



KEIZAI SOCIETY



DE- MYSTI FYING BIG DATA

Wednesday
May 21st,
2014

By Andrew Neuman

The Keizai Society (www.keizai.org) will hold an exciting and thought-provoking panel discussion on big data covering 4 main areas of interest, including big data analytics, mining big data, big data's value to business, and personal privacy issues. With terabytes of data pouring

in every day from smart phones to connected cars to social networks, the questions of how to manage big data, how to build a successful business model on big data, and how to maintain individual privacy are critical to life in this new era. Examples of how Japanese firms are working

with US companies using big data to create new business opportunities will be a major draw to this engaging panel discussion.

FROM THE PRESIDENT



Keizai Society's first forum of 2014 was an outstanding event that sold out in just seven days, with fifty or so waitlisted individuals, some of whom came as walk-ins. The event itself was a fascinating tour of connected cars and where they are taking us. Following on this March success, we are hosting a forum on May 21st with the topic of "Demystifying Big Data". This forum will also be highly popular, so make sure to register early; we have already seen a high number of registrations. And I am happy to announce that, starting with this forum, we are back at our popular location of Fenwick & West in downtown Mountain View, just off Castro Street. I want to particularly thank the law firm of Fenwick

& West for allowing us to use their outstanding facilities. Once you register for this month's forum, make sure you head to the right address: 801 California Street, Mountain View, CA 94041. And either before or after our forum, make sure to enjoy the delicious food and drink available in Mountain View's fashionable downtown. We look forward to seeing you there.

Best wishes,

Chimmy Shioya
President, Keizai Society

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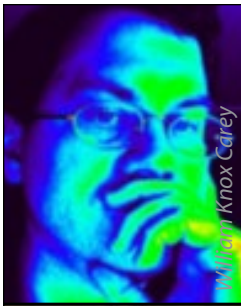
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continued from page 1



FEATURED PANELISTS

William Knox Carey of Intertrust has experience in data security, privacy, and governance in the medical field. He has also written about the legal risks of copyright protection and trust management in the People's Republic of China.



Martin Hack has 20 years of experience creating new technology products, services and strategies. He has launched game changing products, driven worldwide strategies and helped set de-facto industry standards. As an expert on Trusted Computing, Virtualization and High Performance environments he became a sought-after advisor to Fortune 500 companies and government organizations. He has been involved in all aspects of the product life cycle including engineering, product management, marketing, business development and sales. He also developed and introduced products and services into commercial and government segments for organizations such as Sun Microsystems, SonicWALL and GreenBorder (acquired by Google). Mr. Hack is a graduate of the Munich University of Applied Sciences.



Neil King has 20 years of experience creating and executing successful business strategies for technology companies. In current and recent roles, Mr. King has been responsible for strategy, product management, marketing, and business development for market leading software companies such as VeriSign, McAfee (Intel) and Guavus. Mr. King has extensive experience with mobile, security and big data analytics technologies, and recently co-founded Sift Security, a big data security analytics start up, which is currently in stealth mode. Mr. King holds a MS degree from the University of Pennsylvania in Electrical Engineering, a MBA from The Wharton School, and a BBA from the University of Texas at Austin.



Kelly Krpata has over 20 years of experience in business development, financial and strategic advisory and media relations in the cleantech, apparel, media



and finance industries. For the past five years, he has worked with dozens of clean technology companies in Silicon Valley to raise capital, scope projects and create innovative financing mechanisms. Prior to AutoGrid, Kelly was the Director of Climate Prosperity at Joint Venture: Silicon Valley, where he was the project lead for the Moffett Park Community Smart Grid effort to locate a fully integrated smart grid in Silicon Valley with several organizations, including Google, Juniper Networks, NetApp, Lockheed Martin, NASA and the United States Department of Energy's Lawrence Berkeley National Laboratory and the Demand Response Research Center. Kelly was also previously a Partner with Krpata Capital Partners, where he provided financial consulting and marketing services to the Electric Power Research Institute and other clean technology ventures. He holds Bachelors of Arts in Communication and Political Science from Boston College and an MBA from the Stephen M. Ross School of Business at the University of Michigan. He is formerly NASD 7 and 63 certified.

