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**NEWS RELEASE**

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**Digital Garage and DG Lab will host  
THE NEW CONTEXT CONFERENCE 2016 SAN FRANCISCO**

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~ Focusing on the social impact of Blockchain and collaboration with microbes ~

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Digital Garage, Inc. (TSE first section: 4819, HQ: Tokyo, Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi, DG) and DG Lab, an open innovation-based R&D organization jointly established with Kakaku.com, Inc. (TSE first section: 2371, HQ: Tokyo, PRES: Shonosuke Hata, Kakaku), and Credit Saison Co.,Ltd. (TSE first section: 8253, HQ: Tokyo, CEO: Hiroshi Rinno, Credit Saison,) will host THE NEW CONTEXT CONFERENCE 2016 SAN FRANCISCO on November 4 and 5, 2016. Those interested in the cutting edge of Internet technology and the businesses born out of Blockchain and biotech technologies are invited to attend this conference. This will be the 14th NEW CONTEXT CONFERENCE since 2005.

This year's conference contains two themes: "Social Impact of Blockchain" and "Collaboration with Microbes." Along with influential experts in each of these fields we will explore the impact that Blockchain and microbes will have on our lives. On Day 1 "Social Impact of Blockchain," speakers from various backgrounds such as leading engineers, researchers in Japan, and founders of startups, will speak about the latest trends and business opportunities of Blockchain technology.

Day 2 "Collaboration with Microbes" will introduce the latest trends in businesses that use bacteria and fungi in their products, such as food, health, environment, and fabrics. Day 2 contains sessions on Japanese sake and natto production through a scientific approach, the advanced research on bacteria that live on skin and internal organs, and the innovative research from the MIT Media Lab on a new type of fabric that is made with bacteria.

**【Event Overview】**

Dates: November 4, 2016 (Fri.) 9:30~18:00 [Social Impact of Blockchain]  
November 5, 2016 (Sat.) 9:30~18:00 [Collaboration with Microbes]  
Venue: DG717 (717 Market Street, San Francisco)  
Host: Digital Garage, Inc., DG Lab  
Capacity: Approximately 250 people

**【Registration】**

Please refer to the official THE NEW CONTEXT CONFERENCE site in the link below to purchase your tickets.  
<http://dg717.com/ncc/>

**【Press Inquiries】**

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