

April 22, 2013

Press Release

KNOWLEDGE CAPITAL Association  
KMO Corporation**KNOWLEDGE  
CAPITAL****A Core Facility of Umekita Grand Front Osaka, KNOWLEDGE****CAPITAL Opens on Friday, April 26, 2013****- An Intellectual Creation Base to Generate New Value from the  
Exchange of Knowledge -**

OSAKA, Japan—April 22, 2013—KNOWLEDGE CAPITAL Association and KMO Corporation (hereinafter, “KMO”) announce that they have finalized the details concerning KNOWLEDGE CAPITAL (Grand Front Osaka, Ofuka-cho 3-1, Kita-ku, Osaka City) that will open on Friday, April 26, 2013.

KNOWLEDGE CAPITAL, a core facility of Umekita Grand Front Osaka, is a multi-purpose facility designed to create new value from the fusion of human creativity and technology. It aims to create hitherto unseen products and services and tap hitherto unused human resources from the interactions of a wide variety of people, ranging from ordinary consumers to world-class technical experts, corporations, research institutes, and universities. KNOWLEDGE CAPITAL Association and KMO Corporation intend to operate the KNOWLEDGE CAPITAL facility, provide a place (the facility) and the functions (human support), and realize industry creation, cultural introductions, international exchanges, and human resources development at KNOWLEDGE CAPITAL.

KNOWLEDGE CAPITAL Association will operate the facility in an organic manner by coordinating such component facilities as Knowledge Salon, a members-only salon where people can interact, Collabo Office, small-scale offices that can be rented, Collabo Office nx, an activities base for next-generation human resources, Knowledge Office, an office space for innovation creation, Conference Rooms that can be rented for meetings, Knowledge Theater, a 381-seat multipurpose theater, KNOWLEDGE CAPITAL Congr s Convention Center, an urban-type conference facility also suitable for international conferences, The Lab., an interaction floor where people can look at, come in contact with, and discuss leading-edge technologies, and Future Life Showroom, a communication space for companies and consumers. Furthermore, the “Communicators,” namely, people who facilitate communication between participants, and between participants and visitors, will be made available with the overall aim of developing collaborations and cultivating people’s potential in order to create new stars.

**Contact Information:**

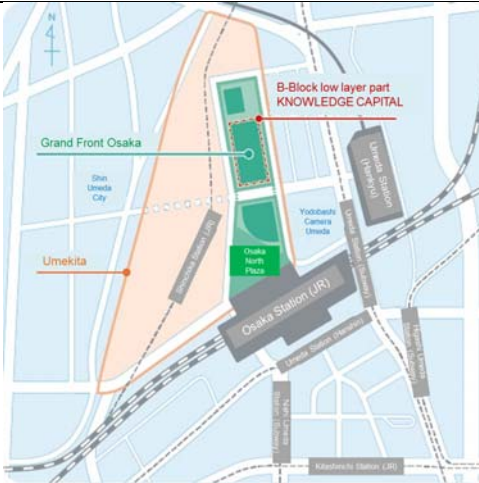
ORIX Corporation, Corporate Planning Department

Tel: +81-3-5419-5042

KNOWLEDGE CAPITAL official website

<http://kc-i.jp/en/>

## Overview of KNOWLEDGE CAPITAL

Facility name:	KNOWLEDGE CAPITAL
Operating organization:	KNOWLEDGE CAPITAL Association KMO Corporation
Opening date:	Friday, April 26, 2013
Business hours:	10:00-21:00 (Some component facilities may have differing business hours)
Fee:	Free of charge (Some component facilities are fee-based)
URL:	<a href="http://kc-i.jp/en/">http://kc-i.jp/en/</a>
Access:	<div> <p>&lt; Stations close by &gt;</p> <p>Osaka Station (JR West)</p> <p>Umeda Station (Osaka Subway Midosuji Line)</p> <p>Umeda Station (Hankyu Railway)</p> <p>Umeda Station (Hanshin Electric Railway)</p> <p>Higashi-Umeda Station (Osaka Subway Tanimachi Line)</p> <p>Nishi-Umeda Station (Osaka Subway Yotsubashi Line)</p> <p>Kitashinchi Station (JR West Tozai Line)</p> </div> 
Address:	Grand Front Osaka (North Complex)Ofuka-cho 3-1, Kita-ku, Osaka
Floors:	B2 through F8, and F10 (B-Block), and F13 (C-Block)
Total floor space:	Approx. 88,200 m <sup>2</sup>

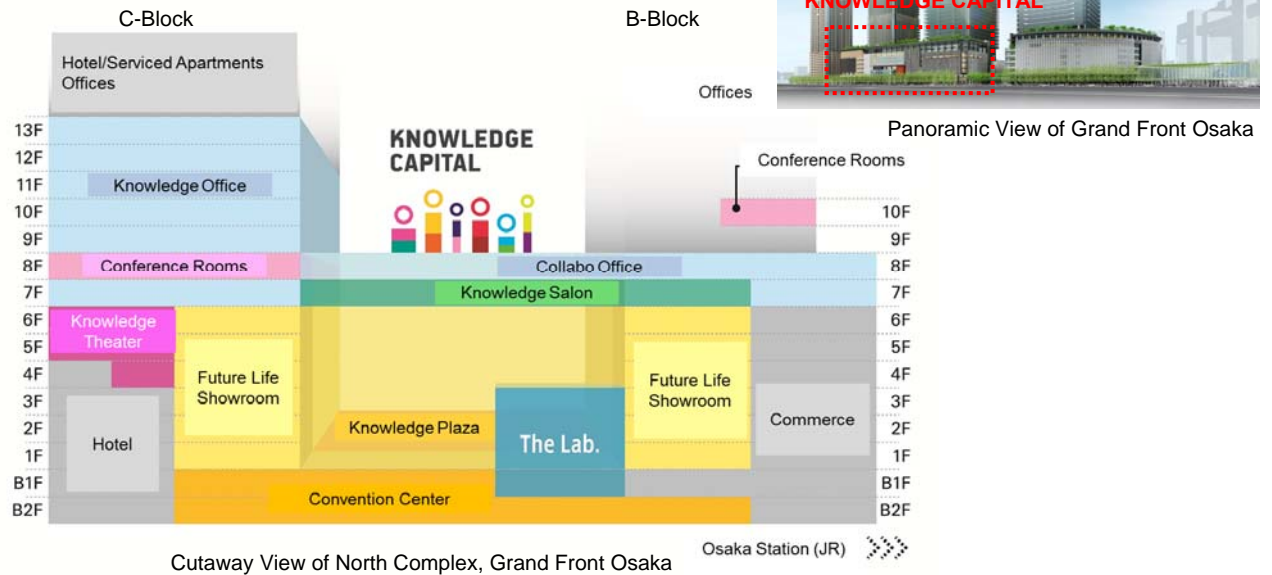
## Developers of Grand Front Osaka, Umekita Phase 1 Development Area

NTT Urban Development Corporation, Obayashi Corporation, ORIX Real Estate Corporation, KANDEN FUDOSAN CO., LTD., Nippon Steel Kowa Real Estate Co, Ltd., Sekisui House, Ltd., Takenaka Corporation, Tokyo Tatemono Co., Ltd., Nippon Tochi-Tatemono Co., Ltd., Hankyu Corporation, The Sumitomo Mitsui Trust Bank, Ltd., Mitsubishi Estate Co., Ltd.

