Best of Show Award

Interop®26 Tokyo JUNE 10-12 MAKUHARI MESSE, JAPAN

Entry Manual

Event Dates　June 10 (Wed.) – June 12 (Fri.) ｜Makuhari Messe, Chiba JAPAN

1．Best of Show Award

“Best of Show Award” is one of the most famous events of Interop Tokyo.
The judging committee will review the latest products entered by exhibitors in each category and determine the Grand Prix.
The review committee is highly authoritative and credible because it is composed of key persons from leading media companies and experts in the academic world.

Participating and winning an award at this event will increase the exposure, credibility and prestige of your products and company.
*The winning companies will also receive a trophy at a later date.

Furthermore, award-winning results and products will be featured at various locations during Interop Tokyo.

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2. Entry Process and Judging Schedule

The judging committee, consisting of key persons from leading media companies and academics, will review the selected new products entered by exhibitors to determine the "Product of the Year".
Which product will win the prestigious award after discussions from numerous entries, through the finalist judging panel, to the main judging on the day of the competition?
It is truly a major event for the entire industry and will be held again this year.

***Only exhibitors at Interop Tokyo 2026 are eligible for this entry.**

1. Late April – May 22 (Fri.) : Entry Period
2. Late May : Announcement of entries (available on the official website)
   (FY2025 Reference URL → Entry List | Interop Tokyo 2025)
3. May 29th (Fri.) : Finalist selection by the judging panel
4. Early June : Announcement of finalist products/services (available on the official website)
   (FY2025 Reference URL → Finalist List | Interop Tokyo 2025)
5. June 9th (Tue.)PM : Final Judging Session
   *Judges will visit each exhibitor's booth to evaluate the finalists' products.
7. June 10th (Wed.) PM : Announcement of award-winning products/services (available on the official website)
   (FY2025 Reference URL → Award Winners | Interop Tokyo 2025)

＊ Please note the following ＊

- **Entries will not be accepted after the entry deadline.**
- The time for this review will be announced to you after it is finalized. Please assign an explanation staff in charge. (This will be your opportunity to appeal directly to the judges)

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3. Eligibility and requirements for entry

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【Products Eligible for Entry】

1. Products, solutions and services that will be launched or announced from June 14th , 2025 to June 12th , 2026.
2. Existing products that are significantly upgraded or updated during the above period and recognized by the judges as different before updating are eligible. (*)
3. The number of products that can be entered depends on the number of booths. (**)

Please note the following

1 to 3 booth spaces: Up to 3 entries
4 to 9 booth spaces: Up to 6 entries
10 booth spaces or more: up to 20 entries

* Please describe the difference from the existing product in the “Detailed description (for Judge of Award)” in the entry form .
** The main judging (June 9th , the day before the exhibition) will be held at each booth.
Please enter only those items that will be exhibited at your own booth.

【Products not eligible for entry and other notes】

1. Applications with missing information will not be evaluated.
2. Products that have won awards at other events will not be given preferential treatment.
3. Products that have already penetrated the market may not be eligible.
4. Products announced or commercialized before June 14th , 2025 are not eligible.
5. Multiple entries for the same series of products and solutions may be combined into a single entry for judging.

*The above entry conditions are subject to change.

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4. Evaluation Points for Products / Services

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In each year, judging will be based primarily on the following points of view.
We encourage you to summarize your entry in an easy-to-understand manner, focusing on the selling points for the following items.

- Plan or idea
- Functionality / Operability / Usability
- Capability / Performance
- Cost-effective
- Topicality / Expectation
- Power saving / Space saving / Heat saving
- Design
- GX / SDGs
- CX（ Customer Experience ）
- AI Utilization

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5. Entry Categories

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Please select one "most appealing" category per product/service from the list below. **(Listed in bold)**

*If you select "Security", "Network Infrastructure", "Enterprise & Cloud", “AI“, "Mobile Computing“ or “Innovation Technology“, please select one of the sub-items as well. *Multiple sub-items may be selected for this category

■ **Security**
- -For AI
- -Assessment
- -Enterprise
- -High Performance
- -Threat Intelligence

■ **Data Center**
- -Data Center Service
- -IT / Service
- -Security / Service
- -Facility / Service
- -Other

■ **Network Infrastructure**
- -AI Infrastructure
- -Carrier / ISP
- -Enterprise
- -SMB

■ **Enterprise & Cloud**
- -Enterprise Appliance
- -Enterprise Service
- -Cloud Service
- -Cloud Infrastructure

■ **Innovation Technology**
- -Space Challenge (Space Industry)
- -Media Challenge (Media Over IP, etc.)
- -Academic Challenge (University Research)

■ **Mobile Computing**
- -5G / 6G
- -Wi-Fi

■ **IoT / Edge Computing**
■ **NFV / SDI**
■ **Server & Storage**
■ **Management & Monitoring**
■ **Testing**
■ **Industrial Network**
■ **Digital Media**

※ Evaluates technologies that drive new business and content creation in broadcasting and media, including IP, AI, and cloud.

