



# KEIZAI SOCIETY

US-JAPAN  
BUSINESS  
FORUM  
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[www.keizai.org](http://www.keizai.org)

**American-Japanese Interaction at the Working Level**

## The Future of Robotics: Emerging Waves in The U.S. and Japan!

Guest Speakers



**Brian Gerkey**  
CEO, Open Source  
Robotics Foundation



**James Kuffner**  
Research Scientist,  
Google Research & CMU  
Robotics Institute



**Yasuhiro Ota**  
Manager, Partner  
Robot/ Advanced  
Engineering Group, Toyota  
Motor Engineering &  
Manufacturing North  
America, Inc.



**Norri Kageki**  
(Moderator)  
Publisher, GetRobo

**J**apan has been traditionally the world's dominant innovator in robotics and its application in many critical industries. However, in the past decade, the U.S. has drastically elevated its presence in this technologically demanding field. Given the rise of the U.S. in robotics, intriguing and important questions arise: Can Japan maintain

its preeminent position? What can Japan learn from the U.S., and vice versa? What effects could the following conditions have on the innovative leap by the U.S.: legacy software sector, the rise of robotic startups in Silicon Valley, and collaboration among academia, industry and military? Undoubtedly significant new waves are emerging in this field. Now is the time to reset

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**Please RSVP by November 3rd, 2012 to reserve your place! @ <http://www.keizai.org>**

DATE	LOCATION	TIME	FEES
Wednesday, November 7th, 2012	Oshman Family JCC (Jewish Community Center)	Registration/Robot Demo/ Networking: 5:30 P.M. — 6:30 P.M.	\$15.00: Early Bird Registrations by Saturday, 10/26/2012, 11:00 P.M.
<b>DRESS</b> Business casual	Albert & Janet Schultz Cultural Arts Hall	Program: 6:30 P.M. — 8:15 P.M.	\$20.00: Regular Registration by Saturday, 11/03/2012, 11:00 P.M.
<b>FOOD</b> Sushi and Beverages	3921 Fabian Way Palo Alto, CA 94303	Robot Demo/Networking: 8:15 P.M. — 9:00 P.M.	\$35.00: Late Registration by Tuesday, 11/06/2012, 12:00 P.M.
			\$50.00: Walk-ins (Seats are limited and may not be available)

## From the President



I am amazed at how time flies; we are rapidly approaching our final forum of the year: *"The Future of Robotics: Emerging Waves in the U.S. and Japan."* It will be held on Wednesday, November 7th at the Oshman Family JCC in Palo Alto. For more details, please see the event announcement in this newsletter. The topic of robotics shows yet another area where Japan leads the world in innovation and market presence. This fun and future-looking subject will be a wonderful way to wrap up the year, and in case you needed yet another reason to attend: there will be fun and exciting robot demonstrations! We hope to see everyone there.

We also want to extend a big thank you to all who attended our September 20th event *"The Patent*

### *Game: Changing Values in Changing Times"*.

Although this topic is quite specific, we were pleased to welcome 110 attendees. In particular, we were happy to see that this forum attracted many new non-Japanese professionals who were first-time attendees at a Keizai Society event. This was particularly pleasing because it is Keizai Society's goal to serve as a bridge between Japanese and non-Japanese professionals.

Heads up! Mark your calendar for **Keizai Society's big Shinnenkai 2013**, which will be held on the evening of Friday, January 25th. We will be presenting our lifetime achievement award to Norman Mineta, who started out on the San Jose City Council, became Mayor of San Jose, Congressman, and eventually rose to become the longest-serving Secretary of Transportation in that Department's history. This promises to be a fun-filled evening.

Finally, we welcome your feedback on the forums that Keizai Society presented during 2012, and your input on forum topics we should consider for the future. Email me at [chimmy@keizai.org](mailto:chimmy@keizai.org)

Sincerely,

Chimmy Shioya  
President, Keizai Society

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our views of the future of robotics. Robot demo presented by Silicon Valley startups, Anybots, Grabit, and Neato Robotics, will welcome you through this endeavor!

