#### Tsunekazu Takeda

- President of the Japanese Olympic Committee
- Member of the Executive Council of the ANOC
- IOC Coordination Commission
   2010 Vancouver Olympic Winter Games
   2014 Sochi Olympic Winter Games
- Competed in Equestrian Events
   1972 Munich Olympic Games
   1976 Montreal Olympic Games



# Theme Digital Revolution

### Image of Future AD cards





(i) Facility information

#### Future Olympic Tickets

Easy to use

High quality service

Easy to detect fakes

Hologram + IC Tag



#### Digital signage

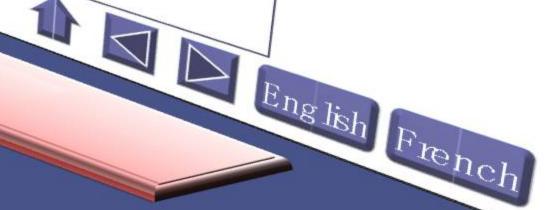
Information provision for anyone, anywhere, anytime



Aug. 5, 2016

9:00-13:30	9:00	Woman's Heptathlon 100m Hurdles
	9:05	Men's Shot Put Qualifying Round - Group A/B
	9:45	Men's 100m Round 1
	10:30	
	10:40	Woman's Heptathlon High Jump - Group A/B
	11:10	Men's Hammer Throw Qualifying Round - Group A Woman's 800m Round 1
	12:10	Woman's 800m Round 1
		Men's Hammer Throw Qualifying Round - Group B

	10.00	B Hound - Group B
	19:00	Woman's LL
19:00-23:30	19:10	Mania S Heptathlon Shot D.
	19:45	Woman's Heptathlon Shot Put - Group A/B Men's 1500m Round 1
	19:55	
	20:25	
	21:00	Woman's Discus Throw Qualifying Round - Group A Woman's Shot Put Final Woman's Heptate
		Ment S 3000m Stoom
	21:15	W. Shot Put El-
	21:20	Woman's Henrick
	21:40	Woman's Heptathlon 200m Woman's Discus Th
	21:55	Woman's Throws
	22:45	Men's Triple June Qualifying
	10	Wom Hurding Qualifying Round
		Woman's Discus Throw Qualifying Round - Group B  Woman's 10000m Hurdles Round 1
		Final Tind - Group B

