

# NIKKEI Japan Report

Take an in-depth look at the Japanese economy

## Anchor & Commentators



ANCHOR  
MAKIKO UTSUDA



NIKKEI EDITORIAL WRITER  
WAICHI SEKIGUCHI



NIKKEI EDITORIAL WRITER  
YASUHIRO OTA



JAPAN CENTER FOR  
ECONOMIC RESEARCH  
RESEARCH FELLOW  
IKUKO SAMIKAWA

## Latest Episodes

### USTREAM to Distribute "NIKKEI Japan Report"

"NIKKEI Japan Report" Now Available via [USTREAM](#)!  
More information can be found [here](#).

#### [Today's Pick]

Wave your smartphone across the sky and a massive robot appears out of thin air. A locomotive jumps out from a magazine cover displayed on a computer monitor. These are just some of the extraordinary visual effects made possible by an imaging technology called Augmented Reality (AR). Numerous companies are increasingly incorporating AR into their businesses. For example, visitors to the major tourist destination of Takayama City, Gifu Prefecture can now use smartphones to conveniently access various information about the area. Services are also being launched in multiple languages so that overseas tourists can more easily navigate the sites of the city. Developed by a small Japanese venture, the application is being used in over 100 countries and regions around the world. AR has also given rise to some innovative content. One content designer says his technique doesn't require a smartphone or computer to see AR images. In this report, we take you into the intriguing world of augmented reality.



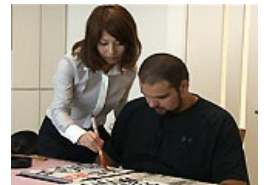
#### [Newsmaker]

Downtown Tokyo is home to numerous small workshops that are the backbone of Japanese industry. They churn out key components for hybrid cars and mobile phones, and even ultra-thin, painless medical needles. "We make things that others can't", boasts Masayuki Okano, the president of Okano Kogyo. His small workshop with just 5 employees generates over 600 million yen in annual sales. Mr. Okano, who symbolizes the strength of Japan's small businesses, talks to us about the craftsman's passion and pursuit of new technology.



#### [Kizashi : On the Horizon]

As long as you're on a tour of Japan, why not experience something that isn't listed in any guidebook? For example, an "Akihabara Idol Concert", "bonsai-making", or even karate and calligraphy. This summer, a website was launched to introduce overseas tourists to such hands-on experiences. We follow one overseas tourist as he discovers Japan off the beaten path.



#### Air Dates

jibtv (UTC): 2011/8/26(Fri) 00:30 / 04:30 / 08:30 / 12:30 / 16:30 / 20:30

NIKKEI CNBC (JPN): 2011/8/27(Sat) 09:00, 2011/8/28(Sun) 22:00, 2011/9/1(Thu) 21:00, 2011/9/2(Fri) 21:00

CNBC Asia (SIN/HK): 2011/8/28(Sun) 09:00 / 18:00

BS Japan (JPN): 2011/9/19(Mon) 05:15

[▶ Past Episodes](#)

## About The Program

### A worldwide, English-language program on "The Present and Future" of the Japanese economy.

"NIKKEI Japan Report" is produced by NIKKEI(Nihon Keizai Shimbun) and is an English-language, economic news program broadcast worldwide, focusing on "the Japanese economy's current state and future possibilities". The program is carried by Japan International Broadcasting Inc. (jibtv), CNBC Asia, NIKKEI CNBC, and BS Japan, and airs in various regions, including Europe, the Americas, Asia, Oceania, the Middle East, and Japan.

The program is structured into three segments - "Today's Pick", "Newsmaker", and "Kizashi : On the Horizon".

#### [Today's Pick]

Reporting on the latest trends with a focus on the "underlying strengths" of the Japanese economy, this segment will introduce multinational corporations and small, local factories that possess world-class technologies as well as offer unique, Japan-born products and services.

#### [Newsmaker]

Leaders of major Japanese companies and key economic and financial policy makers are interviewed on business strategies and success formulas, as they assess the future direction of the Japanese economy.

#### [Kizashi : On the Horizon]

From traditional crafts to pop culture, Japan's unique cultural offerings and trends are attracting admirers worldwide. In this segment we introduce up-and-coming topics and industries in Japan.

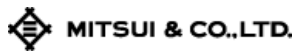
## On TV

This program is distributed throughout the world by jibtv, CNBC Asia, NIKKEI CNBC and BS Japan



[▶ Show Times](#)

## This program is made possible by the following underwriters



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