## Featured Panelists and Moderator



**Brian Gerkey** is CEO of OSRF. Prior to joining OSRF, Brian was Director of Open Source Development at Willow Garage. Previously, Brian was a Computer Scientist in the Artificial Intelligence Center at SRI, and before that, a postdoctoral

research fellow in the Artificial Intelligence Lab at Stanford University. Brian received his Ph.D. in Computer Science from the University of Southern California (USC) in 2003, his M.S. in Computer Science from USC in 2000, and his B.S.E. in Computer Engineering, with a secondary major in Mathematics and a minor in Robotics and Automation, from Tulane University in 1998.



**James Kuffner** is a Research Scientist at Google and an Adjunct Associate Professor at the Robotics Institute, Carnegie Mellon University. He received a Ph.D. from the Stanford University Dept. of Computer Science Robotics Laboratory in

1999. He spent two years as a Japan Society for the Promotion of Science (JSPS) Postdoctoral Research Fellow at the University of Tokyo working on software and planning algorithms for humanoid robots. He joined the faculty at Carnegie Mellon University's Robotics Institute in 2002. He has published over 100 technical papers and received the Okawa Foundation Award for Young Researchers in 2007.



**Dr. Yasuhiro Ota** takes a leading role as Manager for Partner Robot / Advanced Engineering Group at Toyota Motor Engineering & Manufacturing North America (TEMA). He is responsible for managing advanced R&D activities and is also being active

as one of the few Japanese delegates for the ISO robot standardization committee. Prior to joining TEMA, Dr. Ota worked for Toyota Motor Corporation in Japan where he was engaged in the development of the world's first wire-driven bipedal robot which was admirably displayed at the Toyota Pavilion as part of the Aichi World Expo in 2005. In addition to Dr. Ota's professional experience in industry, he has served as an organizing chair and several session chairs, as well as technical committees, for various IEEE conferences. Furthermore, he has demonstrated his professional career as a reviewer for several IEEE conference proceedings and journals.



**Norri Kageki** is a journalist with over 20 years experience covering technology and high tech businesses in both Japan and the U.S. After studying applied physics at Hokkaido University, she became a technology writer at Nikkei, Japan's largest

financial daily. She was Nikkei's Silicon Valley Correspondent between 1997 and 2001. In 2005, Norri started GetRobo, a robotics news site, and has focused her work on the field of robotics since then.



**KEIZAI  
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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](http://www.keizai.org) for more information.

**Keizai Society's theme for 2012 is "Japan in Transformation."** It encompasses commercial entrepreneurship and new venture formation as well as social entrepreneurship, new patterns of employment, corporate reform and many other critical priorities that are already breathing new life into Japan's business community and its other institutions.





