

1. SHOW INFORMATION	01
2. CHAIRMAN'S COMMENTS	02
3. OPENING EVENTS	03
4. EXHIBITION CONFIGURATION	04
5. EXHIBITION SITE	05
6. EXHIBITION TRENDS	06
7. OUTLINE OF SPONSOR EVENTS AND SPECIAL EXHIBITS	13
8. CONFERENCE	15
9. EXHIBITORS	16
10. NUMBERS AND ANALYSIS OF VISITORS	19
11. ADVERTISING AND PUBLICITY	22
12. CEATEC JAPAN OFFICIAL WEB SITE	24

1. SHOW INFORMATION

NAME	CEATEC JAPAN 2007 (Combined Exhibition of Advanced Technologies-Providing Image, Information and Communications)
OBJECTIVES	<ol style="list-style-type: none">1. To allow visitors to experience the newest technologies, products, systems and software for the digital network age, and the convergence of communications, information and imaging technologies2. To function as a highly specific exhibition capturing the interest of and responding to the needs of users by presenting the industries' latest achievements and trends3. As Asia's largest interactive exhibition of information on the communications, information and imaging fields, to present the achievements, trends and vitality of the industry to the world4. To gather industry organizations to present clear social messages, thereby supporting industrial development and contributing to lifestyles, economies and society in the digital network age
DURATION	Tuesday, October 2-Saturday, October 6, 10:00 a.m. -5:00 p.m. PREMIERE TIME Tuesday, October 2, 10:00 a.m. -12:00 p.m.
LOCATION	Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba, Japan
ADMISSION	All visitors are required to register. Visitors pre-registering on the Web: Free entry Visitors registering at the Gate: General: ¥1,000; Students: ¥500 Note: Groups of 20 or more students and children under 12 years of age admitted free of charge
SPONSORSHIP	CEATEC JAPAN Organizing Committee Japan Electronics and Information Technology Industries Association (JEITA) Communications and Information network Association of Japan (CIAJ) Computer Software Association of Japan (CSAJ)
SUPPORT	Ministry of Internal Affairs and Communications, Japan; Ministry of Foreign Affairs, Japan; Ministry of Economy, Trade and Industry, Japan (listed by date established) Chiba Prefectural Government; Chiba Municipal Government; Japan Broadcasting Corporation (NHK); The National Association of Commercial Broadcasters in Japan; The Japan Chamber of Commerce and Industry; The Tokyo Chamber of Commerce and Industry; The Chiba Chamber of Commerce and Industry; Japan External Trade Organization (JETRO); Japan National Tourist Organization (JNTO); U.S. Commercial Service; Delegation of the European Commission in Japan; British Embassy in Japan, Trade & Investment Dept.; Canadian Embassy and Consulates in Japan (no particular order)
ASSISTANCE	Association of Consumer Electronics Marketing in Japan; Association of Radio Industries and Businesses (ARIB); Digital Content Association of Japan (DCAj); Electrical Products Association of Japan; Internet Association Japan (IAJapan); ITS Japan; Japan Audio Society (JAS); Japan Automobile Manufacturers Association, Inc. (JAMA); Japan Book Publishers Association; Japan Cable and Telecommunications Association (JCTA); Japan Cable Television Engineering Association (JCTEA); Japan Computer System Seller Association (JCSSA); Japan Electronic Products Importers Association (JEPIA); Japan Federation of Electronic Parts Distributors & Dealers (JEP); Japan Satellite Broadcasting Association (JSBA); Japan Video Software Association (JVA); Nippon Keidanren; Recording Industry Association of Japan (RIAJ); Telecommunication Technology Committee (TTC); Telecommunications Carriers Association (TCA) (alphabetical order)
GLOBAL PARTNERS	<ul style="list-style-type: none">• Digital Home Appliances Consumer Electronics Association (CEA)/International CES (USA) Messe Berlin/IFA (Germany)• Information Communications Telecommunications Industry Association (TIA)/NXTcomm (USA) International Engineering Consortium (IEC)/Broadband World Forum• Electronic Components Messe München International/electronica (Germany), electronica & Productronica China (China)
ASIAN PARTNERS	China Council for the Promotion of International Trade, Electronics & Information Industry Sub-Council (CCPIT ECC); China Electronic Chamber of Commerce (CECC); China Semiconductor Industry Association (CSIA); Electronic Industries Association of India (ELCINA); The Hong Kong Electronic Industries Association (HKEIA); Taiwan External Trade Development Council (TAITRA); Tianjin Economic and Technological Development Area (TEDA) AEECC Members: China Electronic Appliance Corporation (CEAC); Hong Kong Trade Development Council (HKTDC); Korea Electronics Association (KEA); Taiwan Electrical and Electronic Manufacturers' Association (TEEMA) Note: The Asia Electronics Exhibition Cooperation Conference (AEECC) was established in 1997 to encourage mutual promotional cooperation activities among major electronics and IT exhibition organizers in the Asia region.
MANAGEMENT	CEATEC JAPAN Management Office Japan Electronics Show Association (JESA)

