KEIZAI
SILICON VALLEY
US - JAPAN BUSINESS FORUM

EXPLORING
On Monday
November 16, 2015

MANUFACTURING

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By Keizai Staff

In the ever changing world of technology, every area of business is seeing rapid changes. Manufacturing is no exception. In many ways, advances in flexible manufacturing are enabling the explosion of new startups now innovating in the field of connected hardware. Technologies such as robotics, 3D printing and printed electronics are showing promise further change. There are also trends to consider such as increasing costs in China and some manufacturing in returning to the United States. This discussion will bring together people involved in the field to discuss these and other aspects of today's manufacturing environment.

"TALK ON JAPAN" REVEALS KEIZAI SOPHISTICATION

By Richard Dasher,
Keizai Silicon Valley Board Director

On July 21, 2015, at the request of the Consulate General of Japan in San Francisco, Keizai Silicon Valley organized an evening program entitled "Walk in U.S., Talk on Japan" at the Four Seasons Hotel in Palo Alto. The evening actually revealed the best side of the Keizai community, as well as providing a forum for discussing some interesting perspectives on Japan.

"Walk in U.S., Talk on Japan" is a Japanese government-sponsored program aimed at improving U.S. understanding of Japan through grassroots people to people diplomacy. An open competition was held in Japan, in which Japanese contestants proposed how they would present some aspect of Japanese culture or society to people outside Japan. Winners were then sponsored on speaking tours of various cities around the U.S., where they delivered their presentations and engaged in informal networking with local groups.

The evening in Palo Alto was to begin with an invited keynote presentation by a retired Japanese career ambassador. His last minute illness, however, required Keizai to move quickly to organize a substitute segment. Dr. Gary Mukai, Director of the Stanford Program on Intercultural Education (SPICE) and I held a dialog about recent trends in the study of Japanese language and culture in the U.S.

Then the Keizai audience heard presentations by four "Talk on Japan" winners. Mr. Michinori Matsuoka, a retired banker, gave an introduction to mono-zukuri, the culture of Japanese craftsmanship. Ms. Mayumi Shiki, whose career has led from Simul International and IBM Japan to being Secretary General of the EU

Studies Institute of Hitotsubashi University, spoke on "Female economic empowerment in Japan." Then, Ms. Yumi Naruse, an instructor at an English language school in Japan, explained her pride in the Japanese cultural concept of omoiyari (thinking of others' needs). Finally, Mr. Shun Yamaya, a freshman at the University of Tokyo, discussed differences in the food cultures of the U.S. and Japan.

The speakers' deliveries were interesting, but the presentation content did not hold many surprises for the Keizai audience. As I looked around the room, I realized that some of the audience members had enough experience living and working in Japan that they could have given their own presentations about Japanese culture.

What really showed the cultural sophistication of the Keizai audience, though, was their supportive attitude toward the speakers and toward learning more about Japan. The audience showed omoiyari in the best tradition of Japan. Throughout the session, they were attentive and engaged; during the post-program networking, I heard several audience members ask how the speakers were received elsewhere in the U.S.. I also heard several thoughtful discussions about how to convey aspects of Japanese culture that are difficult for outsiders to grasp, especially at first. In that regard, the evening reinforced the core Keizai mission of striving to build better bridges – cultural and otherwise – for business between the Silicon Valley and Japan. ❁

George Arriola

Ti Chang

Mike Kuniavsky

Alice Quan

Sean White

FEATURED PANELISTS

George Arriola

George Arriola celebrates the renegade spirit of California by designing products and experiences that are - Human. Simple. Authentic. Currently, George runs a skunk works product design consultancy - Minimalisms, and is Founder, President & Chief Product Officer at Monohm. Monohm is making an heirloom electronic, Runcible. Runcible is Monohm's first object within their portfolio of New Necessities. Previously, product design at Apple, PlayStation, Sony, Theranos, and Adobe. When not working, George enjoys artisan sake brewing, culinary excursions, architecture, and hunting for the next best cup of cold brew coffee. He currently splits his time between Kyoto, Tokyo, and San Francisco.

Ti Chang

Ti Chang is an award-winning industrial designer who is disrupting the adult products industry through innovative design. She is the co-founder and VP of Design of CRAVE, a San Francisco-based company specializing in discreet and beautifully designed luxury sex toys. Ti has continued to lead the concept and design for the company's full line of products, including its celebrated foreplay jewelry. Prior to Crave, Ti founded INCOQNITO, a line of intimate accessories that double as fashionable jewelry. The company was acquired by CRAVE in 2011, which laid the foundation for foreplay jewelry. Earlier, Ti held positions with major consumer brands, including Trek Bicycle and Goody Products. Ti holds a MA in Design Products from Royal College of Art in London and a BS in Industrial Design from Georgia Institute of Technology. Ti grew up in Atlanta, GA and now enjoys life and work in the San Francisco Bay Area.

