

October 5, 2026

Overview of Honda Exhibit at CEATEC 2026

— Showcasing Honda initiatives toward the realization of a future society —

TOKYO, Japan, October 5, 2026 – Honda R&D Co., Ltd., the R&D subsidiary of Honda Motor Co., Ltd., today announced its planned exhibits at the CEATEC 2026 to be held at Makuhari Messe in Chiba Prefecture, Japan from October 13 to 16, 2026.



Image of the Honda booth

The CEATEC is one of Japan's largest, comprehensive digital innovation exhibitions, held every October. Under the theme of "Transformation — Where Companies, Industries, and Society Evolve —," the CEATEC 2026 will be held not only as an event where participants showcase their outstanding technologies and innovative ideas, but also, as a platform to enhance the value of innovation and accelerate its real-world implementation in society.

Based on the booth concept of "Honda Innovation Lab - Missing Piece," Honda will introduce its initiatives to realize a future society in which people can augment their abilities by being connected through technologies. Moreover, Honda will create opportunities to work with a wide variety of partners and younger generations who will shape the future to explore and co-create "Missing Pieces" needed to realize the future Honda envisions.

At its booth, Honda will demonstrate its technologies that enhance safety and freedom of mobility and augment human abilities, presenting new possibilities for value creation and co-creation. Such Honda technologies include the “CI-powered driver assistive smartphone app,” which combines Honda original AI, named Honda CI^{*1} (Cooperative Intelligence), and a smartphone, as a part of Honda initiatives to reduce traffic collision fatalities to zero. Another technology to be demonstrated at the event is the “Honda Avatar Robot,” which will enable people to transcend various constraints such as time, place or ability and augment their possibilities.

Honda R&D will also exhibit at the Japan Mobility Show Bizweek 2026, which will be held concurrently at the same venue in the Exhibition Hall 2 and 3.

<Honda booth exhibit >

■ CI-powered driver assistive smartphone app

As part of Honda initiatives to advance safety technologies toward the realization of zero traffic fatalities, Honda will exhibit the CI-powered driver assistive smartphone app. This technology uses a smartphone and an aftermarket camera installed on a vehicle to detect road users in the vicinity, while the CI predicts and assesses potential risks ahead.

Depending on the direction and level of risk, the system alerts drivers and riders through visual and audible notifications, helping them avoid collisions before they occur. Honda is developing the technology with a view to applying it not only to new models but also to vehicles already in the market, as well as motorcycles, with the aim of contributing to greater safety across the entire mobility society.

At the Honda booth, visitors will be able to experience a demonstration of how the CI-powered driver assistive smartphone app predicts risks and provides alerts, offering a firsthand look at the value that future safety technologies can deliver.

■ Honda Avatar Robot (multi-fingered robotic hand^{*2} and AI-supported remote-control function)

Honda will showcase its “Honda Avatar Robot,” a robotics technology which can act as a second self of the user, performing tasks remotely even when the user is in a remote location. Combining a multi-fingered hand with dexterity and strength comparable to those of a human hand, with an AI support system that assists the user, Honda is striving to develop an avatar robot capable of performing sophisticated tasks without requiring the human user to physically be at the site. Through applications in areas such as healthcare, facility maintenance, disaster response, and space development, Honda will strive to enable people to transcend the constraints of time, space, and physical limitations, while contributing to the augmenting of human abilities and maximizing the value of people's time.

At the event, Honda will demonstrate tasks performed by the multi-fingered hand with motion assistance from the AI support system, showcasing the potential of the future where people and robots work cooperatively.

<About CEATEC 2026>

Official name: CEATEC 2026 (Combined Exhibition of Advanced Technologies 2026)
Dates: October 13 – 16, 2026
Hours: 10:00 – 17:00
Venue: Makuhari Messe, Exhibition Hall 4 -8
Venue address: 2-1 Nakase, Mihama-ku, Chiba, 261-0023, Japan
Admission: Free of charge (Note: All visitors must register online in advance)
Organizer: Japan Electronics and Information Technology Industries Association (JEITA)
Co-organizers: Communications and Information network Association of Japan (CIAJ)
Software Association of Japan (SAJ)
Official website: <https://www.ceatec.com/ja/> (Japanese)
<https://www.ceatec.com/en/> (English)

*1 Cooperative Intelligence: Honda original AI that supports users by communicating through gestures and words and working cooperatively with users and people in the vicinity.

*2 A robotic hand that can handle objects in much the same way as a human hand. It is capable of grasping a wide variety of objects and making full use of tools designed for humans. By enabling a single robotic hand to perform a diverse range of tasks that humans perform and work in environments where people live, Honda strives to create a society in which robots can work alongside and support people in their daily lives.