On the Opening of CEATEC JAPAN 2007



JEITA

Japan Electronics and Information
Technology Industries Association

Chairman,
Katsuhiko Machida



CIAJ

Communications and Information
network Association of Japan

Chairman,
Kaoru Yano



CSAJ

Computer Software
Association of Japan

Chairman,
Shigefumi Wada

Rapid developments in digital technology have fueled profound change in imaging, information and communications equipment and systems. The expanding global information technology (IT) infrastructure is also leading to new convergence in areas such as broadcasting, communications and the Internet. And all of these factors are combining to create new businesses, markets and industries.

Against this backdrop of convergence and change, CEATEC JAPAN 2007 will be held at Makuhari Messe in Chiba Prefecture for the five-day period from October 2 to 6, 2007. Sponsoring the show are the Japan Electronics and Information Technology Industries Association (JEITA), Communications and Information network Association of Japan (CIAJ), and Computer Software Association of Japan (CSAJ). Assistance and support are being provided by relevant Japanese government offices and other organizations.

At this year's show, the eighth staging of CEATEC JAPAN, visitors will not only witness industry and market trends, but they will experience new styles of living and working made possible by electronics and IT technologies, products and services, as well as by the new industries and markets wrought by digital convergence.

1. Premiere Time

Before the opening of CEATEC JAPAN 2007, media representatives and specially invited guests used Premiere Time, held from 10:00 a.m. to noon on Tuesday, October 2, to tour the exhibition and exchange information in a comfortable and spacious environment before the doors opened to the public.

Numerous representatives from television and radio stations, newspapers and magazines around the world gathered on the first day, eagerly collecting material for television shows and periodicals. For exhibitor representatives, CEOs and top executives, Premiere Time provided the best opportunity to fully experience all the exhibits and gain valuable information for future management and development plans. A total of 749 registered VIP visitors came to CEATEC JAPAN 2007 over the five days of the show.



2. Opening Reception

At noon on October 2, the opening day of the exhibition, the CEATEC JAPAN 2007 Opening Reception was held at Hotel New Otani Makuhari, located near Makuhari Messe, where CEATEC JAPAN 2007 was held. Mr. Katsuhiko Machida, Chairman of the CEATEC JAPAN Organizing Committee, offered greetings on behalf of the sponsoring associations. Following this, representatives of the Ministry of Economy, Trade and Industry, and of the Ministry of Internal Affairs and Communications offered greetings. At a commemorative Kagami-Biraki (rice wine cask-breaking) ceremony, representatives of the sponsoring associations, the Japanese government and NHK (Japan Broadcasting Corporation), celebrated the opening of the show with high anticipation for a successful event. Attendees also enjoyed exchanging information in a comfortable and spacious atmosphere.



In addition, at 5:30 p.m. on October 3, the CEATEC JAPAN 2007 International Reception was held at the same location. Guests included overseas exhibitors and visitors, representatives of foreign embassies in Japan, and Japanese and overseas media representatives. Mr. Shunichi Yamamoto, Executive Vice President of the Japan External Trade Organization (JETRO), greeted the guests, after which a traditional Japanese toast was made. The International Reception was well received as a place for networking, as well as for opening new business opportunities for exhibitors, overseas visitors and overseas media.