## History

1987		In association with the Japan National Railway (JNR) privatization reform, Umeda Cargo Station site was transferred to the JNR Settlement Corporation
2004	March	Established the Osaka Station North District Urban Development Promotion Association
	July	Announced the Osaka Station North District Basic Urban Development Plan (Osaka City)
	November	Established the Osaka Station North District Urban Development Promotion Organization
2006	February	Commenced acceptance of the developer applications for the Blocks A, B and C in the Phase 1 area (Decisions in May and November 2006)
2010	March	Started construction work
2013	March	Completion
2013	April 26	Grand opening (planned)

## KNOWLEDGE CAPITAL Facilities



Knowledge Office



Knowledge Salon



Collabo Office/Collabo Office nx



Knowledge Theater



Future Life Showroom



Conference Rooms



KNOWLEDGE CAPITAL  
Congrès Convention Center



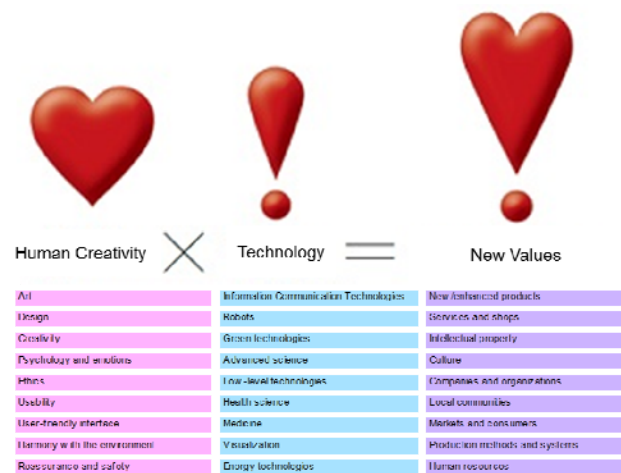
Knowledge Plaza



The Lab. The world's best  
laboratory for everyone by everyone

## Concept of KNOWLEDGE CAPITAL

KNOWLEDGE CAPITAL aims to bring together company representatives, researchers, creators, and others who share the same aspirations in order to create new intellectual values through a fusion of human creativity and technology. Acting as a participatory space for polishing mutually creative activities, KNOWLEDGE CAPITAL will facilitate the commencement of new projects through the cooperation people whose abilities transcend their fields of expertise, together with fostering the feedback of large numbers of participating members of the general public. People will be brought together, and new values will be introduced to the world and to the future that awaits us all.



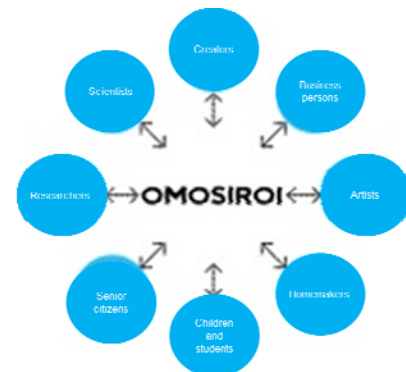
## ■ Logo Mark of KNOWLEDGE CAPITAL

The logo mark of KNOWLEDGE CAPITAL comprises an “i” suggesting the first person “I” perspective of a variety of people, together with standing for “innovation.” The fundamental value held by KNOWLEDGE CAPITAL is the worth of “people.” This then leads to innovations that are created on a stage in which the participating players consider themselves as an “i”. The logo mark encapsulates the diversity of these differing “i”s, and suggests their vibrant creative activities.



## ■ The core value of “OMOSIROI”

KNOWLEDGE CAPITAL upholds the core value of “OMOSIROI,” which both refers to the Japanese word for “interesting” and carries the additional meaning of a moment of sudden revelation or insight. The spirit of “OMOSIROI” is created by diverse people coming together and enjoying themselves, and leads on to “knowledge innovation,” namely, the creation of new value based on knowledge.



## Overseas Tie-ups and Awards

KNOWLEDGE CAPITAL is building tie-ups with overseas institutions centered on Asia, including Hong Kong Cyberport Management Company, Korea Creative Content Agency, Taipei Computer Association, and Singapore Media Development Authority. In December 2012, overseas institutions were invited to conduct events as award previews. After opening, KNOWLEDGE CAPITAL will promote the birth of new stars by developing three types of awards: international awards, KNOWLEDGE CAPITAL participator awards, and student awards.

## Entities Offering Joint Sponsorship of KNOWLEDGE CAPITAL

To sustain and develop KNOWLEDGE CAPITAL, the project is being jointly sponsored by entities from a wide variety of fields, including the social, economic, academic and scientific/technological spheres.

Osaka Prefectural Government, Osaka City, Ministry of Internal Affairs and Communications Kinki bureau of Telecommunications, Ministry of Economy, Trade and Industry Kansai Bureau of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism Kinki Regional Development Bureau Urban Renaissance Agency, Kansai Economic Federation, Kansai Association of Corporate Executives, Osaka Chamber of Commerce and Industry, Kansai-Osaka 21st Century Association, Association of Media in Digital, Osaka University, Osaka City University



## Communicators

KNOWLEDGE CAPITAL will provide specialized staff known as “knowledge communicators” (provisional name) to invigorate communication. These are core staffers for the operation, always working with an awareness of the need to realize the concept of KNOWLEDGE CAPITAL. They work across boundaries of the major component facilities to plan, develop, and conduct activities, promote collaboration, impart information, provide feedback to the visitors’ reactions and opinions, and offer guided tours. There will be a staff of about ten communicators, and they will start receiving their training programs from Professor Oriza Hirata of the Center for the Study of Communication-Design, Osaka University, Professor Nobuyuki Ueda of Doshisha Women’s College of Liberal Arts, and specialists in scientific communication, workshop design, and future centers. The communicators are being developed into key KNOWLEDGE CAPITAL workers.

## Organization’s Profile

The two operating organizations are working together closely to sustain the concept of KNOWLEDGE CAPITAL, thereby contributing to the rebuilding of the Kansai economic region from the starting point of Grand Front Osaka.

Organization name	KNOWLEDGE CAPITAL Association
Address	KNOWLEDGE CAPITAL 7F Grand Front Osaka Ofuka-cho 3-1, Kita-ku, Osaka 530-0011
Established	June 20, 2012
Board members	Representative Director Hideo Miyahara Senior Director Yutaka Mabuchi Director Hiroaki Nishina Director Soichiro Hayashi Director Yasuhiko Kumojima
Employees	KMO Corporation and 12 developers of Grand Front Osaka
Scope of business	Operate enterprises under the direct management of Knowledge Capital, establish external partnerships to contribute to the growth of Knowledge Capital, and otherwise promote public-interest initiatives.

Company name	KMO Corporation
Address	KNOWLEDGE CAPITAL 7F Grand Front Osaka Ofuka-cho 3-1, Kita-ku, Osaka 530-0011
Established	April 1, 2009
Board members	President Yutaka Mabuchi Director Hiroaki Nishina Director Soichiro Hayashi Corporate Auditor Yasuhiko Kumojima
Executive Advisor	Hideo Miyahara
Shareholders	12 developers of Grand Front Osaka
Scope of business	Facility management of KNOWLEDGE CAPITAL and business development



## Introducing KNOWLEDGE CAPITAL Facilities and Functions

### 1. Knowledge Salon

P7

A members-only salon located on the 7th floor where people from a wide range of different fields can meet and interact. An on-site salon manager provides support for project launches, introducing companies and human resources as needed, etc.

### 2. Collabo Office/Collabo Office nx

P8

The Collaboration Office (Collabo Office) is an activities base designed to facilitate collaboration among venture companies, educational and research institutes, media representatives, engineers, creators, professionals, overseas branch offices and others. It is located on the 7th and 8th floors.

### 3. Knowledge Office

P9-P11

Located on the 7th to 13th floors of C-Block, the Knowledge Office is office space where human resources, intellectual property, and information converge to allow companies, research institutes and universities to actively participate in projects involving partnerships between industry, government and academia.

### 4. Conference Rooms

P12

Conference rooms on the 10th floor of B-Block and the 8th floor of C-Block can be booked for a variety of different uses, including seminars, training, briefing sessions, testing sites, exhibitions, presentations, and parties.

### 5. Knowledge Theater

P12

Capable of seating 381 people, this multipurpose theater can accommodate everything from stage performances to business use. Located on the 4th floor, it serves as a focal point for Kansai arts and culture, as well as helps advance business.

### 6. KNOWLEDGE CAPITAL Congr s Convention Center

P12

Connected directly with Osaka Station (JR), this bona fide convention facility can host up to 3,000 participants and attendees. This facility on the B2 floor can be used for academic, business, culture and various other events.

### 7. The Lab. The world's best laboratory for everyone by everyone

P12-P15

This facility allows any visitor, young or old, to have fun looking at, touching, experiencing and talking about the latest technologies. It is located on the floors B1 to the 3rd floor.

### 8. Future Life Showroom

P16-P23

A place designed to create relationships between companies and users, by proposing futuristic ideas from various types of corporations, universities and other entities. This facility fuses the value to be gained from participation with the joy of seeing and buying goods and merchandise. It is located on floors 1 through 6.

### Opening Events

P24

The World Exhibition, a commemorative event celebrating the opening of KNOWLEDGE CAPITAL, and "Night on the Galactic Road," Beicho Ichimon-kai and Beicho Android, which feature robot performances.

## Knowledge Salon

A members-only salon where people from a wide range of different fields, including businesspeople, researchers and creators, can meet and interact. Beyond offering a comfortable and pleasant space, the salon provides support for project launches, introducing companies and human resources as needed, etc. through an on-site salon manager. The salon will stage various seminars and events sponsored by KNOWLEDGE CAPITAL and salon members in the hope of providing a place for intellectual exchange for creating new ideas by promoting the exchange of information by various people.