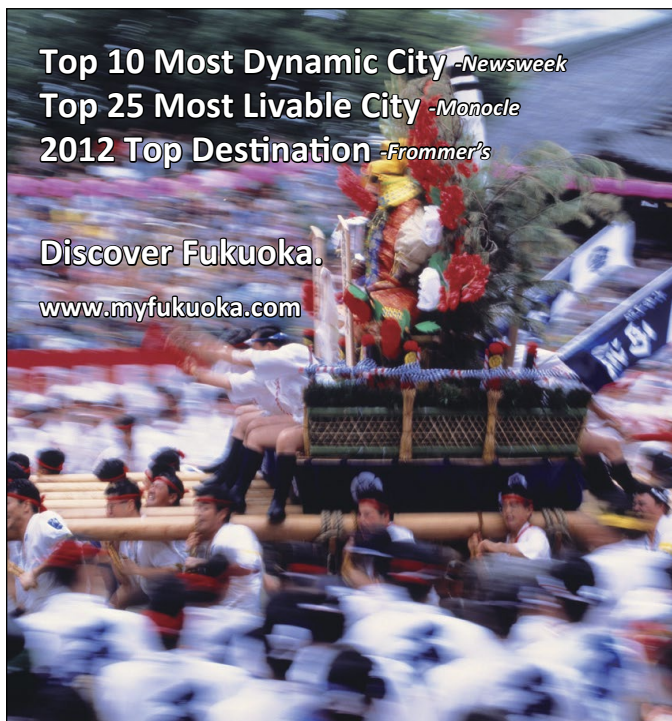
Jim Maricondo is a Silicon Valley technology professional with an entrepreneurial, cross-cultural mindset who has 15+ years of experience in international business development and product and software engineering. Throughout his career, Mr. Maricondo has defined and developed software products and services and helped international tech companies sell products and conduct business between the US and Japan. He has a passion for breaking down cultural barriers, translating language and customs as necessary between American and foreign groups to bridge the diverse cultures of people to realize successful business goals. Since 2011, Mr. Maricondo has been VP of Strategic Alliances at ISI-Dentsu of America, focusing on finding new partnerships, surveying new technology, and conducting R&D projects with US partners including companies and universities. Mr. Maricondo holds a MS degree from Stanford University in Computer Science and Industrial Engineering and a BS in Computer Science,



Electrical Engineering, and Japanese from the same university.

Yasushi Ogawa has more than 15 years' experience in business simulation. Mr. Ogawa has worked with more than 50 Japanese large corporations such as Osaka Gas Company by helping their decision making for business investments, using Integratto's business simulation software. Prior to Integratto, he worked for the Sol. C Snider Entrepreneurial Research Center of the Wharton School of the University of Pennsylvania for two years and studied Discovery-Driven principles by Dr. Ian MacMillan. Also by the corporate alliance experience with Strategic Decisions Group (SDG) at Palo Alto, CA, he became a prominent expert in the field of business planning, risk analysis, and decision making under uncertainty, which fits very well with business simulation. Mr. Ogawa holds a Bachelor's Degree from the University of Tokyo in Urban Engineering, and an MBA from The Wharton School of the University of Pennsylvania.

Dr. Richard Dasher (Moderator) Executive Director, Center for Integrated Systems and Director, US-Asia Technology Management Center at Stanford University.
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MAY 2014 EVENT DETAILS

Date & Time

Wednesday, May 21st, 2014

Registration/Networking — 5:30 pm – 6:00 pm

Program — 6:00 pm– 8:15 pm

Networking — 8:15 pm– 9:00 pm

Location

Fenwick & West LLP Silicon Valley Center
801 California St, Mountain View, CA 94041

Registration & Fees

~~Early Bird Discount for first 30~~ — \$15 **Sold Out**

Regular Registration — \$20
by Saturday, May 17, 2014 (11:00 pm)

Late Registration — \$35
by Tuesday, May 20, 2014 (12:00 noon)

Walk-ins — \$50
(Seats are limited and may not be available.)

Registration Website

www.keizai.org

Food

Sushi, beverages will be served

Attire

Business casual

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REALLY BIG DATA

By Joe Quinlan

Where are we headed with our big data naming? Here is a handy list to remind you of how it scales up by factors of 1000:

- Kilobyte
- Megabyte
- Gigabyte
- Terabyte
- Petabyte
- Exabyte
- Zettabyte
- Yottabyte

We are familiar with the first three (Kilo, Mega, Giga) from our personal computers, and for those who have worked with data centers, terabyte has probably become familiar. But where do the larger terms lead us?

- The National Security Agency's new Utah Data Center is estimated to have a storage capacity of at least several exabytes.
- It is estimated that all words ever spoken by humans, if written down as text, would take approximately 5 exabytes of storage.
- The capacity of the world's electronic storage systems in 2007 was probably around 300 exabytes.
- IDC estimates that the total global data has now reached 2.7 zettabytes.
- The NSA's Utah Data Center is supposedly able to process (not store) yottabytes of information.
- The Obama administration's BRAIN research initiative seeks to map the activity of every neuron in the human brain. It is estimated that this could eventually entail yottabytes of information.

Where is science currently using big data? Meteorology, genomics, and complex physics simulations are three major areas. And, as shown above, the intelligence community is pushing the boundaries of our ability to process big data. Big data normally refers to data sets that are too big to analyze using common database management tools. The storage industry plays a key role in big data. As hard disk prices have plummeted, the ability to create big data centers has increased. With all this explosion in information and processing capacity, are we approaching the time when HAL may refuse to open the pod bay doors? Of course, if we are all living in the Matrix, then maybe it doesn't really matter.

For some serious discussion on the fascinating topic of big data, be sure to attend Keizai Society's upcoming forum "Demystifying Big Data", which will be held on the evening of Wednesday, May 21st at the offices of Fenwick & West in downtown Mountain View. Hope to see you there! ☘

KEIZAI IS HIRING!