4. EXHIBITION CONFIGURATION

1. Stage Configuration

Digital Network Stage

Home & Personal Zone

- ① **Digital home appliances (home entertainment)**
Flat-panel-display televisions (PDP, LCD), digital televisions, Television tuners (including digital), digital broadcasting receivers, Set-top boxes (STBs), HDDs, home servers, DVD, HD DVD, Blu-ray discs, Digital cameras, Digital videotape recorders, AV PCs, Printers, Scanners, Home theater systems, Game platforms, Related products, services
- ② **Mobile networks (personal information terminals)**
Cellular telephones, Personal Handyphone System (PHS), Personal Data Assistant (PDA), Mobile PCs, Wireless LAN, Bluetooth™, Digital audio players, Memory cards, IC cards, Memory media, Memory equipment, Supply products, Related products, services
- ③ **Car electronics (automotive)**
ITS (Intelligent Transportation System), Telematics, Car navigation systems, GPS-related products, Network services, systems, Car-mounted components, Car AV, Related products, services
- ④ **Home network**
Network home appliances, Home network systems / products, Control systems / products, Personal ID technologies, Security systems, Related products, services
- ⑤ **Consumer-use network, broadcasting & contents services**
Cellular telephone, PHS, Telephone, Other communications services, Digital broadcasting-related services (CATV, etc.), Broadband-related services, Internet providers, IP phone services, Music delivery, Streaming services, Net banking, Online trading, Online shopping, Related products, services
- ⑥ **Consumer-use digital software**
Operating systems, Embedded systems, Internet-related software, PC application software, Game software, Digital contents and data, Related products, services
- ⑦ **Other**
Consumer-use robots, Other consumer-use products

Business & Society Zone

- ① **Business-use network services & systems**
Broadband, ADSL, XSDL, FTTH, WDM, Related communications services, UWB, ASP/ISP, IP-Phone, VoIP, IPv6, Telecommunications terminals, CTI systems, Connection equipment, Telecommunications equipment, PBX, Related products, systems and services
- ② **Platforms (network computing)**
Operating systems, Servers, Workstations, Storage, PCs, Information terminals, Displays, projectors, Peripheral equipment, Digital office equipment, LAN and WAN equipment, Wireless LAN equipment, Internet and Intranet equipment (modems, hubs, routers), Solution systems, Related products, systems and services
- ③ **Industrial equipment**
Wireless equipment and systems (Satellite communications equipment and systems, Digital switching equipment, Digital transmission equipment, Connecting equipment), Electronic application equipment (Industrial-use computers and Peripheral equipment, Ultrasonic application equipment, Commercial-use imaging equipment), Related products
- ④ **Middleware**
Web applications, Web services, EAI, Grid computing, Related systems and services
- ⑤ **Applications**
Systems integration services, Knowledge management, ERP, SCM, CRM, EC/EDI, e-Learning, IDC, Groupware, Internet applications, Business applications, DTP and CG applications, Security software, Related software
- ⑥ **Outsourcing services**
Solutions, Consulting, Network services, Support services, Related systems and services
- ⑦ **RFID**
RFID systems (management systems), RFID system development services, RFID readers/writers, RFID printers, RFID tags, RFID chips, RFID-related products/services
- ⑧ **Social systems & services**
ITS, Venture support services, Social welfare services (barrier-free, etc.), Education services (university research announcement, etc.), Social services equipments, systems, software and contents, Related services

Electronic Components, Devices & Industrial Equipment Stage

Semiconductors Zone

MOS Logic, MOS micro, MOS memory, Digital bipolar, System LSIs, Analog ICs, Optical ICs, Sensors, Discreet (Silicon diodes, Rectifier elements, Transistors, Thermistors, Varistors, Thyristors, Optoelectronic conversion elements, Other discreet semiconductors), Memory components, Other semiconductors

Electronic Display Devices Zone

LCDs, Plasma display panels (PDPs), Inorganic and organic electroluminescent (EL) displays, LEDs, FEDs, CRT displays, VFDs, Electronic display panels, Touch panels, Other display devices

Passive Components Zone

Passive components (Resistors, Capacitors, Transformers, Inductors, OSCs, Filters), Noise-reducing components, Other passive components

Structural, Functional Components Zone

Connecting components (Connectors, Switches, Relays), Structural components, Transducers (Acoustic transducers, Magnetic heads, Small motors, Sensors), Functional components, TV and video tuners, Electronic circuit boards (Ridge-print, Flexible, Module boards, Other electronic circuit boards), Other structural components

Materials, Power Sources, Batteries Zone

Adapters, chargers, Switching power supplies, Power sources and power source devices, Fuel cells, Lithium-ion batteries, Nickel-hydrate batteries, Solar cells, Other battery-related items, Metals, Soft sinter, Permanent magnets, Other materials, Nanotechnology, Biometrics, Environmental technologies, Tools and related, Other elemental technologies, Display films, Display alignment layers, Display seal materials, Display spacers, Display photomasks, Display ACFs (Anisotropic Conductive Film), Conductive inks

Measuring, Testing and Manufacturing Equipment, Electronic Manufacturing Process Zone

Waveform measuring instruments, Transmission characteristic measuring instruments, Wireless communications measuring equipment, Semiconductor and IC measuring equipment, Industrial meters, Other electronic measuring instrumentation, Electronic assembly and inspection devices, Manufacturing equipment, Testing equipment, Other equipment, Electronic components mounting machines and related equipment and systems, Assembly equipment and systems, Semiconductor mounting equipment and systems, Electronic packaging design systems, Electronic packaging devices, components and related materials, Electronic manufacturing devices packaging materials, Electronic packaging joint systems, Other electronic manufacturing process-related

