

# DII Program Startup Workshop

## for Human Society Problem Challenge 2021

**Date:** 16:05-17:20 May 14 (Fri.), 2021

**Place:** :Webinar

**Title :** Innovation born from diversity and inclusion, the DMP Way

**Lecturer:** Mr. Tatsuo Yamamoto (Chairman and C.E.O.,  
DMP:Digital Media Professionals Inc. )

**Language:** English

### **Abstract:**

From my experience working in Japan and the U.S., I have come to believe that the secret to creating a competitive edge is to develop products using a diverse range of human resources. I will share my experience working with engineers from around the world who gathered at DMP to develop graphics technology for Nintendo's game console based on an idea from a university professor.



### **BIO:**

- Chairman and C.E.O. , Digital Media Professionals Inc. (Current)
- Vice President, Automotive, Renesas Technology America (-2004)
- Vice President, Engineering, Sega of America and Sega Soft (-1997)
- Director, PowerPC systems, IBM Corporation Austin Lab. (-1996)

Tatsuo has over 40 years of experience in the high-tech industry in Japan and the US. He participated in startups in Silicon Valley and Tokyo, taking the latter (DMP) public in 2011. As an obsessed leader in gaming graphics technology, Tatsuo led the development of the Dreamcast at Sega and the 3D graphics processor for the Nintendo3DS at DMP. He was also a starting member of the IBM PowerPC team that delivered the PowerMAC, a joint project between IBM and Apple. Tatsuo graduated from the Tokyo Metropolitan Technical College with an Associate Degree in Electrical Engineering in 1977.