Mike Kuniavsky

Mike Kuniavsky leads user experience design in the Innovation Services Group at PARC, a Xerox company. A twenty-year veteran of digital product development, he designs products, business processes, and services at the leading edge of technological change. Prior to PARC, Mike co-founded several successful user experience centered companies, including ThingM, which designs and manufactures ubiquitous computing and Internet of Things products, and Adaptive Path, a well-known design consultancy. He has worked with top technology companies, such as Samsung, Sony, Nokia, Whirlpool, and Qualcomm, to design new products, guide product strategy, and create user-centered design and development cultures. Mike is the author of "Observing the User Experience: A Practitioner's Guide to User Research" and "Smart Things: Ubiquitous Computing User Experience Design."

Alice Quan

Trend spotter. Creative opportunist. Social Innovator. All have been used to describe the inimitable Alice Quan, who currently works for one of the largest, most enduring companies in the world,

Walmart. Alice is a passionate intrapreneur who leads an innovation team, which she started at Walmart Global Ecommerce a decade ago where she has been focused on envisioning and designing new concepts, products and services. Alice has been exploring and building new businesses leveraging emerging trends such as 3D printing, the Internet of things, customization, sustainability and social commerce. In addition to her professional passions, Alice is a maker at heart, an avid flea market junkie, a serial DIY aficionado, a student of curiosity, and a singer-songwriter. Alice currently resides in San Francisco, where her husband and two children enjoy trying creative new adventures together.

Sean White (Moderator)
Dr. Sean White is cofounder and CEO/CTO of BrightSky Labs, makers of the popular 10app. He has two decades of building successful start-ups, product development, and research programs. Prior to BrightSky Labs, he was Technologist-in-Residence at Greylock Partners and a Visiting Lecturer at Stanford University. His other roles include founding Head of

Nokia's Interaction Ecologies Group; Vice President of Technology for Lycos, Inc, Chief Technology Officer of WhoWhere; and project lead at Interval Research Corporation. He was also a visiting scientist at the Smithsonian Institution, where he received a 2009 Tech Award Laureate for his work on computer vision-based mobile botanical species identification. Dr. White currently sits on the advisory boards of Skully, Perch, and Virtual Workflow and serves on the Steering Committee for IEEE's International Symposium on Mixed and Augmented Reality (ISMAR). He has 30+ peer reviewed publications and 20+ patents granted or filed. Dr. White received his B.S. and M.S. in Computer Science from Stanford University and his MS in Mechanical Engineering and Ph.D. in Computer Science focused from Columbia University. ❁

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THE TECHNOLOGICAL COUNTERCULTURE

By Joe Quinlan

Has technology gotten the best of us? Sometimes it sure feels so. In the workplace, people don't seem to talk to each other anymore like real human beings. Instead, they engage in a kind of slow-motion conversation called email. Our kids are growing up texting each other rather than talking to each other like real human beings. Whatever happened to what ground-breaking Chicago talk show host Irv Kupcinet used to call "the lively art of conversation". It seems to be dying.

Runcible

But just when you thought the chips were down, along comes a counterculture movement to save us. I have often thought that the decade of the 60's has affected America and free world culture much more than we realize. In some ways, the decade of the 60's keeps coming back and hitting us in waves, like a multiple rebounding echo. I think the latest wave of society-saving counterculture may have come to us in the form of the Maker Movement and the pro-environment green engineering that is taking hold. Traditional engineering has certainly done a lot to damage our planet: combustion engine automobiles, fossil fuel power plants, aerosols that emit green house gases, etc. But maybe now it is time for a different kind of engineering that rejects the traditional stereotypes; a more human-friendly engineering. Part of this is clean tech. But another part of it is making technology more human-friendly

and letting us go back to being living, breathing, feeling human beings again, rather than human-like automatons who only communicate via email, texting, and tweets.

One example of this new wave is the Runcible electronic device from Monohm (who will provide a speaker to our upcoming November forum). As Monohm states: "Runcible will never beep, alert, or otherwise interrupt you. The world-class connectivity we all came to expect in the smartphone era (LTE, Wifi, Bluetooth) is there on Runcible when you need it. For the rest of the time, you can keep your head up, your attention on the real world and real people around you, and maintain your sense of wonder about life." Unlike any other smarthphone device, Runcible is round, with a round screen.

The Maker Movement impresses me as a kind of Arts & Crafts meets High-Tech Engineering. One might call it counterculture engineering. A kind of "Hey, I made something" feeling of individual and small group engineering, a child-like feeling of wonderment. You might call it Hippie Engineering. (Here comes the 60's again.)

Another example of human-friendly engineering are the robots made by the Japanese company Flower Robotics, founded by the iconoclastic Tatsuya Matsui. The robots of Flower Robotics are not ground-breaking in their technical ability (a la Honda's Asimo). Rather, they aim to give robots a human-friendly non-threatening look, as in their robot "Posy the Flower Girl".