The Keizai Society is looking for highly motivated and talented individuals to join our volunteer executive team. Working with our team and board directors is a great opportunity to create exciting forums for the US/ Japan business community in Silicon Valley.

We have multiple positions available in many areas including Website Management and Program Managers.

Japanese language skills are not required. For more details, please email contact@keizai.org with a subject line "Keizai Positions" to discuss these opportunities.

We hope you'll join the Keizai Team!

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LATEST TRENDS FOR THE CONNECTED CAR ON MARCH 18, 2014

By Joe Quinlan

At its March 18, 2014 forum, Keizai Society delved into the area of the “Internet of Things”, especially as it applies to the automobile, probably the largest consumer “thing” to be connected to the internet. Keizai Society welcomed a broad perspective of panelists, ranging from trading and VC firms to telco to consumer electronics. The connecting of cars to the internet, especially the new high-tech electric cars, opens the possibility for multiple enhancements in the areas of entertainment, car performance monitoring, road navigation, and the collection of auto related information by the auto manufacturers.

From the perspective of Panasonic, the connected car is a part of the larger connected life. The car in particular, offers unique opportunities for e-commerce, since drivers have a high likelihood of actually purchasing products or services when they are searching for them.

George Betak, president of the Nissan Leaf SFBayleafs Club, emphasized that many people might be surprised at how extensive data collection is with electric vehicles. Eita Kitani of Mitsubishi Corp discussed actual services developed around the i-MiEV electric car, including a system for tracking carbon credits in Estonia, a country which might have the highest concentration of CHAdeMO chargers of any country in the world. NTT Docomo discussed some of the confluences happening now to allow the takeoff of the connected car and pointed out that the potential sheer volume of data coming from the connected car made it an attractive proposition to a mobile carrier. Docomo also mentioned how they are working on a project with a fabric manufacturer and automobile OEM to embed sensors in automobile seats

to get even more information about the driver. CyberAgent Ventures highlighted a company they have invested in called Dash Labs, which makes a small device that connects to a car’s OBD connection under the steering wheel. That device feeds information on your driving habits (like MPG) to apps on your smartphone, which can then be shared out to social networking.

Given the popularity of this topic, the forum sold out quickly, and the content of the evening did not disappoint. Much thought-stimulating information was presented on what we can expect from connected cars in the years to come.

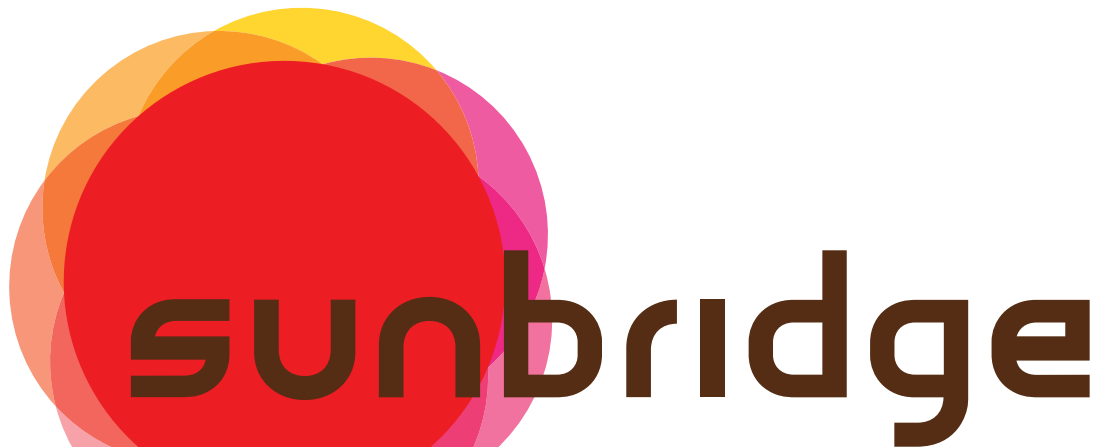
The March event photos can be found at — <https://www.flickr.com/photos/120854085@N05/sets/72157642615223465/>



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US - JAPAN BUSINESS FORUM

Founded in 1990, the Keizai Society US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. One of its primary purposes is to provide a venue for programs that showcase specialists with expertise on issues critical to the success of entrepreneurs and companies doing business with Japan and the U.S. Please visit www.keizai.org for more information.

The Keizai Society’s theme for this year is **“2014: A Turning Point for US – Japanese Business?”** The next twelve months may prove a watershed moment in the progress of both Japanese and Japanese-US commerce. From the promising (albeit evolving) impact of “Abenomics” to the world’s choice of Tokyo as the venue for the 2020 Olympics to the benefits that may accrue to Japan – U.S. partnerships by jointly developing high-growth emerging markets, 2014 will be a fascinating and perhaps transformational year for US-Japan relations and business.



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KEIZAI SOCIETY LINKEDIN GROUP DISCUSSION AND JOB POSTING

Please join the LinkedIn Keizai Society Group and participate in group discussions. You can also share and discuss jobs with the members by clicking the Jobs tab after creating a Keizai Society Group account. If you have any questions, please contact jobs@keizai.org.

<http://www.linkedin.com/>