### ■Knowledge Salon

Location	7th Floor, KNOWLEDGE CAPITAL
Floor area	Approx. 1,200 m <sup>2</sup>
Total seating	270 seats (including 72 seats in the project rooms)
Facilities	Main lounge, cafe lounge, workspace, library, business center, project rooms (8 rooms)
Usage hours	09:00 to 23:00

### ■Membership Information

Regular member (individual/corporate)	Individual: 105,000 yen per year or 9,450 yen per month (tax incl.) Corporation: 105,000 yen per year (tax incl.)
Associate member (ticket system)* <sup>1</sup>	10,500 yen (tax incl.) (can use 5 times)
KCA member* <sup>2</sup> “KCA” stands for “Knowledge Capital Academia.”	A member: 315,000 yen per year (tax incl.) (10 registrants) B member: 105,000 yen per year (tax incl.) (2 registrants)

\*1: Only available to individuals.

\*2: For universities, research institutes, and other corporations and organizations as well as individuals working at or for such entities.

\*: In addition to membership dues, a registration fee of 10,500 yen (tax incl.) will be levied when you join.

\*: Each regular member can be accompanied by up to ten visitors.

### ■Salon Furniture

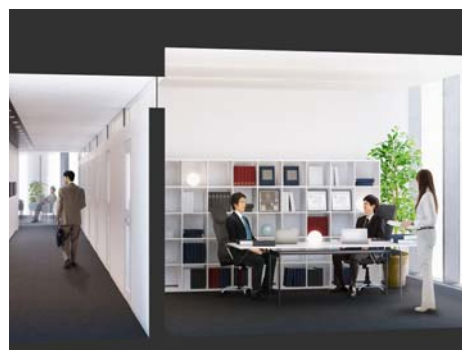
The salon offers a range of comfortable chairs for all preferences.



Knowledge Salon selected a range of furniture befitting the concept and blending design and functionality. The outstanding designs were chosen to enhance individual imagination and productivity and to serve as driving force for delivering definite business results. With an emphasis on diversity, the salon selected 26 types of chair and 7 types of table from world-renowned designers with the hope of stimulating discussions in the Knowledge Salon. It is very rare indeed to find such a variety and collection of furniture from famous designers all in one interactive space.

### Collabo Office/Collabo Office nx

The Collaboration Office is an activities base set up to facilitate not only day-to-day operations, but also to enable engagement in collaborative initiatives. Facility use is available starting from small-scale projects. Venture companies, educational and research institutes, media representatives, engineers, professionals, overseas branch offices, and experts from every conceivable field can be found here. In addition to 52 small units, there are 42 Collabo Office nx seats available for rent. The space is targeted mainly at young creators and other leaders of the future. This enables these people to have a workspace in a prime central location and to participate in various activities and collaborative efforts facilitated by the Knowledge Salon.



#### ■ Collabo Office

Location	7th and 8th Floors, KNOWLEDGE CAPITAL
Floor area (No. of units)	18.27 m <sup>2</sup> to 64.50 m <sup>2</sup> (52 units)
Contract term	3 months or more
Usage hours	24 hours a day
Address registration	Possible
Mailbox	Yes
Furniture and fixtures	Desk, chairs, storage, telephone, wired LAN (exceptions for some units)
Visitor reception	Yes
Knowledge Salon membership	Regular membership (single registration)

#### Collabo Office Tenant List

- ASICS Corporation The Research and Development Centre of ASICS
- will Co., LTD
- Envision Energy Japan
- KITAHAMA International IP Law Firm
- PricewaterhouseCoopers Kyoto
- K.S.D Certified Public Accountant's Corporation for Tax & Consulting
- Kodensha Co., Ltd.
- Konoike Research Lab., Konoike Transport Co., Ltd.
- ZEAL COSMETICS Inc.
- Sinkyone Co.,Ltd.
- Dai Nippon Printing Co., Ltd.
- IPMAX
- TCD Corporation
- Fujikin Incorporated
- Futaba business affairs Co.,Ltd.
- Fraunhofer Office for Process Engineering of Functional Materials and Robotics OPER
- LIBERA Corporation
- Leggenda Corporation K.K.

\*In no particular order. Tenants as of April 22.

#### ■Collabo Office nx

Location	8th Floor, KNOWLEDGE CAPITAL
Total number of seats	42 (including 14 reserved seats; non-reserved seats: 28)
Contract term	1 month (automatically renewed)
Usage hours	24 hours a day
Address registration	Reserved seats/possible; unreserved seats/not possible
Mailbox	Reserved seats/Yes; unreserved seats/No
Equipment	Locker (fee charged)
Knowledge Salon membership	Regular membership (single registration)

#### ■ Collabo Office/Collabo Office nx —Participation Points

- Interact with participants from different fields through the Knowledge Salon
- The convenience of having a base for business in the Kansai region and an activity base where the individuals and freelancers work
- Interact with a collection of participants intent on open innovation, and more



### 3. Knowledge Office

A base where human resources, intellectual property, and information converge to create innovation. Tenants include 19 companies, research institutes and universities actively participating in projects involving partnerships between industry, government and academia.

#### Knowledge Office Participating Tenant List (19 Tenants in All)

##### ■ Universities, Research Institutes and Government

###### Osaka City University

Osaka City University will disseminate health science research information on advanced initiatives in health maintenance and preventive medicine centered on anti-fatigue research, and create new products and services through tie-ups with other universities, research institutes and corporations. The university will also garner the understanding of citizens about the latest advances in health science research through seminars and various other events. Moreover, it will nurture young health science researchers, and develop other human resources such as coordinators for promoting industry-academia research.



###### Osaka Institute of Technology

Knowledge Office will serve as a forum for social interaction and announcing educational and research results through open courses, seminars and other events. Osaka Institute of Technology will endeavor to enhance the education of members of society as an educational and research institution of a graduate school specialized in intellectual property, and will also provide extracurricular courses for students and graduates aspiring to become patent attorneys. Knowledge Office will be used as a forum for direct dialogue with outside researchers and technicians, and for promoting industry-academia collaboration. The institute will set up a computer-based testing center, and also offer test preparation courses taught by its instructors.



###### Osaka University (Center for Environmental Innovation Design for Sustainability)

The Center for Environmental Innovation Design for Sustainability (CEIDS) carries out interdisciplinary and strategic research (Meso-level research) for wedding future design visions with various promising basic technologies, and promotes the development of people with the skills to operate in this field. At the "Regional Co-creation Lab Umekita" inside KNOWLEDGE CAPITAL, it analyzes city information needed to create towns and cities, and pursues ICT- and natural environment-based design methods, in addition to running programs for educating members of the public. CEIDS' aim is to suggest city and regional strategies for the future, as well as to grow people who can implement them.



###### Osaka University (VisLab OSAKA)

Encountering various technologies such as supercomputers, ultra-high-speed networks and design and art for bringing these closer to people are vital for making science and technologies, which are very important for our lives in the 21st century, more familiar. VisLab OSAKA was created to provide various people with this sort of encounter based on the theme of "Visualization" using the opportunity provided by KNOWLEDGE CAPITAL. Harnessing various visualization technologies and expertise, VisLab OSAKA provides services to people that need visualization, such as users of supercomputers at next-generation supercomputer facilities in Kobe and information technology service centers. It also conducts activities for fostering a "community" of people required for visualization.



###### Kansai University

Kansai University will establish the Kansai University Research Laboratory as a base for collaboration involving industry, the government and academia. The aim is to utilize a rich variety and wealth of content and advanced research seeds as a university to promote regional collaborative activities rooted in Osaka and the Kansai region, so as to come up with innovations fusing different fields for addressing various social needs. Kansai University will also participate in VisLab OSAKA and disseminate research capabilities.



**Keio University**

As the Keio Osaka City Campus, the Knowledge Office location will contribute to society and the regional community by providing open courses on business and lifelong learning. It will also conduct university entrance communications activities, including explanation meetings for unified schools, faculties and graduate schools; run symposiums, academic conferences and other events; provide forums for interaction for alumni; and conduct activities as a research and educational base (KMD media innovation base) for implementing collaboration involving industry, government and academia centered on the Graduate School of Media Design, Keio University. It also conducts other activities such as selling official Keio University goods. Furthermore, the same facility provides a large classroom with seating for approximately 130 people, medium-sized classrooms equipped with teleconferencing facilities, and spaces for panel exhibitions.

