## YOSHIHARU DEWA

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Shinagawa-ku Tokyo, Japan



Management and development engineer in interactive media technology with solid background and also inventor for emerging technology trends.

Researched multimedia encoding and worked on music contents distribution by Communicate Satellite broadcast. Through a series of standardization of International Standard for Multimedia encoding scheme (MHEG), after that worked on research and development of broadcast and network of Japan (BML/Hybridcast), Europe (HbbTV), US (ATSC2.0/3.0) and Brazil (GINGA). Major focus point is application distribution of consumer electronic devices, like television equipment by using data broadcasting or the internet. Management of TV software development with a small team.

Specialties

Multimedia contents coding, computer language, international standardization activities, consumer electronics platform software development.

* **Engineering Leadership:** Consult employees across locations and organizations to inspire productivity within the teams development, and deliver outstanding technology
* **Strategic Partnerships:** Establish relationships and effectively communicate to ensure that everyone is on the same page/schedule and on task to deliver a successful result
* **Project Management:** Leading a team of TV receiver software developers while pursuing innovative technologies.



# PROFESSIONAL EXPERIENCE

**LG Japan Lab, Yokohama**, Kanagawa Japan 2020 - Present

## Team Leader, Principal Researcher – TV development team leader (current)

Leading the development of new technologies that can improve image quality and differentiation of the products.

Team lead with understanding of the technical trends in the TV field and leads the research and　development of TV products in cooperation with headquarters.

* Understanding of Quality and Compliance issues Risk in the Japanese market
* Technical understanding of SW / Broadcast domain
* Technical understanding of image processing, codecs, image quality and video processing, and signal processing
* Ability to network with relevant organizations

**Sony Corporation,** Shinagawa, Tokyo Japan 2018 - 2020

## Software Engineering Manager – HDR gaming strategy, Sony Headquarter (2 years)

Community management of HDR gaming creation for display manufacturers and game developers, etc.

Managed HDR Gaming Interest Group (HGIG) for better understanding of HDR technology for display manufacturers and game developers.

* Various relationship adjustment among display manufacturers and game developers including Microsoft who is co-founder of HGIG.

**Japanese Ministry of Internal Affairs and Telecommunications,** Kasumigaseki, Tokyo Japan 2016 - 2018

## Senior Officer for Innovative Technology Promotion – Technical Director, Global Strategy Bureau (2 years)

Created new policy for open source based interactive AI engine research and development

Managed IoT common infrastructures experiment for various use cases

Collaborate the National Institute of Information and Communications Technology (NICT) who promotes research and development, societal verification, and international standardization for the ICT sector.

* Worked on budget deal with the Ministry of Finance
* Policy evaluation response and policy improvement for new and current policies
* Judgment of operation of NICT-managed aircraft radar and notification to relevant departments in case of emergency disaster like volcanic eruption
* Technical explanation to the Minister, Deputy Minister and Parliamentary Secretary
* Responses to questions from politicians

**Sony Corporation,** Osaki, Tokyo Japan 1998 - 2016

## Software Engineering Manager – Broadcast standardization, Sony City Osaki (18 years)

Standardize worldwide digital TV interactive technology through the activity of ISO/IEC and ITU (intl.), DVB (EU), ATSC (US), SBTVD (BRZ), ARIB, Dpa, JEITA and IPTV Forum (JP).

Consult software engineering teams and provide information of various broadcast cutting-edge technology targeting breakthrough use cases and experiences for television devices

Provided technical and creative leadership on a series of leading edge Interactive TV applications

* Worked on music contents distribution system (Music Link) by Communicate Satellite broadcast in Japan and launched actual service
* Partnered with broadcasters and manufacturers to establish the new service.
* Served as Task Force Co-Chair of the Association of Radio Industry Business to make data broadcast encoding format (BML: ARIB STD-B24).
* Served as Task Force Chair of the Association of Radio Industry Business to make data broadcast encoding format (ARIB-J: ARIB STD-B23)
* Served as Task Force Chair of the Blu-ray Disc Association to measure BD-J (Java) performance method by using benchmark software and Blu-ray disc BD-J format development
* Developed HbbTV specification in EU and consult technology to employees and
* IPTV interactive format standard creation in Japan. This standard is applying actual service operated by NTT.
* GINGA interactive technical specification creation in Brazil and consultation of employees of local engineering stuffs