Municipality Zone

Municipal and regional PR

PR Zone

PR software, services, Books, magazines

2. Breakdown of Exhibits

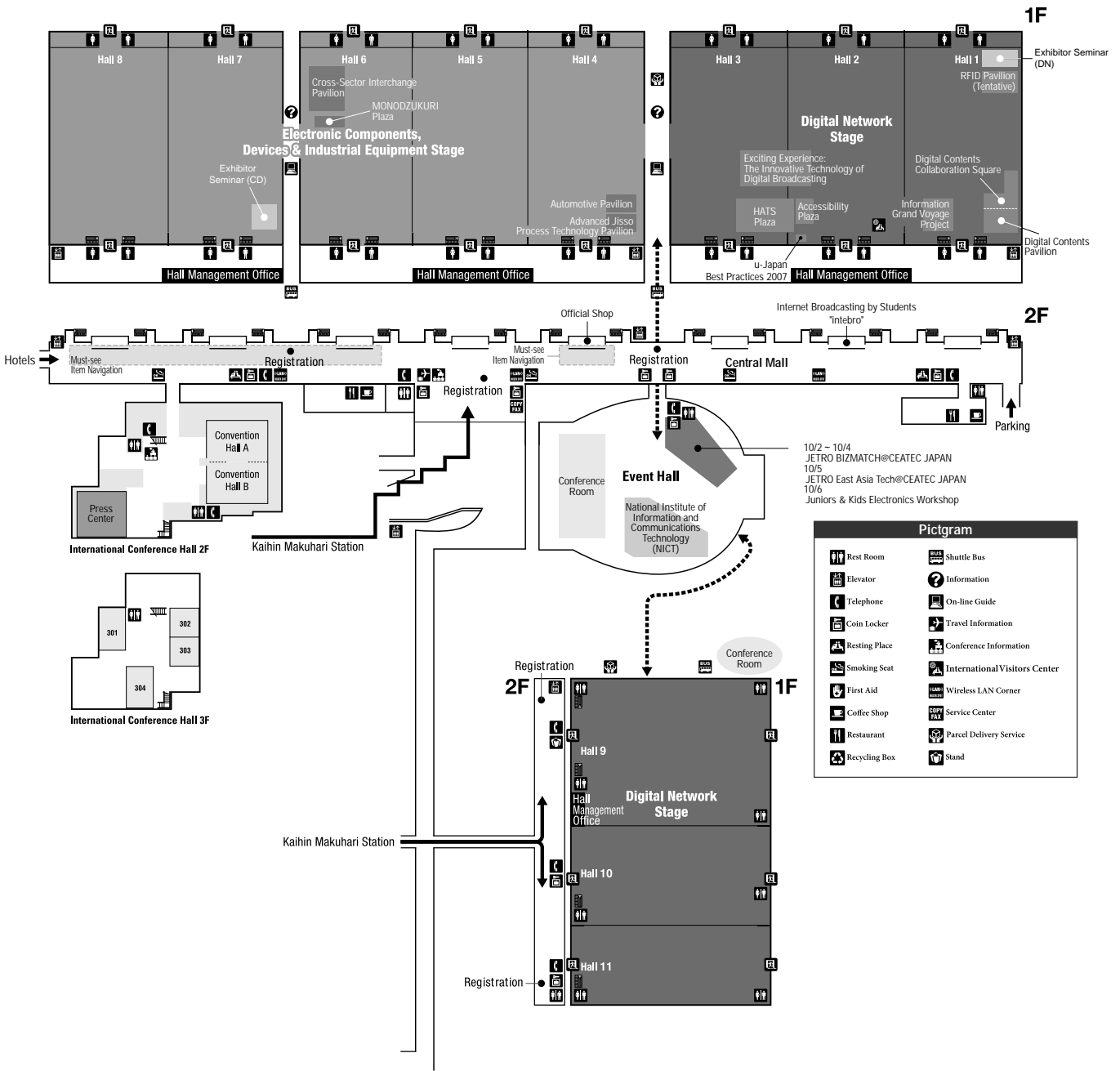
(1) By Category

Stage	Zone	Exhibitors			Booths
		Japan	Foreign	Total	
Digital Network	Home & Personal	103	56	159	1,199
	Business & Society	112	57	169	569
	Subtotal	215	113	328	1,768
Electronic Components, Devices & Industrial Equipment	Semiconductors	36	18	54	277
	Electronic Display Devices	27	10	37	72
	Passive Components	99	61	160	457
	Structural, Functional Components	48	33	81	258
	Materials, Power Sources, Batteries	27	34	61	106
	Measuring, Testing and Manufacturing Equipment, Electronic Manufacturing Process Zone	41	27	68	105
	Municipality	22	0	22	26
	PR	32	52	84	130
	Subtotal	332	235	567	1,431
	Total	547	348	895	3,199