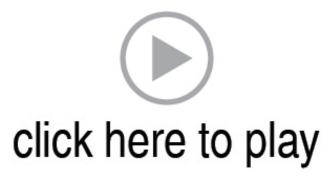






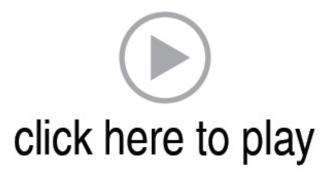
Theme 5
Digital Revolution





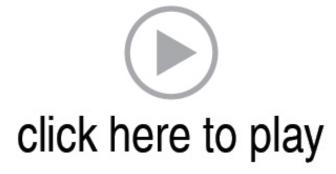
#### Theme 5 Digital Revolution





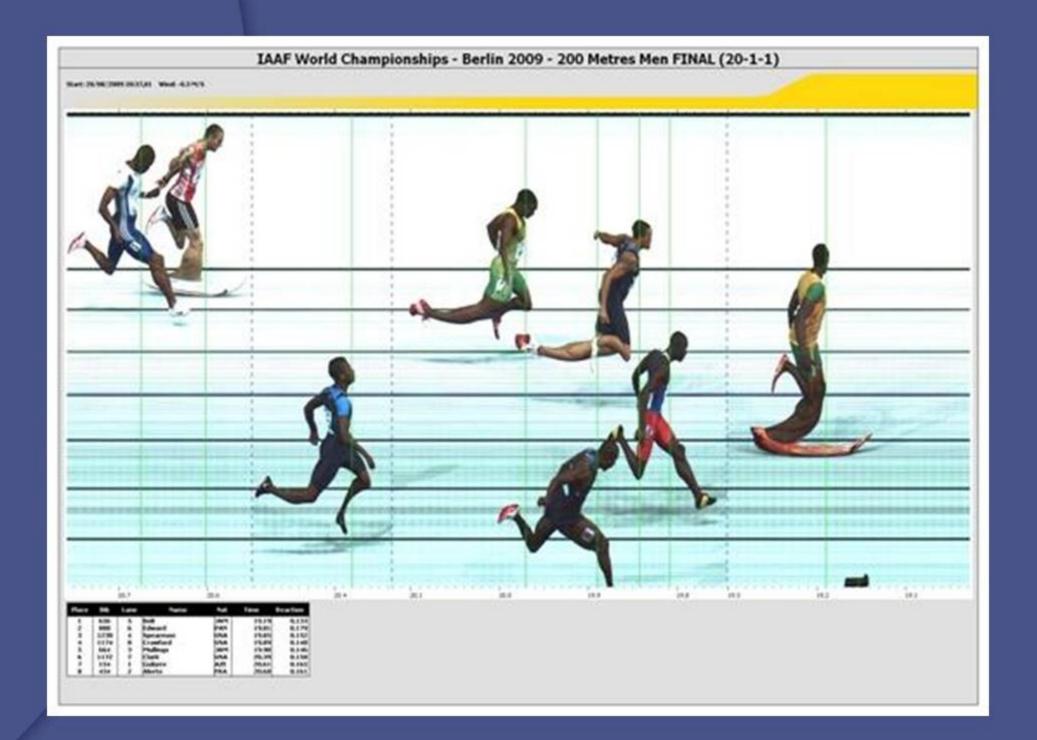
Theme 5
Digital Revolution





#### Theme 5 Digital Revolution





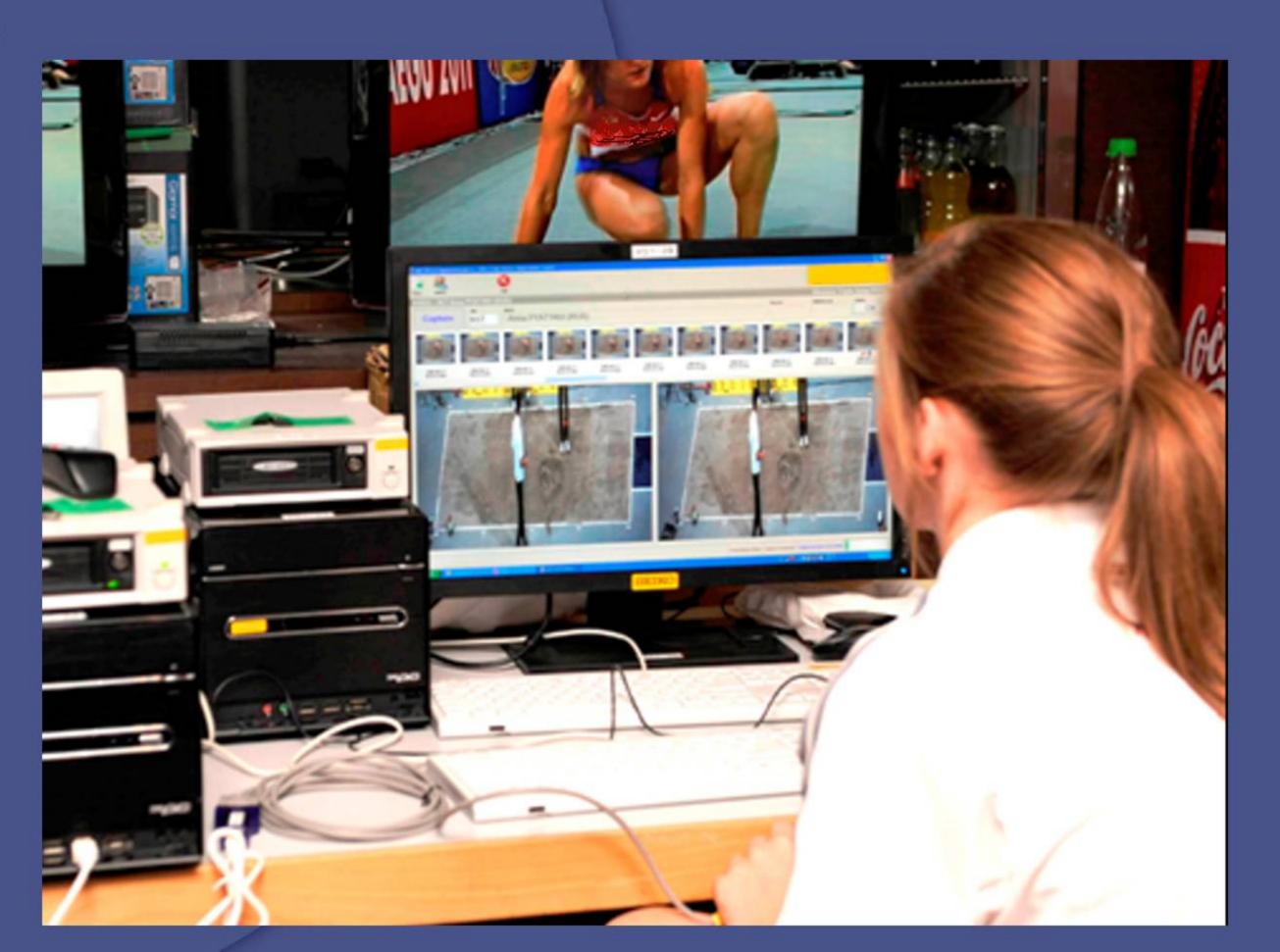
Theme 5
Digital Revolution







Theme 5
Digital Revolution



## Thank you. Merci beaucoup.