**National Institute of Information and Communications Technology (NICT)**

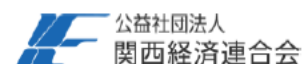
Equipped with various networking equipment and tiled displays, NICT creates a verification and testing environment for ultra-high-speed networking technologies. This testing environment is connected with research institutes in Japan and overseas via an ultra-high-speed network, as well as a 200-inch 3D display that can be viewed without special glasses on The Lab. 3rd floor. By using this testing environment, network technologies, including visualization technologies, will be tested together with universities, companies and various other institutions, and realistic content created.

**Asia Pacific Institute of Research**

This institute is a think tank established in December 2011 to make intellectual contributions to solutions for issues facing countries in the Asia-Pacific region, and to revitalize and support the sustainable development of Japan and the Asia-Pacific region. It promotes research for solving problems common to the Asia-Pacific region and for revitalizing Japan and the Kansai region. At the same time, it will regularly hold events to announce research results, symposiums, and continuous seminars, contributing in this way to the creation of intellectual value of KNOWLEDGE CAPITAL and greater activity.

**Kansai Economic Federation**

Kansai Economic Federation is promoting the Kansai Innovation International Strategic Comprehensive Special Zone as an important base for making Kansai an internationally competitive area by building a framework for spurring innovation. As the satellite office of Kansai Economic Federation, Knowledge Office will be used as a place for interaction with corporations, research institutes, universities and others for innovating. It will also be utilized as a place for disseminating the accomplishments and information of special bases, such as Keihanna Science City.

**Urban Innovation Institute Global Venture Habitat**

Urban Innovation Institute will promote exchanges and cooperation between industry, government and academia for energizing industry; conduct businesses concerned with human resource development and education and training in conjunction with industry, government and academia; and carry out business related to investigative research and activity support for creating more vibrant cities. Through these and other activities, it will help to vitalize the Kansai region and Osaka.

**Osaka City (Osaka Innovation Hub)**

The Osaka Innovation Hub will establish a global innovation base. It will take full advantage of the potential of Osaka and the Kansai region to attract human resources, information and funding from within Japan and overseas. This hub will also run international promotions for creating global business networks, foster open innovation and conduct other activities for creating and supporting projects that yield new products and services.

**■ Corporations****Insight Technology, Inc.**

Insight Technology boasts a showroom for experiencing Insight Qube®, a database machine that achieves one of the highest processing speeds in the world using state-of-the-art commodity parts. By combining Insight Technology's database and hardware expertise, the company will propose database-centric solutions such as for data migration, permanent storage, developing data and cutting analysis time. What's more, from May 29 to May 31, 2013 it will hold its first "db tech showcase" in Osaka. "db tech showcase" is Japan's largest database conference.



<p><b>NTT SMARTCONNECT CORPORATION</b></p> <p>NTT SMARTCONNECT provides Internet platform services that are used by many customers from one of Western Japan's largest Internet data centers. These services include the hosting business, integrated cloud business and the streaming business. Through the provision of these safe and reliable services, which also give consideration to the environment, as well as constant adoption of the latest technologies, NTT SMARTCONNECT is helping all of us live "smart."</p>	
<p><b>Osaka Gas Co., Ltd.</b></p> <p>"The Research Institute for Attraction of Cities" of Osaka Gas' Research Institute for Energy, Culture and Life will hold seminars, workshops, symposiums and other events with the aims of disseminating information about the city culture and the appeal of the Kansai region as well as promote exchanges. It will be used as a base for creating and announcing new plans such as The Storyteller of Naniwa, and Histoire, a radio-based drama and recitation play series.</p>	
<p><b>KOKUYO FURNITURE Co., Ltd.</b></p> <p>A member of the KOKUYO Group, KOKUYO FURNITURE plans to set up an office base in KNOWLEDGE CAPITAL within GRAND FRONT OSAKA in Umekita, Osaka, for proposing cutting-edge office spaces and working styles. It will also establish a showroom mainly for showcasing furniture and other products. The company will use KNOWLEDGE CAPITAL as a forum for proposing easy-to-work spaces and easy-to-use furniture.</p>	
<p><b>Congress Corporation</b></p> <p>Congress Corporation is responsible for the convention function of KNOWLEDGE CAPITAL for the exchange of people and knowledge at the KNOWLEDGE CAPITAL Congr�s Convention Center, which is capable of hosting international events of up to 3,000 people. With a base also in the Knowledge Office, we will help to disseminate information to the world. Leveraging the strengths inherent in our know-how and relationships gained from managing conventions such as the G8 Hokkaido Toyako Summit, and the Annual Meetings of the International Monetary Fund (IMF) and the World Bank Group, we will support international meetings, academic conferences, exhibitions and various other needs, as we seek to be a new urban-type conference facility. In this way, we will contribute to the advancement of science, academia and business.</p>	
<p><b>Boehringer Ingelheim Japan, Inc.</b></p> <p>The Boehringer Ingelheim Group is a pharmaceutical company headquartered in Germany. Since its establishment in 1885, it has focused on R&amp;D, manufacturing and sales and marketing of novel pharmaceuticals, while leveraging a distinctive corporate model of not going public. In Japan, under holding company Boehringer Ingelheim Japan, it will endeavor to quickly deliver innovative pharmaceuticals to as many people as possible using KNOWLEDGE CAPITAL as a base in Osaka.</p>	
<p><b>Panasonic Corporation</b></p> <p>Panasonic will use KNOWLEDGE CAPITAL as a base for researching global lifestyles and gathering consumer information. It aims to create new value for customers through the exchange of information on overseas lifestyles, and interaction with different businesses at KNOWLEDGE CAPITAL.</p>	
<p><b>Fujikin Incorporated</b></p> <p>Fujikin and Fujikin Soft Co., Ltd. intend to contribute not only to Japan but also to global society going forward from an office in KNOWLEDGE CAPITAL with a heavy focus on R&amp;D. This will be achieved by exhibiting proprietary flow control technologies and products, sturgeon cultivation technologies and other technologies; conducting research and development on next-generation fluid dynamics control equipment and telemedicine diagnosis software; and creating and exchanging intellectual property.</p>	

\*In no particular order.

#### ■ Knowledge Office—Participation Points

- Collaborate on activities at a hub for industry, government and academia
- Conduct human resource development programs, public seminars and other events at a highly convenient location
- Create innovation through collaboration with corporations, groups and people in other fields
- Make effective use of various facilities in KNOWLEDGE CAPITAL, and more

#### 4. Conference Rooms

Conference rooms can be booked for a variety of uses, including seminars, training, briefing sessions, testing sites, exhibitions, presentations, and parties in two locations, namely B-Block and C-Block. Conference rooms can be used on a stand-alone basis or by being coupled with the Knowledge Theater, the Event Lab, the Convention Center or other facilities to host larger events.



##### ■Conference Rooms Facility Outline

	Conference Rooms B-Block	Conference Rooms C-Block
Location	10th Floor, B-Block	8th Floor, C-Block
Rooms and floor area	8 conference rooms, 19 m <sup>2</sup> to 192 m <sup>2</sup> (up to 285 m <sup>2</sup> when rooms are linked together)	7 conference rooms, 114 m <sup>2</sup> to 183 m <sup>2</sup> (up to 338 m <sup>2</sup> when rooms are linked together)

#### 5. Knowledge Theater

This multipurpose theater can accommodate everything from stage performances to business use. It will serve as a focal point for Kansai arts and culture, as well as advancing business, by hosting theater and other entertainment, new product launches, business seminars and other events. Knowledge Theater will open with a world-premiere performance of a robot-based stage adaptation of “Night on the Galactic Road” written by playwright and Osaka University professor Oriza Hirata. In addition, there will be a performance of Beicho Ichimon-kai, a traditional Japanese comic story-telling event by Beicho Ichimon and also featuring an android modeled on living national treasure Katsura Beicho.