■ **Gadget**
■ **Personal Media & Device**
■ **Facility (Racks, cables, power supplies, etc.)**
■ **APN (All-Photonics Network)**
■ **Instore tech**
■ **New wave**

※ A category that honors Interop-style challenges and efforts not limited to any particular department.

※Please be aware that the judging committee may change your entry category at its discretion.

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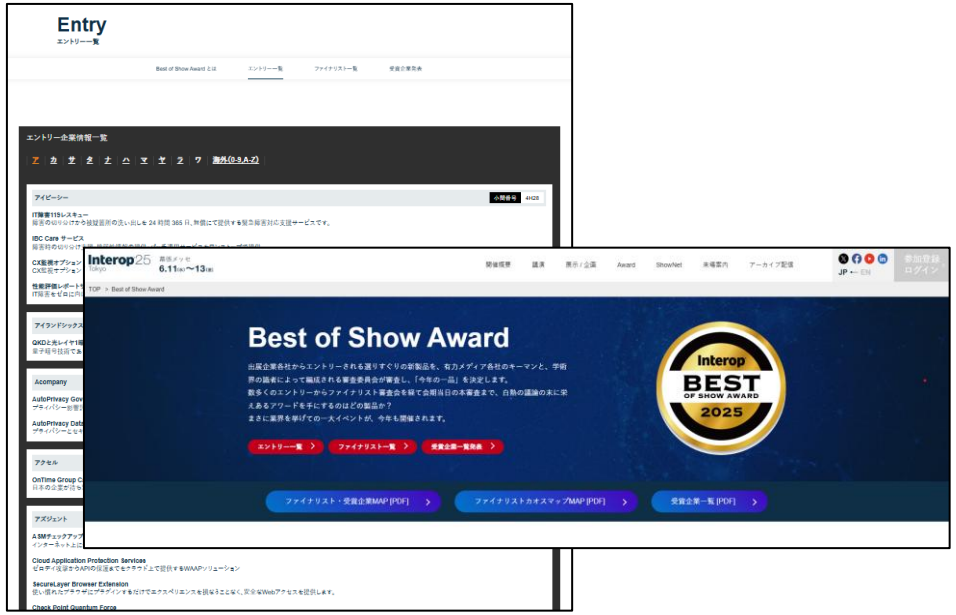
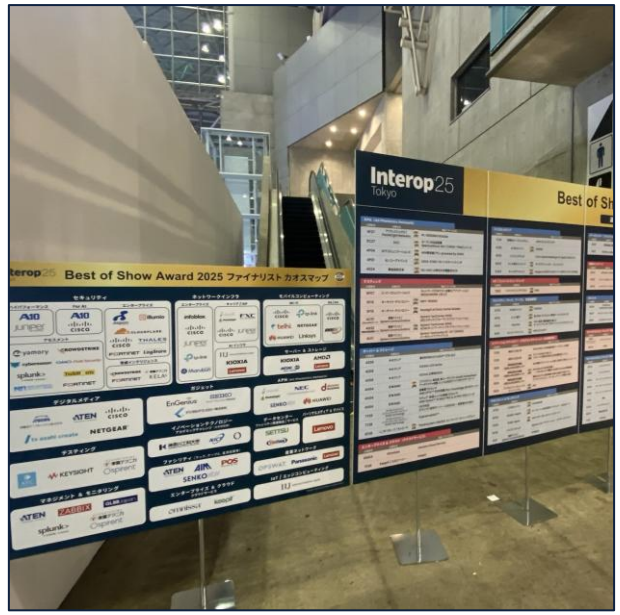
6. Benefits of entering



launch a special Awards page on our official website, and post the names and descriptions of the entered products



During the event, we will display the chaos map of finalists featuring the logos of the nominated companies, as well as panels listing the finalist products, at several locations throughout the venue.

Companies nominated as finalists or awarded prizes will receive pop-up signs and tabletop displays that can be used to promote their booths.

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7. How to entry

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To complete your entry, you need to follow the three steps below.

①Please download the Excel entry form from "Download various documents" on the Exhibitor website.
※There is a limit on the number of products you can enter, depending on the number of booths.
Please download the Excel entry form corresponding to the number of booths you have.

②Please enter the information about the product or service in the Excel entry form.
If possible, please also prepare product documentation and images for judges.

③Please submit your Excel entry form, product materials or images (if possible), and your company logo (for the chaos maps) via email.

Submission Email: interop-award@f2ff.jp

Nano OPT Media, inc. Best of Show Award's Management office

3F, Uni-works SHINJUKU GYOEN, 1-12-5 Shinjuku, Shinjuku-ku, Tokyo, 160-0022, Japan
Mail : interop-award@f2ff.jp

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