(2) Foreign Exhibitors (348 companies/organizations from 20 countries and regions)

	Booths	Number of Exhibitors
Asia (211 exhibitors from 7 countries and regions)	Taiwan	77
	People's Republic of China	61
	Republic of Korea	43
	Hong Kong	21
	Singapore	5
	Malaysia	3
North America (80 exhibitors from 2 countries)	Sri Lanka	1
	United States of America	69
	Canada	11
	United Kingdom	12
Europe (42 exhibitors from 9 countries)	France	9
	Germany	7
	Switzerland	6
	Italy	2
	Hungary	2
	Finland	2
	Sweden	1
	Norway	1
	Oceania(6 exhibitor from 1 country)	Australia
Middle East(9 exhibitors from 1 country)	Israel	9

5. EXHIBITION SITE



6. EXHIBITION TRENDS

The CEATEC JAPAN exhibition was held for the eighth time in 2007. Under the theme "Experience the Frontline of Digital Convergence," the event brought together the latest technologies, products, systems and software—reflecting the age of digital networking created by the convergence of communications, information and imaging. It attracted 895 exhibiting companies and organizations, including 348 overseas entities from 20 countries and regions outside Japan. With a total of 3,199 booths, CEATEC JAPAN 2007 outstripped the preceding year's exhibition in both scale and participation level. A noticeable feature was a stronger international flavor than previous years, attributable to growing overseas interest in the exhibition. With 65 more overseas participants compared with 2006, this strong international contingent represented 39% of total exhibitors.

The exhibition attracted 205,859 total visitors over the five-day period. This record-breaking total also exceeded the organizers' target of 200,000 visitors. There were two main factors behind the high level of attendance. In addition to widespread interest from industry and the general public keen to see the myriad cutting-edge products on display, extensive daily coverage by newspapers, television, the Internet and other media also contributed to the show's popularity. A new attendance record for a single day was created on the fourth day, Friday, October 5, when the exhibition hosted 52,194 visitors. Such figures indeed attest to the growing recognition among a wide cross-section of society of CEATEC JAPAN as a comprehensive trade show for cutting-edge IT and electronics.

The exhibition was divided into the Digital Network Stage and the Electronic Components, Devices & Industrial Equipment Stage. To accommodate the increase in exhibitors and provide an enhanced visitor experience, this year we added three more halls (9, 10 & 11) to Halls 1-8 used last year. The large exhibition took up the entire floor area of Makuhari Messe for the first time since 2001.

The Digital Network Stage, which occupied Halls 1-3 and 9-11, was divided into two zones: the Home & Personal Zone and the Business & Society Zone. The zones showcased new technologies and products for home and business, including digital home appliances, wireless networks, car electronics and broadcasting applications. Many vendors of digital home appliances gathered in Halls 9-11, where they used all sorts of elaborate themes to display their wares in booths that were larger than previous years. Flat-panel displays were a particularly popular group of products. While last year's

exhibits reflected competition to see who could produce the largest screen, the focus this year had shifted to making the thinnest panel. Visitors marveled at Sony's organic EL television and Sharp's and Hitachi's ultrathin panels measuring several millimeters to several centimeters thick. Companies such as Microsoft (a first-time exhibitor), Fujitsu and NEC demonstrated new directions in digital convergence by displaying cutting-edge technologies using high-speed broadband networks.

The theme of the Electronic Components, Devices & Industrial Equipment Stage was "Electronic Components and Devices Sustaining Monozukuri Innovation." It featured the booths of manufacturers of electronic components and devices that sustain rapid technological developments and develop the technologies and products that create new industries and markets. Various kinds of sensors proposing new user interfaces proved very popular among visitors this year. On display were many cutting-edge technologies offering new possibilities for electronic devices, such as touch panels and acceleration sensors, as well as image recognition technologies. Enthusiastic efforts by component manufacturers to create more business opportunities were evident in the lengths to which exhibitors went to stage presentations that made complex technologies easy to understand. Digital convergence represents the coming together of previously independent technologies, products, industries and markets under the umbrella of digital technologies, as well as the absorption of such technologies into new industries and markets. At the same time, the expansion of information technology (IT) infrastructures has led to new convergence in such areas as broadcasting, communications and the Internet. All of these factors are combining to create new businesses and markets. At last year's exhibition, some barriers to this convergence were still visible. At CEATEC JAPAN 2007, however, we saw tangible evidence of the reality of convergence. Visitors were able to sense the approach of new business styles and lifestyles, as they were surrounded by a plethora of cutting-edge technologies, products and services with added value created by digital convergence amid huge changes to our society, lifestyles and commerce.

