

December 16th, 2025

Alps Alpine Co., Ltd.

Alps Alpine to Exhibit at CES 2026
- Proposing a Future as a Spatial Value Integrator, Based on the Company's New Vision -

Alps Alpine Co., Ltd. (Head Office: Ota-ku, Tokyo; Representative Director, President & CEO: Hideo Izumi; hereinafter “Alps Alpine”) will exhibit at CES 2026, held from Tuesday, January 6, 2026, to Friday, January 9, 2026, at the Las Vegas Convention Center. At the exhibition, the company will present products that embody its new vision: “shaping a future where technology extends your senses.” The exhibits will highlight the company’s role as a spatial value integrator, aiming to realize a world in which people and spaces are seamlessly connected. By enhancing human sensory experiences, Alps Alpine seeks to contribute to the creation of a richer and more sustainable society.

Visitors are invited to stop by the Alps Alpine booth.



CES 2026 Overview

Schedule	Tue., January 6, 2026 - Fri., January 9, 2026
Venue	Las Vegas Convention Center
Booth number	West Hall Booth #3826
Organizer	Consumer Technology Association
Official websites	https://www.ces.tech https://exhibitors.ces.tech/8_0/exhibitor/exhibitor-details.cfm?exhid=0013000001KYV02AAH

[Media Briefing]

Content: Alps Alpine company overview and introduction of items to be exhibited at CES

Schedule: Friday, January 9, 10:00am - 11:00am (PST)

Featured exhibit

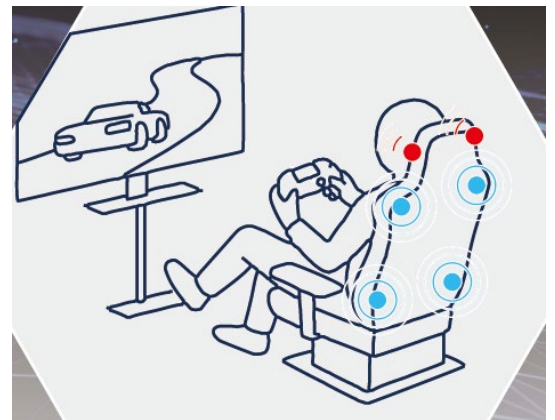
Centered around Digital Cabin Solution Technology, Alps Alpine proposes the concept of a “spatial value integrator” that evolves spaces by integrating:

- Sensing technology that utilize the five senses (cameras, microphones, haptic devices, etc.)
- Spatial presentation through HMI technology (sound, light, vibration, scent)
- Software and data solutions

The exhibition will feature demonstration videos that let visitors experience this concept firsthand, along with specific display items showcasing the application of this technology.

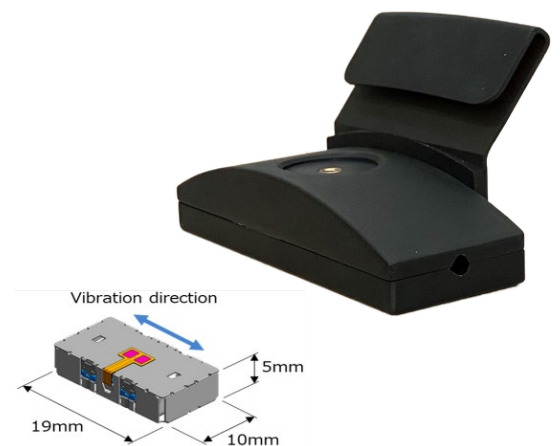
[Drive Play Feel]

Alps Alpine offers sensory devices that engage the five senses to deliver next-generation immersive gaming experiences unattainable through visuals and sound alone. Built-in seat devices enable users to physically perceive multi-point vibrations, while scene-specific scents create memorable experiences. Furthermore, directional audio cues near the ears convey spatial depth with heightened clarity. By combining three sensory stimuli—touch, smell, and sound—it encourages intuitive decision-making, heightens concentration, and achieves an immersive experience where emotion and space connect.



[Recognition Expansion Device]

A hat-mounted obstacle alert device that enhances the mobility experience of people with visual impairments. Using distance sensors built into the hat, it detects obstacles at face and chest height, which are difficult for white canes to identify, and provides immediate and intuitive vibrating alerts. This haptic feedback compensates for the uncertainty of not seeing, reducing psychological burden. For example, it alleviates everyday mobility anxieties, such as colliding with overhead signs, failing to notice when someone ahead moves in a line, or collision risks in crowded station concourses. The vibrating alerts enhance spatial awareness, supporting confident forward movement. It delivers the freedom of worry-free travel and expands one's range of action, empowering experiences that connect with the outside world.



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