##### ■Knowledge Theater Facility Outline

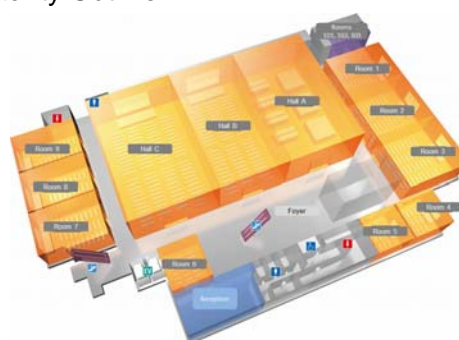
Location	4th Floor, KNOWLEDGE CAPITAL	
Seating	381 seats (208 electric moveable seats, 42 fixed seats, and 131 moveable chairs)	
Facilities and floor area	Stage: 168 m <sup>2</sup> Hall: Seating area/ 261 m <sup>2</sup> Foyer: 318 m <sup>2</sup> (adjacent to pantry) Rehearsal room: 133 m <sup>2</sup> Dressing rooms: Large rooms/34 m <sup>2</sup> x 2 rooms, Small rooms/11 m <sup>2</sup> x 2 rooms	

#### 6. KNOWLEDGE CAPITAL Congr s Convention Center

Connected directly with Osaka Station (JR), this bona fide convention facility can host up to 3,000 participants and attendees. The main hall with its 1,700 m<sup>2</sup> of floor space is one of the largest in Umeda. This facility also boasts 9 conference rooms and the latest facilities and equipment, enabling it to host everything from arts and cultural to academic and business events. All in all, this facility is the next step in convention centers, with the capacity to host international conferences. It will open for general use on May 17, 2013 and looks certain to play host to a diverse array of events.

##### ■KNOWLEDGE CAPITAL Congr s Convention Center Facility Outline

Location	B2 Floor, KNOWLEDGE CAPITAL
Main Hall	Approx. 1,700 m <sup>2</sup> (ceiling height of 7.2 meters) *Can be partitioned into 2 or 3 sections
Conference rooms	9 rooms/Approx. 70 m <sup>2</sup> to approx. 230 m <sup>2</sup>
Seating capacity	Approx. 3,000
Operator	Congress Corporation





## 7. The Lab. The world's best laboratory for everyone by everyone

This is a place where visitors young and old can encounter the latest technologies gathered in KNOWLEDGE CAPITAL. This facility features exhibits from companies, research institutes and universities, with the aim of being number one with visitors. On the 2nd and 3rd floors, visitors will find Active Lab. with exhibits of prototypes and activities at the development stage. On the 1st floor is Cafe Lab., a cafeteria designed for discussions and interactions. And on B1 is Event Lab., an event space that will be used for events, exhibitions and other uses.



### ■ Active Lab.—2<sup>nd</sup> and 3<sup>rd</sup> Floor

A total of 15 companies, research institutes, universities and other entities are participating in Active Lab., where they will showcase prototypes and activities at the development stage, including technologies, products and services. Visitors will also have the opportunity to propose new ideas to co-create new value with participants. Exhibitors will conduct outreach activities (publicizing research results), verification testing, promotions, business opportunity creation, collaboration and other initiatives. Meanwhile, visitors can have fun looking at, touching, experiencing and talking about the amazing new technologies. As a special exhibition to mark the opening of KNOWLEDGE CAPITAL, The Lab. will display the Beicho Android, a human-like robot that fuses the latest science and technologies and traditional culture to closely resemble living national treasure Katsura Beicho.

### Active Studio

This adjoining space will host workshops, presentations, seminars and other events. From May 3, 2013, Active Studio will host CAMP X KNOWLEDGE CAPITAL Children's Workshop once a month on every second Sunday in a joint undertaking with SCSK Corporation.



### ■ Cafe Lab.—1<sup>st</sup> Floor

KNOWLEDGE CAPITAL, PRONTO Corporation and Dai Nippon Printing Co., Ltd. have teamed up to create a café designed to facilitate communication. Leveraging the information and communication functions of the whole of KNOWLEDGE CAPITAL, the café will organically link the city, region, companies, industries, culture, the arts and technologies.



While enjoying a quality menu of food and beverage items, visitors can use the electronic terminals on the tables to view content available only in the café and learn new things and make new discoveries from the range of books on the bookshelves. Moreover, various workshops designed to facilitate fun learning through discussion and experience should ignite any visitor's intellectual curiosity.

### ■ Event Lab.—B1 Floor

The event floor will introduce the latest technologies, novel designs, and outstanding works of art through independent events that transmit the concept of KNOWLEDGE CAPITAL as well as private exhibitions, events, and planned exhibitions and expositions. Event Lab. will also host The World Exhibition, a commemorative event to celebrate the opening of KNOWLEDGE CAPITAL.



**Active Lab. Participant List (15 Participants)**
**Vstone Co., Ltd.**

Robots harbor unlimited potential. Vstone, which has developed many robots for the research, education, hobby and entertainment fields, will propose new ways of using robots.


**WESTUNITIS CO., LTD.**

WESTUNITIS is the only company in Osaka that develops Japan-first wearable computers and augmented reality technologies specifically for the B2B field. In fact, the company has 10 years' experience developing wearable computing systems and 8 years' experience developing augmented reality systems for industry. WESTUNITIS will draw on this experience to exhibit systems based on head-mounted displays (HMDs) and proprietary sensors that visitors can experience. Beyond that, it plans to showcase new systems every month. Exhibits will include the company's history developing HMDs, and the latest HMDs and novel systems and equipment. The exhibits are designed to be easy to understand for everyone, whether you are knowledgeable in the field or not.


**GREENLORD MOTORS Co., Ltd.**

GREENLORD MOTORS has reinvented the traditional sports car as an electric vehicle incorporating the latest technologies. Concurrent with the opening of KNOWLEDGE CAPITAL, GREENLORD MOTORS will publically unveil this car worldwide and begin accepting advance orders. At The Lab. the company will also propose an entirely new paradigm for the manufacturing industry.


**Konoike Research Lab., Konoike Transport Co., Ltd.**

This laboratory is conducting research activities for providing high-value-added services friendly to people and the environment in order to address problems in the logistics industry. Together with Muscle Corporation, which is also a participant in The Lab., the laboratory will exhibit some of its research aimed at replacing and saving human labor with human-controlled robots under the theme of technology that is kind to people. Visitors can experience the entirely new sensation of feeling the force applied to the tip of the robot arm through the controls.


**National Institute of Information and Communications Technology (NICT)**

Using a 200-inch 3D display that can be viewed without special glasses and ultra-high-speed network (JGN-X), NICT will conduct verification testing of ultra-realistic communications technology and network technologies. Visitors can view highly realistic content developed in association with universities, companies and other institutions.


**Digital Fashion Limited**

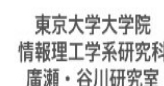
Digital Fashion aims to research and develop the most advanced digital fashion technologies in the world and create a base for communication. Active Lab. will serve as a base for research and development incorporating conventional fashion and digital technologies and for showcasing 3D-based apparel creation, and, at the same time, develop people who can use this technology. With the cooperation of various brands and retailers, the company will exhibit the latest fashion using Active Lab. as a place for promoting futuristic apparel. It will create fashion on demand through a process that starts with measuring body dimensions with a 3D scanner, and then designing apparel with 3D software, which feeds into computer-aided design (CAD) and then the production process.


**Information Services International-Dentsu, Ltd. (ISID) (Open Innovation Laboratory)**

ISID's Open Innovation Laboratory has introduced "+fooop!," a real space IT platform used throughout GRAND FRONT OSAKA to add human warmth to content provided by the city. For instance, it gives consideration to compatibility with other people (social graph) and the weather (city environment), as well as taking personal attributes into consideration. It emphasizes the value of experiences that you cannot enjoy on the Internet and can only enjoy in real spaces. The Open Innovation Laboratory assembles leading technologies and talent from around the world to connect sensations and technologies with design considerations unique to the Dentsu Group.


**Cyber Interface Lab., The University of Tokyo**

We conduct research into cybernetics and interface technologies based on virtual reality technologies. Our Sharelog 3D exhibit showcases digital public artworks created using this sort of virtual reality technology. When visitors swipe the IC cards that use for transport services every day, their past movement history will be displayed on a screen. Visitors will have fun experiencing what it is like to look at their movements from this objective, overarching perspective.