Maybe what the tech world really needs is a "Summer
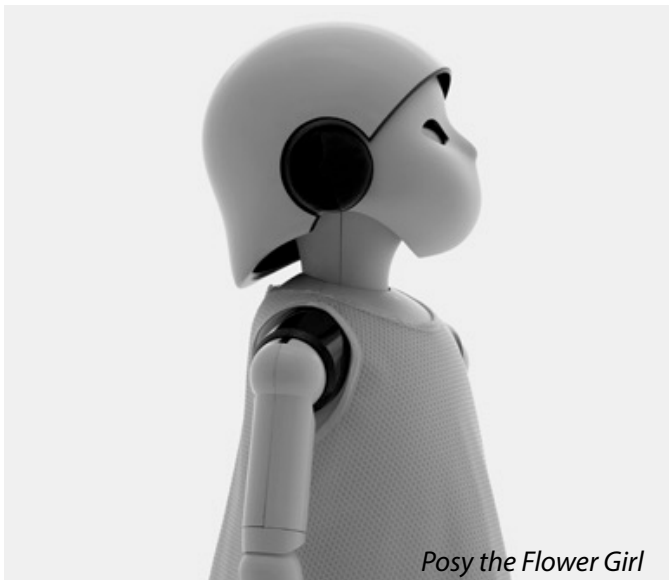
Posy the Flower Girl

of Love", where engineers all hang out in Golden Gate Park and conduct free-speech movements proclaiming what it means to be truly human-friendly in engineering. OK, maybe I'm getting carried away. But I think there may be a new type of engineering emerging, one that lets us return to being humans again. ❀

Lothar Schubert

Ritesh Tyagi

Richard McCormack

Jon Metzler

DEMYSTIFYING THE INDUSTRIAL INTERNET OF THINGS

By Joe Quinlan

On Thursday evening, September 24th, Keizai Silicon Valley welcomed four outstanding speakers to hold forth on the topic of the Internet of Things, with a special emphasis on industrial cases.

The event was kindly moderated by Jon Metzler of Blue Field Strategies. Jon prefaced the evening by pointing out that Cisco has stated there is $22 trillion in "value at stake" in IoT. By comparison, the annual GDP of the United States stands at $18 trillion, so the value at stake in IoT is quite large. Lothar Schubert of GE Software described the potential of IoT to dramatically improve asset performance and customer service, and said that IoT is expected to add $15 trillion to the global GDP by 2030. Ritesh Tyagi of Ineda Systems highlighted the ability of IoT to improve building management. Much of the IoT business is related to sensors, like those used in building management. Richard McCormack of Fujitsu described a natural progression of the internet coupled with the rise of connectivity from desktop to mobile to IoT. He also pointed out that the outcomes of IoT projects should be human centric.

The second half of the evening was a discussion amongst the panel and with the audience on the topics presented. Here are some of the most interesting gems from the evening. One key question is how to monetize IoT. If there is no monetary value in it for companies, they will not do it. A big theme for the evening was that IoT needs killer apps. Looking at a historical example, first the internet was created, and then a few people got together and created Facebook to run on the internet. Facebook showed what the internet can do. IoT needs this similar kind of killer app. Security was another big topic for the evening. IoT will not be successful if it cannot be made secure. Right now, 90% of intrusions happen through sensors. It is important for companies to invest in the more expensive but secure smart sensors, rather than simply buying the cheapest dumb sensor available, to ensure "security at the edge". Finally, organizational readiness and politics are the biggest resistance to IoT. Getting the ERP people working with the industrial numerical control people can be a major challenge. Each has had their own bailiwick up till now, and they are reluctant to work together.

Various other interesting aspects of IoT were brought forward by the speakers:

- IoT may entail a business model shift from supplying products to supplying end results. To take the example of the home, companies would not sell water heaters, but rather guarantee the delivery of hot water, and do whatever maintenance is necessary to keep that hot water flowing.

- Wearable technology is a big area for IoT. Predictive maintenance on the human body may dramatically improve health and emergency treatment.

- IoT-enabled efficient traffic management means governments do not have to build as many roads or bridges. This can relieve some of the constraint on government infrastructure budgets.

- Airbus is moving toward a model where every part in its planes has an electronic label.

All in all, this was an event that highlighted Keizai Silicon Valley's ability to draw outstanding speakers and audiences. We hope to see you at the next Keizai event. ❦

Additional event photos can be found at — ***http:// keizai.org/photos-videos/***

Founded in 1990, Keizai Silicon Valley US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. Its primary purpose is to provide opportunities for executives and professionals to develop the knowledge and human networks for successful US-Japan Business.

Keizai 2015 theme – The Power of Innovation to Shape the Future: New Vitality in US-Japan Business – also complements the transformation of Keizai Society into Keizai Silicon Valley. US and Japanese business will encounter unprecedented opportunities and obstacles in 2015. With deep roots in the global capital of innovation, Keizai Silicon Valley will help lead the way to a brighter, less volatile future for all.

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