Succession of Ultrathin Flat-Panel Displays

Televisions had an overwhelming presence among the various new technologies and products on show at the large booths of digital home appliance manufacturers. Until recently,



manufacturers engaged in intense competition centering on making bigger screens. However, this time there was a noticeable shift in focus to making "ultrathin" screens. Most manufacturers made their flat-panel displays (FPDs) the main attraction at their booths and employed eye-catching presentations and other methods to promote their products.

Sharp, Sony, Hitachi and JVC all unveiled a new generation of ultrathin FPDs. Sharp exhibited a prototype 52-inch LCD television that is 2cm at its thinnest point, has a contrast ratio of 100,000:1 and has the ability to reproduce 150% of the NTSC color gamut. With options for wall mounting or sitting on a stand so it looks like a folding screen, the new product offers a new style of viewing while making the most of its thinness and light weight. Sony debuted the XEL-1, an 11-inch organic electroluminescence (EL) display with a contrast ratio of more than 1,000,000:1 that is 3mm at its thinnest point. The extreme thinness of the panel was achieved by the light-emitting structure of the organic panel, which means that it does not need a separate light source, such as a backlight system. Meanwhile, a 32-inch LCD television just 1.9cm thick made its world debut in a small theater-like room at the Hitachi booth. The long queue of visitors waiting to get a glimpse of this new model remains etched in the minds of many. There was also a prototype of a television, currently under development and due to be mass-produced in 2009, with no built-in tuner. JVC featured a 37mm-thin 42-inch LCD television that is already in production, bringing JVC a step ahead of competitors who announced their new ultrathin televisions at the show. It plans to launch its first model in the Japanese market before the Beijing Olympics in August 2008.

Digital Video Cameras Support Next-Generation Optical Disks

Sony, Panasonic, Toshiba, Hitachi and other companies displayed their latest digital video cameras capable of recording full high-definition (HD) video. All of these compact and lightweight models display pictures in 1920x1080 pixels with interlaced encoding and use MPEG-4 AVC/H.264 video compression.

Hitachi's DZ-BD7H full HD video recorder is a hybrid type with a built-in hard disc drive (HDD) that is the first in the world to have an 8cm Blu-ray Disc (BD) drive. The 30GB HDD can record approximately four hours of full HD video, and the 8cm Blu-Ray Disc can record approximately one hour

of video. It can also copy the contents from the HDD to the 8cm BD, making it easy to store video. Visitors to the booth could "touch and try" the new model, look at a dismantled model and watch a demonstration highlighting the differences between standard and full HD picture quality. The displays suggest that the HDD, memory card and next-generation disc will be the three main types of recording media for digital video cameras.

Panasonic gave demonstrations of the technology incorporated in its new HDC-SD5 video camera, which features excellent hand-held stability. It showed how its latest model reduces hand-shake by comparing videos taken by the HDC-SD5 and its predecessor when placed on a vibrating table. Hand-shake is reduced to approximately one-third of its predecessor by increasing the hand-shake detection frequency from 480 times/sec, to 4,000 times/sec. We will undoubtedly see more advances in this kind of image stabilization technology.

Next-Generation DVD Recorders

Once again this year, DVD recorders were well represented by both HD DVD and BD recorders. Panasonic, Sony, Sharp and Mitsubishi Electric, all of whom belong to the BD camp, showcased their latest models ready for the year-end sales battle. Booths were also awash with other devices that support BDs. In the HD DVD recorder camp, Toshiba displayed prototypes of its next series of recorders.

Panasonic, a member of the BD camp, timed its announcement of the DIGA series of HD BD recorders to coincide with the opening of CEATEC JAPAN 2007. The key feature of the series is the MPEG-4 AVC/H.264 encoding, which enables compressed recording of HD broadcasts with 1920x1080 full HD resolution. The new recorders can store up to 18 hours of full HD video onto a double-layer BD. The three HD recorders have varying capacity: 1 terabyte (TB), 500GB and 250GB. Equipped with two different types of digital tuner, all can record two programs simultaneously.

