

Suntory Global Innovation Center and the University of Tokyo to Showcase MoHeat Evo at CES 2026



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Tokyo, JAPAN (October 28, 2025) — Suntory Global Innovation Center (SIC), the research and development arm of Suntory Group, and the University of Tokyo will showcase their MoHeat Evo at CES 2026, taking place in Las Vegas, U.S., from January 6th to 9th, 2026. This product seamlessly integrates audio, thermal feedback, and emotional intelligence. It will be displayed at The Venetian Expo within the Japan Tech section at Eureka Park #61415.

[CES](#) is one of the most powerful tech events in the world, which provides ground for breakthrough technologies and global innovators. Held annually in January in Las Vegas, U.S., CES 2025 featured approximately 4,500 exhibitors.

MoHeat Evo, jointly developed by SIC and the University of Tokyo, is a headphone-style device that delivers synchronized audio and rapid thermal sensations around the ears without requiring direct skin contact. By leveraging LED-based heating and ethanol mist cooling, it enables high-speed transitions between warm and cool sensations, tightly integrated with music, speech, or user interaction.

The device also features voice-based emotion recognition, adapting thermal cues to deepen emotional engagement – whether by amplifying excitement or offering calming relief.

This groundbreaking innovation, currently in the prototype stage, opens up new possibilities for immersive communication, entertainment, and mindfulness experiences, allowing users to feel sound and human presence in unprecedented ways.

Hitoshi Matsubara, Senior General Manager of Novel Business Development Department at SIC, comments, “We are excited to exhibit MoHeat Evo at CES 2026. As the R&D hub of Suntory Group, SIC’s mission is to create enduring value for future generations through cutting-edge research and scientific exploration. We will continue to strive to deliver new value to our customers and push the frontiers of natural sciences.”

Find more about Suntory Global Innovation Center [here](#), and follow the latest updates on [LinkedIn](#).

About Suntory Group

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196 (minus one-nine-six), The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, as well as popular health and wellness product Sesamin EX.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.3 billion in 2024. Its 41,357 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit www.suntory.com and [Drink Smart](#).

