katsumoto, the Graduate School of Media and Governance, Keio University

“Amagatana” is an umbrella for enjoying a blissful walk after a rain. “Amagatana” classifies the user’s actions into three levels, using accelerometer data obtained while the umbrella is still and while in motion.

“Panavi”
Mizuki Namai, the Graduate School of Media Design, Keio University

“Panavi” is a computer-mediated system, which improves cooking skills of untrained user at domestic kitchen by proper induction of temperature control and movements.

“Sound Candy”
Shuichi Ishibashi, the Graduate School of Media Design, Keio University

Sound Candy is a toy with which anyone in the world can create his/her own playground utilizing sounds and movements around her/him. Sound Candy can integrate the recorded sounds and the signals from the sensors, such as vibration or acceleration caused by a variety of movements.

3. The Graduate School of System Design and Management (SDM) and Delft University of Technology (TUD)

The Graduate School of System Design and Management (SDM) began its activities as one of Keio University’s 150th Anniversary Commemorative Projects, which aimed to transform Keio into an international university that will “design the future”, in order to nurture leaders with “a spirit of independence and collaboration”. SDM is approaching this slogan as a way to nurture strong leaders who can design, create, and manage new systems and products—leaders who can maintain our knowledge and effectively convert it into something of economic and social value.

With great thanks to the Netherlands Embassy, SDM has been able to find its first partner in the Netherlands. As a result of communication spanning several years, SDM has been able to sign a Memorandum of Agreement (MoA) in April, 2009 with the Faculty of Technology, Policy and Management (TPM) of Delft University of Technology (TUD). As a first step, SDM and TUD have already begun to exchange Master’s degree students, which started from last August. Since both parties have relatively the same focus on research—which is to look at the total picture of the system and propose or manage the whole cycle—they are now in the phase of exploring the possibilities of a joint research project or other such collaboration.

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4. The Graduate School of Media Design (KMD) and the Eindhoven University of Technology (TUE)

Keio University Graduate School of Media Design (KMD) is committed to fostering "Media Innovators" and creative global leaders who understand the core creative skills of design, technology, management, and policy in the field of media design. Education will take a practical, hands-on, and global approach to offering various projects grounded in practice by collaborating with international partner institutions and research facilities.

Alliance with Eindhoven University of Technology (TUE) is chiefly aimed at starting exchange in research projects and development of human resources.

KMD will be based in the Hiyoshi Campus and is going to build a system to strengthen its global network.

5. Keio University and the Netherlands

Keio University has from its beginning a strong relation with the study of western sciences by means of the Dutch language. In order to obtain further knowledge concerning the "West", the founder of Keio University, Yukichi Fukuzawa, learned the Dutch language, and in 1858, founded a private school in Edo that conducted studies in Dutch. This small school gradually expanded to become one of the most prestigious universities in Japan. Fukuzawa was also one of the members of the first delegations to Europe in 1862. During this journey, he stayed in the Netherlands, visiting The Hague and several other cities, including Utrecht, Rotterdam, Leiden, and Amsterdam. His well-known book, “Seiyo Jijo”, which translates as: “Things Western”, expressed European customs and manners based on his experiences during this journey. Fukuzawa went on to pen many other books, thereby contributing to the intellectual modernization of Japan by declaring “independence” and “self-respect”. These founding principles have been observed throughout the history of Keio University, with an emphasis on international relations, including numerous links with the Netherlands.

Notes
(1) For those of you interested in covering the event, please fill in the attached application form and fax it to the Office of Communications and Public Relations of Keio University by noon of Friday, October 23.
(2) After receiving the application, we will inform you of the details of the ceremony.
(3) Registration will start from 10:45 at 3F Collaboration Complex on Hiyoshi Campus.
(4) Please acknowledge that there is no electrical power supply available at the venue and no parking space provided for the press.

+ Inquiries: Ms. Moriguchi or Ms. Fujito, Office of Communications and Public Relations
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E-mail: m-koho@adst.keio.ac.jp http://www.keio.ac.jp

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Keio SDM and KMD present
Signing Ceremony and Joint Workshop with
Delft University of Technology (TUD) and the
Eindhoven University of Technology (TUE)
(Monday, October 26, 2009)

Send Fax to: Ms. Moriguchi or Ms. Fujito
Office of Communications and Public Relations, Keio University
FAX 03 - 5441 - 7640
For more information, please contact us at 03-5427-1541

Please fill in the below and send us the application form (this page) via fax by
Noon of Friday, October 23

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