Sony showcased its BDZ series of BD recorders, which it had previously announced ahead of its competitors. All models in the series also come with MPEG-4 AVC/H.264 encoding. Having announced that it will be dropping the DVD format from its recorders, Sony is actively pursuing its shift to BD models. Sharp also exhibited the new model AQUOS BD recorder, signaling its intention to shift to the BD format.



Toshiba displayed a prototype of its next VARDIA HD DVD recorder with an HDD. Enabling full HD recording and playback with 1920x1080 resolution achieved through MPEG-4 AVC/H.264 encoding, a key feature is the minimum bit rate of 4Mbps when recording in full HD.

Demonstrations of Next-Generation Mobile Phone Communication Technologies

NTT DoCoMo and KDDI both staged impressive demonstrations of their next communications technologies. While NTT DoCoMo unveiled various futuristic concept models of mobile phones, KDDI attracted huge visitor interest in the INFOBAR 2, the seventh model in its "au design project," which is scheduled for release in late November.

NTT DoCoMo held the first public demonstration of its Super 3G technology, currently under development. Wired for the demonstration, it streamed high-definition data into 12 separate channels at an amazingly high speed—roughly 50 times faster than that achieved using the existing FOMA (HSDPA) protocol. It also presented an array of new possibilities for future mobile phones. One was the "wellness mobile phone," which measures walking distance, pulse, body fat ratio and breath odor. It also exhibited a prototype mobile phone, which uses as its keypad electronic paper that can display different types of characters and signs on the keypad buttons. Another of NTT DoCoMo's offerings was a mobile phone equipped with a human body communication system that uses minute electrified charges in the body to establish communication.

At the KDDI booth, one section was devoted to demonstrations of mobile WiMAX communication by Wireless Broadband Planning K.K., a company established jointly by KDDI, Kyocera, Intel Corporation, East Japan Railway Company, Daiwa Securities Group and the Bank of Tokyo-Mitsubishi UFJ. Having obtained a license for a wireless station in the 2.5GHz band, Wireless Broadband Planning gave demonstrations of wireless communication through the transmission of 20mW radio waves. Live video and video conferencing and other data were sent and received without interruption at a speed of around 5-6Mbps. KDDI also gave the public a look at INFOBAR 2, scheduled for release at the end of November 2007. Japanese designer Naoto Fukuzawa took charge of the design of INFOBAR 2, as he did with the first-



generation INFOBAR. Based on a design concept of "a square candy that becomes round when it melts in the mouth," the new model has a natural round shape while inheriting the other design features of its predecessor. Apart from its design qualities, INFOBAR 2 features the latest capabilities, such as 1-seg and "Osaifu Keitai" (mobile phone with wallet function), and has a 2.6-inch QVGA display and stereo speakers. Visitors flocked to "touch and try" this latest model and check out what it felt like to hold and use.

Next-Generation Home Network "HD-PLC"

There were many exhibits related to high-speed power line communications (PLC), which use power lines for home networks. The HD-PLC Alliance, formed by Matsushita Electric Industrial at the end of September 2007, had its own booth featuring HD-PLC-related products made mainly by Alliance members. The booth also features systems that utilize HD-PLC. The exhibits foreshadowed the huge potential of next-generation home network infrastructures.

One product that attracted considerable attention was Funai Electric's prototype television with a built-in PLC modem. Based in the HD-PLC standard, the television can receive and display HD video via a power supply cable. I-O Data Device Inc. displayed an external HDD and a network media player with an embedded HD-PLC standard PLC module. Video files stored in an external HDD connected to a LAN can be received and played back via HD-PLC. Matsushita exhibited the BRAA2, a networked camera with a built-in HD-PLC modem.

Other non-Alliance digital home appliance manufacturers also promoted the construction of home networks using PLC. Matsushita pointed out the problems incurred when using LAN or wireless LAN at home. It showed how easy it is to set up a PLC using existing power cables and how straightforward the wiring is. On show at the Sharp booth was an example of a home network built by incorporating an Internet AQUOS in a power cable network with a PLC adapter. NEC showcased a model of its Aterm CR2500P router with built-in PLC adapter. They also went to some lengths to demonstrate various services available using high-speed networks. One was "Remote Screen Technology," which offers a new secure means of using one's PC when away from home.



Succession of BD Media Prototypes Using Organic Recording Film

A succession of recordable Blu-ray Disc (BD-R) prototypes with organic dye in the recording layer were displayed by a number of companies, including Hitachi Maxell, Mitsubishi Kagaku Media, Taiyo Yuden and Fuji Film. Because discs with organic dye do not require large-scale investments in facilities, one key advantage of this kind of BD-R is the possibility of low-priced discs.

