
Onkyo Corporation announcing exhibition to
"JAPAN TRAVEL & PRODUCTS EXHIBITION 2024"

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 "JAPAN TRAVEL & PRODUCTS EXHIBITION 2024" (sponsor: "JAPAN TRAVEL & PRODUCTS EXHIBITION" Executive Committee) which will be held in Taiwan.

"JAPAN TRAVEL & PRODUCTS EXHIBITION 2024" is the hybrid promotional event of "travel PR" x "products sales PR" and will be twelfth anniversary this year. "Travel promotion" will be held at concourse hall of Taipei station as the main site. In addition, "products sales promotion" will be held by collaborating with the supermarket "Yumaowu" which treats Japanese foods in Taichung (*). Now, desire for visiting Japan is increasing. In this event, the promotion in which purpose is exchange of Taiwan x Japan and updating Japan attractiveness is developed and multiplier effect is achieved.

- Extracted from the official site <https://www.jptpex.com/> -

*We will exhibit at "products sales promotion".

■ Event abstract (travel promotion)

Date: From October 18th, 2024 (Fri) to October 20th, 2024 (Sun)

October 18th, 2024 (Fri) 12:00-18:00

October 19th, 2024 (Sat) 10:00-18:00

October 20th, 2024 (Sun) 10:00-15:00

Venue: Taipei station (1F concourse)

Official site: <https://www.jptpex.com/>

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.)

Hokusetsu Junmai Kashin music sake (加振音楽酒)
manufactured by Hokusetsu Sake Brewery Co., Ltd.
(Niigata Prefecture)



Yamatan Masamune JAZZ BREW
manufactured by YAGI-SHUZOBU Co., Ltd.
(Ehime Prefecture)



Sanzen Kura rhythm
manufactured by Kikuchi Sake Brewing Co., Ltd.
(Okayama Prefecture)



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.



【Related link】

◆Our music food business introduction website <https://www.onkyo.net/en/matured>

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

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

東京農業大学

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