<p><b>BAIKA Women's University</b></p> <p>BAIKA Women's University will provide educational and research intellectual property accumulated over many years in an easy to understand manner, as well as hold exhibitions and workshops with importance placed on communication. The university also aims to promote knowledge-building activities involving cooperation among industry, government and academia. We hope to develop various forms of collaboration and provide a place that can display the high sensitivity of a women's university. We will provide a warm and relaxing space that strikes the right chord.</p>	
<p><b>TOPPAN PRINTING CO., LTD.</b></p> <p>TOPPAN PRINTING will communicate initiatives involving digital cultural assets using virtual reality technologies. In particular, we will propose "View Paint," a computer graphics technology that was used for the 3D rendering of The Milkmaid by artist Johannes Vermeer as a new method for appreciating paintings. TOPPAN PRINTING will promote the creation of new value by using its accumulated printing technologies and fusing sensitivity and technology.</p>	
<p><b>NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT)</b></p> <p>NTT is conducting research and development for creating innovative ICT services, with the aim of being customers' longtime "value partner." Through interactive exhibits using video, sound and other technologies, NTT will allow visitors to experience its leading-edge technologies and see how it is connecting various services and connecting customers and services.</p>	
<p><b>VisLab Osaka</b></p> <p>VisLab Osaka is a group of experts in information and communications technologies. It uses ultra-high-speed networks and supercomputers through partnerships with various people in industry, government and academia, with the goal of virtualizing data. Harnessing ICT for simulations and other purposes, VisLab Osaka delivers information on the latest scientific and technological advances in an easy to understand way.</p>	
<p><b>Muscle Corporation</b></p> <p>Muscle Corp. has supported major industrial equipment manufacturers as a maker of hi-tech control equipment. It developed and displayed the "YUME ROBO" at the Japan Industry Pavilion at Shanghai Expo 2010. Leveraging this success, Muscle Corp. is determined to make inroads into the service robot field by utilizing its storehouse of proprietary technologies. Firstly, Muscle Corp. is developing robots to support the medical and nursing care fields in Japan, where the population is aging faster than anywhere in the world. Muscle Corp. aims to develop products that better meet needs and demands based on information gleaned from feedback from people who experience its robot concepts at Active Lab.</p>	
<p><b>MIKI GAKKI</b></p> <p>Founded in Senba, Osaka, in 1825, MIKI GAKKI is Japan's oldest musical instrument store. Drawing on a network with companies in the music industry formed over many years, MIKI GAKKI will introduce the latest sound technologies and the various worlds created by music. Furthermore, the company will provide a place for disseminating new value in sound and music through collaboration with companies, research institutes, universities and creators assembled at KNOWLEDGE CAPITAL and visitors. We look forward to seeing you.</p>	
<p><b>Mitsubishi Electric Corporation</b></p> <p>Mitsubishi Electric manufactures a comprehensive spectrum of electrical and electronic equipment in a wide range of fields from household appliances to social infrastructure and aerospace. The company has installed Aurora Vision OLEDs, large organic EL displays for which it is well known. The company will use an impressive 155-inch screen with a wide viewing angle and high luminosity and picture quality only possible with OLEDs to introduce its latest technologies and products for creating a rich society and lifestyles.</p>	

\*In no particular order.

■ **The Lab. The world's best laboratory for everyone by everyone—Participation Points**

- Create business opportunities and cultivate new collaboration partners
- Conduct outreach activities for publicizing research achievements
- Obtain feedback from general users
- Conduct promotion and marketing activities
- Utilize the facility as a verification and testing environment, and more

## 8. Future Life Showroom

Located on the first to sixth floors centered on Knowledge Plaza, the Future Life Showroom enables a variety of companies and universities to propose futuristic ideas, and enables them to communicate with consumers. The 21 participating tenants comprise not only stores for making purchases and showrooms with items to be looked at, but venues providing experiences to stimulate visitors, including lifestyle proposals, discoveries and study opportunities. A special feature of KNOWLEDGE CAPITAL is that it emphasizes “participation,” holding many activities throughout the year in which visitors can join in, including workshops, events, and seminars. The Future Life Showroom co-creates new value while it nurtures a bi-directional relationship with companies and consumers.

### ■ Future Life Showroom

6F	Fish farmed by Kinki University and the natural riches of the Kishu Region	Kinki University Fisheries Restaurant
	Power spot for food, beauty and health	Smart Camp ROHTO Pharmaceutical Co., Ltd. •Seasonal vegetables •Seasonal vegetables city farm •HOLISTIC LAB
	YCH Medical Salon	Umekita Clinic of Japan Mission in mission partnership with Presbyterian Church (U.S.A.) Yodogawa Christian Hospital
	Climbing gym	GRAVITY RESEARCH MEDIA
5F	Kitchen & furniture; interior shop + plus	Housing Design Center Osaka <b>Kitchen showroom</b> •WOODONE PLAZA OSAKA •Sanwa company OSAKA SHOWROOM •Takara Osaka Housing Design Center showroom •Yamaha Living Osaka showroom <b>Tableware</b> •SOHBI <b>Furniture &amp; interior</b> •Qualité Style •JUST CURTAIN •SCANTEAK •Daniel Osaka <b>Event space</b> •C terrace
	Urban outdoor rink	KOJITUSANSO
	Sweets gallery & school	Sweets Lab. Produced by Otemae Univ.
	Living things—things for living	SEKISUI HOUSE SUMUFUMULAB
4F	Showroom for heat and air	DAIKIN SOLUTION PLAZA fuha:OSAKA
	A new paradigm for sports and science	ASICS STORE OSAKA
	Indoor play space for children accompanied by parents, and toys from around the world	BorneLund ASOBI NO SEKAI
	Showroom for consumers and customers	COCA-COLA WEST Happiness Lab
3F	A place to experience the “facts” of energy	enellege
	Mobile carrier store	au OSAKA
	Event, café & present lab	Urge
2F	Mobile carrier store	SoftBank Shop
		SUNTORY WHISKY HOUSE



1F	Gallery: interior goods made of whisky barrel materials	•Whisky Gallery: Whisky barrel story
	Restaurant	•Whisky Dining WWW.W ("Four W")
	Bar	•Whisky Bottle Bar DEN Osaka
	Sandwich store with adjoining vegetable factory	SUBWAY YA-SAI LAB
	Casual dining & store operated by wine producer	World Wine Bar by Pieroth
	Mobile carrier store	docomo OSAKA (docomo shop Grand Front Osaka)
	Smartphone accessory store	AppBank Store
		Mercedes-Benz Connection
	Automotive gallery	•Mercedes-Benz Connection Gallery
	Café	•DOWNSTAIRS COFFEE

## Future Life Showroom Participating Tenants (21 Participants)

### **docomo OSAKA (docomo shop Grand Front Osaka) (ITC NETWORKS CORPORATION)**

A docomo shop will be opened in KNOWLEDGE CAPITAL, the core facility of Grand Front Osaka. Positioned as the flagship docomo shop for promoting the docomo brand in the Kansai region, the shop features showroom functions that bring together all of NTT DOCOMO's latest models, so that visitors can experience cutting-edge functions and services to the fullest extent. The shop is staffed with people who can propose products and services that fit each customer's lifestyle, and stands ready to assist visitors as an easily accessible source of information.



### **ASICS STORE OSAKA (ASICS Corporation)**

Running is highly popular because runners can enjoy becoming fully absorbed in the activity, whether they are running at their own pace along their usual path, or are trying to overcome a challenging course in the quest to run farther and faster. ASICS STORE OSAKA provides personalized services for every runner. It is equipped with a running lab that scientifically analyzes each individual's running ability. The FOOT-ID system has also been installed to analyze foot movements during running by taking three-dimensional measurements of the shape of feet. ASICS STORE OSAKA proposes advanced running styles to runners who continue to follow their own paths.



### **Urge-event • cafe & present labo (Urge Co., Ltd.)**

Guided by the concept of setting new trends from the Kansai region, this facility provides the following three "stages" in one location: (1) The event stage is available for concerts, hobbies and interests, corporate parties and other functions. (2) The café "stage" is a café with a seating capacity of 100 surrounding the event stage. Visitors can enjoy the changing facets of this area according to the time of day, from lunch time to café time and then café & bar time, while enjoying the event stage as well. Urge is the only venue of its kind in the Kansai region to fuse such a café with events. (3) The present stage features products that help gift givers to express how interesting, fun, and admirable they think the recipients are, based on the theme of a present. Urge's present corner conducts research into the theme of how people can express their "hearts" through gifts.



### **AppBank Store (AppBank)**

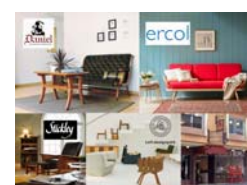
The AppBank Store offers a comprehensive range of smartphone accessories, including iPhone cases and iPhone accessories, peripheral devices, headphones, speakers and smartphone goods. Of course, the store also carries an extensive range of iPad products. Customers are sure to find a product that suits their tastes, as they are able to actually touch and check out many different cases inside the store. Besides cases, customers can actually try out touch pens to see how easy they are to use. In these ways, the store offers many ways for customers to try out merchandise first hand.