# Domo Arigato Mr. Roboto

— By Joe Quinlan  
Keizai Society Content Manager

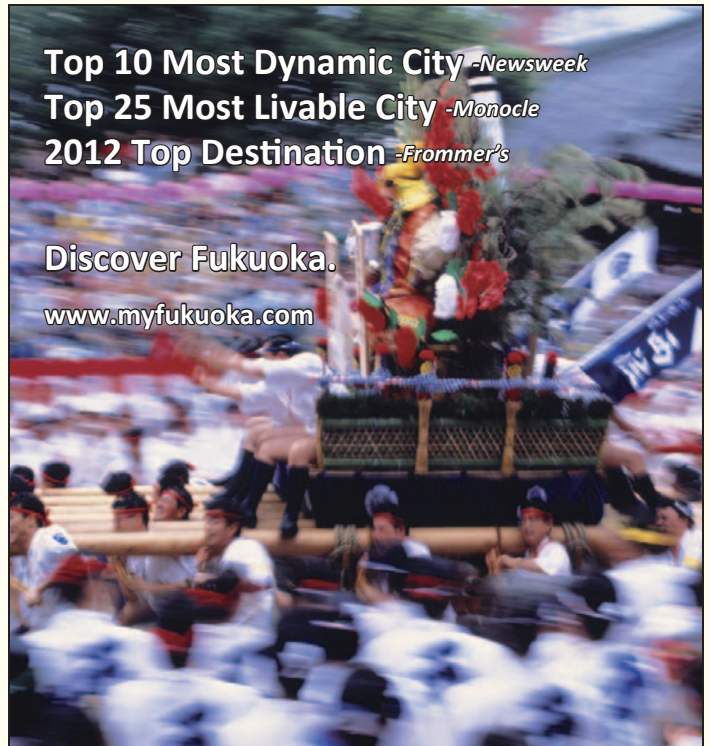
**I**t has been almost 30 years since the rock band Styx released their hit single Mr. Roboto, singing of “parts made in Japan.” In that time, Japan has continued to be a leader in robotics. Keizai Society’s November 7th forum will deal with robotics, especially the human factors side. The natural fascination of the Japanese with robots has been pushed forward by forces like the aging of Japanese society, which wonders if some day robots could help take care of, and even be a friend to the elderly. I am not sure how many people would like to spend their last days hanging out with a robot, but in terms of care, feeding, washing, and everyday basic activities, robots may come to play an important role in the life of the elderly. And like Rosie the robot maid on *The Jetsons*, living and interacting with robots will likely become a normal part of life in the future. We may be centuries away from the giant Mobile Suit robots of the anime series *Gundam*. But many are familiar with Honda’s amazing [Asimo](#) robot, which has the ability not only to walk, but also to run at 6 kilometers per hour. Both feet of Asimo briefly leave the ground for this simulation of human running. In addition, there are other smaller ventures and projects in the area of human-like robots. The small Japanese company [Flower Robotics](#) takes an artistic look at robots and how they should appeal to humans. Led by Japanese designer Tatsuya Matsui, Flower Robotics designers ponder the nature of humans and robots and how they will interact when human-like robots become prevalent. And for a fun time, check out the [female](#) and [male/female](#) pair of lifelike robots that Japanese researchers have developed. On the US side, the focus has been more on the practical side of robots, used for things like vacuuming and mowing the lawn. [The Roomba from iRobot](#) is a good example.

These human-like robots owe a lot to the inspiration of TV and film. Who can forget The Robot from “Lost in Space”, protecting his young friend with “Danger Will Robinson!”, and eternally quarrelling with Dr. Smith. And the companionship of characters like R2D2, C3PO, and Data (*Star Trek*) are unforgettable. The world owes a lot of thanks to Japan and the US for advancing the field of robotics. Domo arigato Mr. Roboto.



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# The Patent Game: Changing Values in Changing Times

*Different approaches to handling new intellectual property policies in a time of global business transformation*

• Participating Speakers •



**Linda Beach**  
Patent Attorney,  
Electronic Arts Inc.



**Don Butler**  
Managing Director,  
Thomvest Ventures.



**Katharine Ku**  
Director at Office of  
Technology Licensing,  
Stanford.



**Miku Mehta**  
(Moderator)  
Partner,  
Sughrue Mion.



**Michael Shpizner**  
VP, General Counsel,  
Fujitsu America, Inc.

**O**n Thursday, September 20th at the Oshman Family JCC in Palo Alto, Keizai Society held the forum “The Patent Game: Changing Values in Changing Times”. The forum was well attended with many new faces in the audience. A unique feature of this forum was that it was highly interactive, with much discussion and give-and-take with the audience. The speakers were given numerous questions, which they responded to with excellent anecdotes from their experience. And each panelist had a different perspective on the topic at hand. This forum was presented in the context of the upcoming switch of the United States from a first-to-invent to a first-to-file system. Each speaker had a different take on their experience with patents, patent trolls, defending patents, and defending against suits

by NPE’s (Non Practicing Entities). All in all it seems like the move to first-to-file will entail a good rationalizing of the patent field in the United States. Since publishing and filing must be accomplished quickly, this may pare down the overall number of patents to those that are truly meaningful. That being said, patents are still tremendously important to institutions like Stanford, who rely on patents to recoup much of the investment they have made, as they are not a for-profit corporation. Overall the evening was an enjoyable tour through the current state of the patent field in the United States and where it is likely to be headed.

Photos of the Keizai Society’s September 2012 event can be found at:

<http://books.bookpic.net/879751368329349>



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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](mailto:jobs@keizai.org).

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

## We are 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 Program Managers.

Japanese language skills are not required. For more details, please email [contact@keizai.org](mailto: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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