## Researcher – Information and Communication Labs. (6 years)

* Investigate social media technology conforming new network business model and proto-type network user identification system and establish new business model. This broadcast and peer-to-peer merging concept that was modeled and presented in internal technology open house.
* Worked on music contents distribution system (Music Link) by Communicate Satellite broadcast in Japan and launched actual service.

## Director and Councilor – The Institute of Image Information and Television Engineers (5 years)

Managed academic organization from accounting point of view and support the board of directors.

* Established human connections of broadcasters and academic people in Japan. Effective strategic partnership between broadcasters.
* Planed business plan for the institute to activate the academic activities including Ultra High Definition Audio and Video, broadcast system, etc.

**Pioneer Corporation**, Kawasaki, Kanagawa, Japan 1993 - 1998

## Researcher – Multimedia Application Software, Information Communication Labs. (5 years)

Research of multimedia encoding (especially ISO/IEC SC29 WG12 (MHEG) activity).

* Project member of MHEG Test case creation funded by IPA Japan. MHEG test case assertion and code are created. These TC assets were published for MHEG developer in Japan. It is effective for interoperability of MHEG applications.
* Implementation of MHEG engine by using Java, MPEG decoder board for Macintosh from scratch (mainly device driver and Quick time component implementation).
* Partnered with Apple for making Macintosh OEM products and investigated AV technology for decoding MPEG-2 video and audio.
* Co-edited of MHEG part 7, testing specifications that improve MHEG application interoperability.



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# EDUCATION

**MS**, Information Engineering, Hokkaido University

* + Masters project / thesis: *A Compiler for the Generalized logic programming language UL/α, 1992., Research of programming language like a Prolog*

**BS**, Information Engineering, Hokkaido University

# PATENTS

* + Inventor on forty-nine patents granted from US Patent Office in devices, media sharing techniques tied to broadcast data. (More over ten patents from JPO) http://www.patentsencyclopedia.com/inventor/yoshiharu-dewa-tokyo-jp-1/

# PUBLICATIONS

* + Author on four books regarding HTML5 and digital broadcast and contents transmission technology from major publishers (O'Reilly Japan, Ohm-sha and Impress R&D in Japan). All are written in Japanese.

# LEADERSHIP / RECOGNITION

* + Received Japan TSC Award from the CEO of Sony for Japanese one segment broadcast system standardization (2006)
  + Received Contribution TSC Award from the CEO of Sony for Japanese second generation digital satellite (super high definition) standardization on Association of Radio Industry Business (ARIB) (2008)
  + Received Regional TSC Award from the CEO of Sony for Japanese IPTV standardization activity (2009)
  + Received Regional TSC Award from the CEO of Sony for Europe HbbTV standardization work (2010)
  + Received Contribution TSC Award from the CEO of Sony for US ATSC 2.0 standardization work (2013)
  + Received TSC Award from the CEO of Sony for Hybridcast standardization work (2014)
  + Received Contribution TSC Award from the CEO of Sony for ATSC 3.0 standardization work (2016)
  + Received Contribution TSC Award from the CEO of Sony for 4K/8K broadcast promotion on A-PAB and JEITA (2016)
  + Received Special TSC Award of Sony for HDR Gaming Interest Group work (2019)
  + Co-editor of ISO/IEC JTC1 SC29 WG12 (MHEG) Part 7 (Interoperability and conformance testing) (1997-2001)
  + Chaired the Working Group (Application Engine) on Association of Radio Industry Business (ARIB) (1999 - 2016)
  + Chaired the Task Force (Blu-ray Java Benchmark Testing) on Bluray Disc Association (1997-2002)
  + Information and Communication Council, Information and Communication Technology Subcommittee, Technology Strategy Committee Secretariat (2016-2017)