## Housing Design Center Osaka (ABC Development Corporation)

The main concept of Housing Design Center (HDC) Osaka is “KDL-terior,” which refers to a new proposal for home lifestyle settings expanding outward from the kitchen. The center comprises four showrooms centered on state-of-the-art kitchens; five shops including some that are opening for the first time in the Kansai region; and C terrace, an event space with an adjoining kitchen.

- ~ **WOODONE PLAZA OSAKA** / This facility offers a full range of products that allow total coordination of the home using natural materials for everything from interior building materials to system kitchens. Through mock-up rooms for newly built and renovated homes, visitors can appreciate first-hand the warm qualities of natural materials by touching them and walking barefoot over them.
- ~ **Sanwa company OSAKA SHOWROOM** / Based on the concept of SANWA MUSEE, the new OSAKA SHOWROOM displays an extensive range of items, such as original kitchens and sinks, as well as tiles, flooring and other fixtures selected from around the world. It proposes ways to develop the ideal home through comfortable living spaces.
- ~ **Takara Osaka Housing Design Center showroom** / This showroom has a full lineup of state-of-the-art sink and bathroom fixtures made from sturdy and long-lasting materials centered on high-quality enamel, which always remains aesthetically pleasing. Takara Standard presents comfortable lifestyles from the standpoint of a comprehensive manufacturer of sink and bathroom fixtures.
- ~ **Yamaha Living Osaka showroom** / Showrooms expand visitors' conceptions of their lifestyles, besides allowing them to confirm the user-friendliness of various items on display as a matter of course. From many color choices, such as fukamurasaki (“deep purple”), visitors can find the color that is best suited to their preferences and that matches the interior of their homes, in order to create comfortable kitchens.
- ~ **Qualité Style Osaka Umeda Store** / Style Proposer, an operator of nine showroom stores across Japan, has opened its first high-grade shop called Qualité Style. The shop offers furniture featuring a range of new colors and materials such as genuine leather in a wealth of variations, and stands ready to propose refined living spaces filled with originality.
- ~ **Just Curtain Osaka Umeda Store** / This shop is directly operated by one of Japan's largest garment factories. Premium order-made curtains of the highest quality are offered at impressive prices. Customers can choose the curtains they like according to their budget, from curtains evoking traditional design motifs to modern designs, including those made of fabrics imported directly from countries worldwide.
- ~ **SCANTEAK Osaka HDC Store** / SCANTEAK is an international teak furniture brand with more than 100 stores worldwide. The product mix consists of luxury furniture made of teak, a premium furniture material, designed in a simple Scandinavian style. The store's showroom is divided by theme such as bedroom and living room, allowing customers to imagine their own homes as they leisurely stroll through the showroom and choose their furniture.
- ~ **SOHBI HDC Osaka Umeda Store** / The SOHBI store specializes in imported Western tableware, providing total coordination of Europe's finest brands of Western tableware at a reasonable price. SOHBI has highly knowledgeable staff members who can carefully propose everything from how to choose Western tableware to how to use each of these items, as services befitting a specialty store.
- ~ **Daniel Osaka** / Daniel Osaka is the first Daniel Showroom to open in the Kansai region. Daniel is an original furniture brand that has developed over the years in the Yokohama Motomachi district, the origin of Western furniture in Japan. In addition to the UK furniture brand ercol, Daniel Osaka introduces “home furniture with authentic value” that has been endeared by generations of people around the world.
- ~ **C terrace** / C terrace is a place of new discovery, learning and encounters. Emphasizing participation and experience, events are centered on dietary life but also encompass a range of topics from beauty and health to housing and real estate. Through these events, C terrace will propose futuristic home living styles.



**Sweets Lab. Produced by Otemae Univ.  
Otemae Educational Corporation**

Otemae Educational Corporation has set up a facility for disseminating information on sweets, as part of its efforts to develop the Otemae Sweets Project through confectionery education at Otemae University, as well as junior colleges and vocational schools. The facility has a laboratory where visitors can obtain advanced skills in preparing confectionery; a gallery, where people can gather the latest information on sweets; and a studio that provides a place of learning and interaction as only an educational institution can offer. Sweets Lab. will fulfill the public's appetite for knowledge through confectionery science, a broad academic field that encompasses not only culinary taste but also history, technology, science and management.



**Enellege  
(The Kansai Electric Group)**

The facility allows the whole family, including children, to have fun while learning about the “facts” of energy and its connection with daily life through hands-on experience. There is an exhibition space where people can learn first-hand about the workings of energy, and a workshop space where classes on science experiments and a variety of seminars are held. The facility will supply information on energy, which people do not often think about in the course of daily life, and propose ways of leading enriched lifestyles by conserving energy. In these and other ways, Enellege will help visitors to lead more fulfilling daily lives.



**Kinki University Fisheries Restaurant  
Fish farmed by Kinki University and the natural riches  
of the Kishu region  
(A-marine Kindai Co., Ltd. (a business venture  
created by Kinki University))**

The Kinki University Fisheries Restaurant is a specialty restaurant serving dishes prepared directly from safe, reliable and delicious farmed fish, including Kindai maguro (“Kinki University Tuna”). Kindai maguro has been cultivated through research and development efforts over many years. The restaurant also puts emphasis on using food ingredients produced in Wakayama Prefecture, the home of Kinki University Fisheries. In addition, the restaurant will work to increase public understanding of farmed fish and conduct activities designed to convey the many and varied research achievements of Kinki University. At the same time, the restaurant aims to use this venue as a platform for education, based on the principle of “practical education” — the founding philosophy of Kinki University. Visitors are sure to enjoy savoring Kinki University's research achievements to their heart's content.



**au OSAKA  
(KDDI CORPORATION)**

KDDI will open au OSAKA, its first directly operated store in the Kansai area. au OSAKA has a showroom where visitors can get a close up look at the latest products and services as well as a reception desk to complete various procedures and field consultations. The shop will propose solutions that give customers a “new freedom” where they can choose and access any kind of product or service at an inexpensive rate without being tied to a specific device or network. au OSAKA stands ready to serve all visitors.





## **KOJITUSANSO Grand Front Osaka Store**

### **GRAVITY RESEARCH UMEDA**

**(KOJITUSANSO CO., Ltd.)**

Established in 1924, Kojitusanso is Japan's oldest outdoor goods specialty store and is popular with customers. With supplies for all manner of outdoor activities from day walking, climbing Mt. Fuji, and trekking through the alps, to river climbing, general climbing, and bouldering, we aim to keep mountaineering enthusiasts safe and comfortable in the outdoors. We have also launched a climbing gym called Gravity Research in the Future Life Showroom. At the Kojitusanso Mountaineering School, students learn correct mountaineering techniques through both theory and practical sessions. We then introduce them to mountain climbing tours in all seasons where they can use their newly improved skills.



## **Coca-Cola West Happiness Lab**

**(COCA-COLA WEST COMPANY, LIMITED)**

Coca-Cola West Happiness Lab is a special showroom offering a chance to try Coca-Cola products and receive promotional information. Our goal is to bring a moment of happiness to all our visitors. We also provide information on new seasonal topics. Our first offering is the Share a Coke & a Song campaign. Visitors can also learn about the long and interesting history of Coca-Cola, which stretches back over 125 years.



## **SUNTORY WHISKY HOUSE**

**(Suntory Liquors Limited)**

Here in Osaka, the homeland of Japanese whisky and the site of the Yamazaki Distillery, Suntory Liquors presents SUNTORY WHISKY HOUSE, a multi-purpose facility in the Future Life Showroom where visitors can learn about and enjoy the finest whisky. Based on the concept of a rich lifestyle enjoyed with whisky, the showroom will propose new styles for this classic drink.



## **SEKISUI HOUSE SUMUFUMULAB**

**(Sekisui House, Ltd.)**

SUMUFUMULAB is a new forum for discovering and co-creating new ways of living under the theme "Make your life where you live." Our goal is to enrich people's lives by making them value their time at home. Here in the Future Life Showroom we present exhibits on the themes of "Family Style," "Comfort Style," and "Living Style." Visitors can relax and feed their minds with new and interesting information in the café space, before moving into the "Dialog in the Dark" feature to sharpen their senses as they experience a living space in the absence of light.



### **SoftBank Shop Grand Front Osaka (SoftBank Mobile Corp.)**

SoftBank Mobile presents SoftBank Grand Front Osaka, the largest shop of its kind in the Kansai area. Here in the new knowledge-based value creation center of the KNOWLEDGE CAPITAL multiplex, SoftBank Mobile offers visitors the opportunity to enjoy trying out state-of-the-art services, sophisticated hospitality, as well as fun and surprises. As a flagship store, SoftBank Grand Front Osaka is also a key promotion base for the SoftBank brand.



