



February 4, 2020
Digital Garage, Inc.

NEWS RELEASE

DG Lab to Host THE NEW CONTEXT CONFERENCE 2020 TOKYO on the Theme of “Whole Earth 2020 @Tokyo” Half Century since Whole Earth Catalog ~Shaping the Future with Technology~

DG Lab will host THE NEW CONTEXT CONFERENCE 2020 TOKYO on March 13, 2020 as the first event at the new conference hall “Dragon Gate” on the 18th floor of the Shibuya PARCO DG Building. 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). The conference is aimed at those interested in cutting-edge internet technology and the businesses that emerge from it. This will be the twenty-first conference since the first one held in Tokyo in 2005.

To celebrate DG’s 25th anniversary, the theme of this year’s conference is “Whole Earth 2020 @Tokyo”. The “Whole Earth Catalog” is a legendary publication that significantly impacted the hippie culture 50 years ago, and also became a philosophical foundation for the IT Revolution. It is well known that Steve Jobs referred to the phrase from the back cover of the catalog’s final issue: “Stay Hungry. Stay Foolish.” during a commencement speech at Stanford University.

The main guest at the conference will be Stewart Brand, a founder of the “Whole Earth Catalog”. Speakers will discuss how culture and technology impacted the IT Revolution, as well as the future technologies and sustainable businesses that are necessary in the next 25 years, from the viewpoint of methods addressed in this catalog for living in the global environment with limited resources.

THE NEW CONTEXT CONFERENCE 2020 
<To celebrate DG's 25th anniversary>
Whole Earth 2020@Tokyo
Half Century since Whole Earth Catalog
~Shaping the Future with Technology~
 **Digital Garage**

March 13, 2020 at Shibuya Parco DG Bldg.

Hosts: Kaoru Hayashi, DG Group CEO and Co-Founder Joi Ito, DG Board of Directors Member and Co-Founder

Speakers: Stewart Brand (“Whole Earth Catalog” Founder/Editor), Jun Murai (Professor, Faculty of Environment and Information Studies, Keio University), John Markoff (Fellow, Stanford Institute for Human-Centered Artificial Intelligence), Teruhide Sato (Founder, BEENEXT), Ken Hasebe (Mayor of Shibuya), Ryan Phelan (Co-founder & Executive Director, Revive & Restore), Joi Ito (DG Board of Directors Member and Co-Founder)

Contact: Corporate Communication Dept., Digital Garage, Inc.

Email: dg4819.pr@garage.co.jp, **TEL:** +81-3-6367-1101



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[Event outline]

Date and time : March 13 (Friday), 2020, 1:00p.m. to 6:00 p.m. (Doors Open at 12:30 p.m.)
Location : Dragon Gate (DG's conference hall)
18F Shibuya PARCO DG Building, 15-1 Udagawa-cho, Shibuya-ku, Tokyo
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: 30,000 yen (Early Bird Ticket: 25,000 yen until February 29)
Student Ticket: 3,000 yen
Capacity : Approximately 500
Official website : <https://ncc.garage.co.jp/>
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.