



May 9, 2019
Digital Garage, Inc.

NEWS RELEASE

DG Lab to Host THE NEW CONTEXT CONFERENCE 2019 TOKYO on the Theme of “How to Build a Data Ecosystem” ~In Search of a Scheme to Use and Protect Our Data~

DG Lab will host THE NEW CONTEXT CONFERENCE 2019 TOKYO on June 24, 2019. DG Lab is an open innovation R&D organization operated by Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG), Kakaku.com, Inc. (TSE first section: 2371, HQ: Tokyo; President and Representative Director: Shonosuke Hata), Credit Saison Co., Ltd. (TSE first section: 8253; HQ: Tokyo; Chairman and CEO: Hiroshi Rinno) and KDDI CORPORATION (TSE first section: 9433; HQ: Tokyo; President, Representative Director: Makoto Takahashi). Hosted by Digital Garage co-founder and Director of MIT Media Lab Joi Ito, the conference is aimed at those interested in cutting-edge internet technology and the businesses that emerge from it since the first conference in 2005.

At this year's conference on the theme of “How to Build a Data Ecosystem,” globally acclaimed leading researchers, entrepreneurs, and experts of the field will come together to discuss protection and utilization of personal data, as its volume increase explosively by the wide use of web services, mobile apps and IoT devices. Speakers are invited to consider the emerging issues including the personal data exploitation by internet giants for marketing use etc., and how the data ecosystem should be built to benefit both users and corporates upon the enforcement of privacy policies such as GDPR in EU. The conference sessions are diverse in aspects including regulation, consortium, technologies, marketing, business development etc., which will be unfolded on 2 stages in Roppongi Academyhills.

Speakers: Lawrence Lessig (The Roy L. Furman Professor of Law and Leadership, Harvard Law School), Kohei Yoshida (Director, National Strategy Office of Information and Communications Technology, Cabinet Secretariat), Jun Murai (Professor, Faculty of Environment and Information Studies, Keio University), Stephanie Nguyen (Researcher and Designer, MIT Media Lab), Viivi Lähteenoja (Head of Programmes, MyData Global), Yves-Alexandre de Montjoye (Assistant Professor, Imperial College London), Heather C. Dahl (Executive Director & CEO, The Sovrin Foundation), Sputniko! (Artist/Associate Professor, Department of DESIGN, Tokyo University of the Arts), Rei Inamoto (Founding Partner, Inamoto & Co.), and more.



THE NEW CONTEXT CONFERENCE 2019 TOKYO

DATE 24th June, 2019 VENUE Roppongi Academy Hills 49F

[Event outline]

Date and time : June 24 (Monday), 2019, 9:30 a.m. to 6:30 p.m. (Doors Open at 9:00 a.m.)

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Location : Roppongi Academyhills

Co-hosts : Digital Garage, Inc.; Kakaku.com, Inc.; Credit Saison Co., Ltd.; KDDI CORPORATION

Sponsors : Daiwa Securities Group Inc.; TIS Inc.; Resona Bank, Limited.

Admission : General Ticket +Party Admission: 30,000 yen (Early Bird Ticket: 25,000 yen until May 30)

General Ticket: 25,000 yen (No Party Access) (Early Bird Ticket: 20,000 yen until May 30)

Student Ticket: 5,000 yen (No Party Access)

Capacity : Approximately 450

Official website : <http://ncc.garage.co.jp/en/>

Ticket Purchase : Visit the ticket purchasing page on the website above.

* Media representatives who wish to participate should send email to the address below.

Email: dg-cc@garage.co.jp

[DG Lab] <https://www.dglab.com/en/>

An open innovation R&D organization jointly operated by DG, Kakaku.com, Inc., Credit Saison Co., Ltd. and KDDI CORPORATION. Daiwa Securities Group Inc.; TIS Inc.; and Resona Bank, Limited. are sponsoring partners.