

= A Serial Introduction Part 5 = Winners of ITU-AJ Encouragement Awards 2019

In May every year, The ITU Association of Japan (ITU-AJ) proudly presents ITU-AJ Encouragement Awards to people who have made outstanding contributions in the field of international standardization and have helped in the ongoing development of ICT.

These Awards are also an embodiment of our sincere desire to encourage further contributions from these individuals in the future.

If you happen to run into these winners at another meeting in the future, please say hello to them.

But first, as part of the introductory series of Award Winners, allow us to introduce some of those remarkable winners.

Zeus, Inc.

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Fields of activity: ITU-D



Developing ICT Personnel in Myanmar

I would like to take this opportunity to express sincere thanks upon receiving the prestigious ITU Association of Japan Encouragement Award. Thanks to all those at ITU-AJ, those at the Pacific Telecommunications Council Japan who recommended us, and all of those in Japan and Myanmar that have supported us.

I would like to introduce the work of our company, developing ICT Personnel in Myanmar.

The reason we are working with Myanmar to begin with is that the country was designated as a “Least Developed Country” (LDC) by the United Nations, and is in particular need of support.

However, when we visited the region, even more than the spirit of this support, what we felt was a strong impetus for development within Myanmar.

We recognized this in the strong, forward-looking attitudes of the local people that could not be overcome by the environment, saying things like, “Now we’re growing,” “Things will change quickly now,”

and “We can change our country.”

Thus, there was a strong sense that at the present time, they have aspirations but not the circumstances, so we might be able to get involved in building part of the nation.

As one of the Least Developed Countries, Myanmar has far too few people with the advanced education necessary to support industry. As such, we want to help produce enough human resources to support the new era in Myanmar.

We are a Japanese ICT enterprise. As such, we are providing education in Japanese language and ICT. Our primary goal is to educate SEs that can speak Japanese, so that they can work off-shore for us, or they can come work in Japan. They will learn Japanese ICT system-building technologies, and when they return to Myanmar, they will become leaders supporting ICT in their country. This is the future we would like to create with our students studying in Myanmar.

TANABIKI Inc.

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Fields of activity: Digital Terrestrial Television Broadcasting



Initiatives Spreading EWBS in Countries using ISDB-T

Upon receiving the ITU Association of Japan Encouragement Award, we would like to express sincere thanks to everyone at the ITU-AJ.

We are a fabless industrial electronics device manufacturer, mainly developing and designing devices for television broadcasting. Our products include broadcasting TS transmission equipment, and we became involved in the Emergency Warning Broadcast System (EWBS) through our consultations with Mr. Sakaguchi, who is a member of the Digital Broadcasting Experts Group (DiBEG).

The EWBS is a system for issuing emergency warnings using digital terrestrial television broadcasts and is a feature of the ISDB-T format. It is able to transmit information to entire regions where television signals can be received.

Our first initiatives were to incorporate a function for adding EWBS into broadcast TS transmission equipment, and to develop an EWBS receiver module. Using the EWBS receiver module,

warnings can be output from devices other than television receivers, such as outdoor sign boards or public disaster warning speakers. One company we are collaborating with has also manufactured signage equipment incorporating the module.

Through the efforts of many from the Ministry of Internal Affairs and Communications and others, we were able to introduce the system to various countries, and received positive responses. However, it was difficult to reach the point where they adopted the technology. It has been extremely important to adapt the system to local conditions and to collaborate in building operations systems in each country.

The system is currently installed in Peru, El Salvador, Costa Rica, and Brazil. In the future, we will continue to work, supporting effective use of the system in these countries, and promoting its adoption in others.