### **DAIKIN SOLUTION PLAZA fuha:OSAKA (Daikin Industries, Ltd.)**

This showroom allows visitors young and old to explore the science of “air.” Through fuha: Osaka, Daikin Industries joins visitors in learning about the science of “air” and “heat.” The showroom is divided into three zones: the “Learn about Air” zone, where we consider the optimal type of air for each individual; the “Residential Solutions Zone,” where we propose energy conservation and comfort solutions tailored to various lifestyles; and the “Commercial Solutions Zone” which shows how we address a diverse spectrum of needs by business sector and application. fuha: Osaka will present new lifestyle propositions by giving visitors a first-hand look at the science of air.



### **SUBWAY YA-SAI LAB (SUBWAY JAPAN,INC.)**

SUBWAY® boasts the largest number of restaurants of any chain in the world. Here at the Future Life Showroom, we offer visitors an insight into our popular made-to-order sandwich service at our restaurant with its own on-site vegetable factory. This vegetable factory is a little different in that it has been designed to integrate with the restaurant like furniture. The conventional open-field method of horticulture is represented in the digital signage of the restaurant, while the plant factory, which incorporates the latest technologies and cultivation methods, gives visitors a glimpse of what horticulture may look like in the near future.



### **World Wine Bar by Pieroth (Pieroth Japan K.K.)**

With a history of German wine production stretching back over three centuries, the Pieroth wine bar presents a casual dining experience that offers visitors an opportunity to shop too. The bar caters for everyone with a fine range of coffees and soft drinks as well. Come and discover the world through wine. As a wine producer itself, Pieroth offers a full selection of fine wines from a select network of independent winemakers.



### **BorneLund ASOBI NO SEKAI (BORNELUND INC)**

This multipurpose facility offers both Kid Kid, an indoor play space where children accompanied by their parents can play using all aspects of their emotions, thinking and physical movement, and toys from shops around the world. ASOBI NO SEKAI supports child-raising by proposing a way of bringing up children that while being more enjoyable for the adults at the same time enables their children to grow through the excitement of play. In addition to an excellent lineup of play activities and products, the facility holds seminars and workshops and is both a flagship venue of its kind in western Japan and a state-of-the-art showroom for corporate customers.



### **Mercedes-Benz Connection (Mercedes-Benz Japan Co., Ltd.)**

Located on the first floor of KNOWLEDGE CAPITAL, this outlet provides a hands-on experience that combines a café and cars. The word “connection” is used in the name with the aim of enabling many visitors to get to know this brand of cars in a relaxed manner. Comfortably dropping by the DOWNSTAIRS COFFEE café, visitors can eat something nourishing or just have a genuine coffee, perhaps appreciating the beauty of world champion Hiroshi Sawada’s latte art, which involves pouring milk into coffee and creating a pattern on the surface. In the gallery space exhibiting the latest Mercedes models, a visitor can use the “trial cruise” program to experience taking one for a test drive. Going forward, the outlet will act as a base for disseminating all sorts of information related to Mercedes-Benz.



### **Umekita Clinic of Japan Mission in mission partnership with Presbyterian Church (U.S.A.) Yodogawa Christian Hospital (Yodogawa Christian Hospital)**

This clinic provides comprehensive medical checkups in the form of detailed examinations centered on cancer prevention, focusing on precautionary checkups to prevent one becoming ill rather than finding a hospital after an illness diagnosis. Over the course of a year, patients are provided with health management and support plans that are tailored to their individual health needs. If it becomes necessary to visit a hospital for treatment or even go into hospital, patients can feel reassured that they will receive the full support of the Yodogawa Christian Hospital Group. Please think of the clinic checkup as one that possesses all the features of a hospital examination, namely, a hospital checkup. It could be said, the Umekita Clinic is no less than your “court physician.”



### **Smart Camp Umekita (ROHTO Pharmaceutical Co., Ltd.)**

This venue can be thought of as a power spot that brings together people and the food, beauty and health of the future. At its heart are the Shunkoku Shunsai (seasonal vegetables) restaurant that fuses offerings from Japan's master chef of French cuisine Kiyomi Mikuni and ROHTO's original yakuzen health food, Shunkoku Shunsai City Farm that grows produce in ceramics without using any agricultural chemicals, and the HOLISTIC LAB relaxation salon that offers some carefully researched treatments used for the welfare of ROHTO's employees themselves. These elements will help customers to lead healthier lives in the present and future.



\*In no particular order.

### **■ Future Life Showroom—Participation Points**

- Conduct marketing activities and survey consumer needs by having a direct contact point with ordinary consumers
- Establish a bricks-and-mortar foothold in the market, in addition to an online presence
- Conduct corporate branding activities through timely dissemination of new information
- Collaborate with companies and groups participating in KNOWLEDGE CAPITAL
- Make effective use of various facilities in KNOWLEDGE CAPITAL, and more



## Opening Event

### ■ The World Exhibition commemorating the opening of KNOWLEDGE CAPITAL

Together with the National Museum of Emerging Science and Innovation (Miraikan), we will hold The World Exhibition on the theme of enchanting skills and people of Japan as an event to commemorate the opening of KNOWLEDGE CAPITAL. More than 175 items that Japan is proud to show the world (such as technologies, products and projects) will be exhibited. There are a wide variety of daily programs, including the introduction of skills and people with unique skills on the stage, and enjoyable performances, demonstrations and workshops.

Period	Friday April 26 – Sunday, September 1, 2013 129 days
Venue	Event Lab. (KNOWLEDGE CAPITAL The Lab.)
Opening times	11:00~20:00 (planned)
Admission fee	Adults ¥1,300 College/vocational school students ¥1,000 Junior/senior high school students ¥700 Elementary school students ¥300 Kindergarten and preschool Admission free *All tickets are discounted ¥100 if bought in advance
Sponsor	KNOWLEDGE CAPITAL Association
Planning cooperation	The National Museum of Emerging Science and Innovation (Miraikan)
Exhibition supervision	Kazuyoshi Suzuki and others from the National Museum of Nature and Science

### ■ Opening Performance at Knowledge Theater

#### Robot-based adaptation of “Night on the Galactic Road”

This is the world-premiere performance of a robot-based stage adaptation of “Night on the Galactic Road”, written by Kenji Miyazawa and produced by Oriza Hirata. The performance fuses state-of-the-art technology, artistic expression and entertainment by combining a robot performance project of Osaka University shared with YOSHIMOTO KOGYO CO.,LTD. The robot Roboview developed by Hiroshi Ishiguro co-stars with Moeri Aizumi, Sakura Inagaki Saki and other actors from YOSHIMOTO KOGYO selected by audition.

Performance period	Thursday, May 2 – Sunday, May 12, 2013
Venue	Knowledge Theater (KNOWLEDGE CAPITAL 4F)
Admission fee	Adults ¥2,500 (¥2,800 on the day) High school students and younger ¥1,000 (¥1,200 on the day) *All seats are reserved and include tax.
Sponsors	The Robot Performance of Ginga Tetsudo No Yoru Committee (The Komaba Agora Theater and Seinendan Theater Company, YOSHIMOTO KOGYO CO.,LTD., KNOWLEDGE CAPITAL Association, KMO Corporation)



#### Beicho family performance and special “Beicho android” exhibition

Combining state-of-the-art scientific technology and traditional culture, a Beicho family performance will be held in connection with the special “Beicho android” exhibition in which a human-form robot realistically enacts Katsura Beicho, the rakugo storyteller who is a national living treasure. His “family” of disciples and pupils, who are working to ensure that his stories will be loved by people one hundred years from now, will give a Beicho-style performance at which the Beicho android will make an appearance.

Performance date	Sunday, May 19, 2013 at 13:00 (doors open 12:30)
Venue	Knowledge Theater (KNOWLEDGE CAPITAL 4F)
Admission fee	¥4,500 *All seats are reserved and include tax.
Sponsor	KNOWLEDGE CAPITAL Association
Production cooperation	Beicho co., ltd
Performers	Katsura Hiroba, Katsura Jakusaburo, Katsura Yonedanji, Katsura Yoneza, Katsura Zakoba
Special “Beicho android” exhibition	Friday, April 26 – Sunday, June 16, 2013 10:00~21:00 Active Lab. (KNOWLEDGE CAPITAL The Lab. 3F) *Admission free

