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Onkyo Corporation announcing exhibition to  
“Hong Kong International Wine & Spirits Fair”

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Onkyo Corporation (Location: Chuo-ku, Osaka-shi, Osaka, Japan, President: Munenori Otsuki, hereinafter referred to as “we”, “us” or “our”) announces that we will exhibit “Hong Kong International Wine & Spirits Fair” (sponsor: Hong Kong Trade Development Council (HKTDC) ) (referred to as “this fair”) which will be held in Hong Kong.

This fair is sponsored by HKTDC and 16th times this year. In this fair, fine wines and spirits from around the world, along with related products and services will be provided to buyers.

This year's Fair will bring together more than 600 exhibitors from 20 countries and regions. In addition to exhibitors from Hong Kong and the Mainland China, there are overseas exhibitors from all over the world, including those from Belarus, the Czech Republic, Denmark, France, Germany, Ireland, Italy, Poland, and the United Kingdom from Europe.

Exhibitors from the Americas included Argentina, Canada, Chile, Mexico and the United States. Australia, Japan and the Philippines make up the Asia-Pacific representation, while South Africa will participate for the first time.

(Extracted from the official site <https://www.hktdc.com/event/hkwinefair/en>)

■ Event abstract

Date: From November 7th, 2024 (Thu) to November 9th, 2024 (Sat)

November 7th, 2024 (Thu) 10:00-19:00

November 7th, 2024 (Fri) 10:00-19:00

November 9th, 2024 (Sat) 10:00-18:00

Venue: Hong Kong Convention and Exhibition Centre

Official site: <https://www.hktdc.com/event/hkwinefair/en>

We will promote “Kashinshu (加振酒)” which were developed by collaborating with partner sake breweries in entire Japan. “Kashinshu” is an alcohol which is matured by our music vibration technology. In “JAPAN TRAVEL & PRODUCTS EXHIBITION 2024”, we will make the customers test “Kashinshu”, and it will be rare opportunity that you can enjoy various “Kashinshu” at the same time and place. “Matured by Onkyo” which is the evidence of our music vibration technology is given to “Kashinshu”. From the past, based on the idea

that “alcohol listening to the music becomes good taste”, various attempts have been made. “Kashinshu” to which “Matured by Onkyo” is given is the alcohol which is matured by the technology which is supported by technical basis of audio technology know-how which has been developed by us and academic evidence of academia-industry collaboration. We are extending “the alcohol matured by music vibration” as “Kashinshu” which indicates our original alcohol.

■ Products to be exhibited (\*These might be changed.)

OKUSHIRI Pino Gris 2023 Music vibration maturation  
manufactured by Okushiri winery in Hokkaido

Fuyu 139.4,42.1 Merlot 2022 Music vibration maturation  
manufactured by Okushiri winery in Hokkaido



We will participant various events in the future so that the customers have new experience of alcohols by our technology.

Regarding “Matured by Onkyo”

Since 1946 of our predecessor foundation, we have performed audio design that sensing amount is implemented into technology and have not relied on evaluation by only measuring equipment as the dedicated maker which treats sound.

As our theme that “we apply audio design which increases reproducing pureness and derives music expression to foods and derive material potential maximumly by using natural power had by the music”, we are studying and figuring out influence that music vibration gives to yeast with Tokyo University of Agriculture.

We list appropriate music vibration to each environment and pursuing taste as “Matured by Onkyo” and perform proposal adding value in many fields in the future.

*Matured by*  
**ONKYO**  
*Since 1946*

[Related link]

- ◆Our music food business introduction website <https://www.onkyo.net/en/matured>
- ◆Music Foods Catalogue <https://www.onkyo.net/category/all-products>

Regarding co-study with Tokyo University of Agriculture

As we announced fermentation mechanism using vibration and sound by the exciter in “developing fermentation technology using vibration and sound by exciter -starting co-study relating “food” with Tokyo University of Agriculture” dated on July 1st, 2020, we concluded contract relating to co-study with Tokyo University of Agriculture (location: Setagaya-ku, Tokyo, president: Fumio Eguchi) and are co-studying fermentation technology.

With Professor Hiroharu Tokuda of Tokyo University of Agriculture, we are studying change of components and functions of yeast when fermenting by using the exciter. We are trying to figure out effective method to arrange the exciter and how to vibrate under various conditions and influence to which is given to bacterial growth, aroma components, various organic acids by sound frequency differences.

Professor Hiroharu Tokuda

Introduction page: [http://dbs.nodai.ac.jp/html/397\\_en.html](http://dbs.nodai.ac.jp/html/397_en.html)

Tokyo University of Agriculture: <https://www.nodai.ac.jp/english/>

## 東京農業大学

Regarding co-study with Kanazawa Institute of Technology

We started study regarding “effect of enzymes and vibration technology against high temperature injury rice” with Professor Kenji Ozeki of Kanazawa Institute of Technology (location: Nonoichi-shi, Ishikawa, President: Satoshi Osawa). Professor Kenji Ozeki and we obtained study achievement that it is easy for enzymes to work and starch can be melted since the digestive enzymes are added to the high temperature injury rice and our vibration technology are further added. We have already filed patent application regarding this study achievement. We think that this study research helps solution of the high temperature injury rice problem which bothers breweries around Japan.

Announcement of co-study with Kanazawa Institute of Technology dated October 7, 2024

[https://www.onkyo.net/news/20241007\\_kanazawa](https://www.onkyo.net/news/20241007_kanazawa)

Kenji Ozeki Laboratory of Kanazawa Institute of Technology

<https://kitnet.jp/laboratories/lab0165/index.html>



We are the company that was founded for expanding audio technology, know-how and brand which had been developed over the years to new fields by newly splitting the R&D department that had supported audio products and speaker technologies of Onkyo brand and the marketing department. Under our slogan “Change the world with sound”, we are expanding “sound” technologies that have been developed as the audio maker that has long history over the years to medical care, food, industry and infrastructure, proceeding our R&D and operating the marketing that is for increasing Onkyo brand recognition by entire company. Please look forward to the future development of our business.

Contact information

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Intellectual property and legal, R&D, Onkyo Corporation