One organic dye BD-R that attracted plenty of attention was Taiyo Yuden's model, part of its "That's" retail brand. Taiyo Yuden's organic dye BD-R is the company's first foray into the market for next-generation media. It developed the new organic dye using the know-how it has amassed by manufacturing recordable CDs and DVDs. Another feature of the disc is the application of a hard coating that will stand up to dirt and rough handling. At its booth, Taiyo Yuden used Sony's new model BD recorder BDZ-X90 to play back video captured using this new recording medium.

TDK featured a prototype of the "Write-Once 6x-Speed Blu-ray Disc," which has a six times faster recording speed. For example, when recording a terrestrial digital broadcast (17Mbps) at this 6x recording speed, a 60-minute program can be recorded in around five minutes.

Other recording media on show at the exhibition included a prototype of Matsushita's 32GB SDHC Memory Card. The SDHC (Secure Digital High Capacity) Memory Card represents an advance of the existing SD Memory Card format (maximum recording capacity of 2GB), the previous standard, to a new format that already reaches 32GB, considered the upper limit of card capacity. One factor behind this increase in capacity is the adoption of SDHC Memory Cards as recording media in video cameras and the subsequent massive growth in their use, mainly for such video applications.

Fuel Cells

As with last year's exhibition, CEATEC JAPAN 2007 saw the display of various intriguing fuel cell products. For the past several years, Toshiba has continued to exhibit direct-methanol-type fuel cells. This year, it displayed a prototype of a portable media player with an integrated fuel cell, and held demonstrations of the prototype, which will soon become an

actual product. The fuel used in the cell is nearly 100% methanol, and there is an indicator to check the remaining amount of methanol fuel. The fuel tank is filled from the side face of the console. Any water that is generated is dispersed as vapor through a hole in the back of the console. Besides the player, Toshiba exhibited fuel cartridges and a prototype laptop computer equipped with a fuel cell.

The Italian-French joint-venture company STMicroelectronics showcased a miniaturized fuel cell for mobile devices currently under development. The company says that assembly costs can be reduced because the electrode, catalyzer and solid electrolyte form a membrane on top of the silicon wafer. STMicroelectronics' exhibit consisted of a core unit that excludes the fuel cartridge and other components, the same core unit equipped with a fuel cell, and the housing for the core unit.

Hitachi Maxell presented a fuel cell with 30W average output used to provide power for use in emergencies and outdoors. With a maximum output of 60W, it is a polymer electrolyte fuel cell (PEFC) that generates power by using hydrogen created by the reaction of water and aluminum. The fuel cell will be applied to laptop computers and other medium-to-large portable devices.

Fun and Games with Image Recognition Technology and Sensor Technology

Image recognition technology and sensor technology continue to make huge strides with each passing year. At CEATEC JAPAN 2007, exhibitors enthralled visitors by adopting game-like formats for demonstrations to allow hands-on experience with the latest technologies, attracting more visitors than usual this year. Those watching the demonstrations appreciated the exhibitors' efforts to make the technologies easy for the average person to understand.

A particularly popular exhibit among visitors was Omron's "Best Smile" contests, which used the company's real-time smile evaluation technology. Images of competitors' faces were analyzed in real-time to rate each smile on a scale of 0% to 100%, in order to find out who had the biggest average smile within a set time frame. Using a 3D model of the face prepared beforehand, the technology matches and analyzes 2D images of faces taken by a camera. The rating of each smile is determined by checking it against a face database to detect differences in



expression, including raised corners of the mouth, wider eyes and the appearance of lines.

Toshiba too held demonstrations using face recognition technology. Images of faces taken by a camera were identified using 3D, while virtual makeup and hairstyles were applied in real-time and made to move by synchronizing facial movements. To showcase the sophistication of its media streaming processing technology, Toshiba used a laptop PC equipped with SpursEngine multimedia co-processor in the demonstration.

JVC demonstrated a "handclap and gesture recognition TV." A small camera placed on top of a television distinguishes different hand signals. The technology allows viewers to operate the TV by simply clapping and making hand signals from a distance in accordance with a menu that appears on the screen.

Mitsubishi Electric demonstrated the "Multi-User Touch Table." Realistic images were projected on a panel on the touch table. People around the table could move, reduce and enlarge the images while touching them just as if they were moving pieces of paper placed on top of a normal table. Chairs were equipped with sensors to enable simultaneous operation while identifying the operations of the four users seated around the table.

In another display, the electronics manufacturer incorporated a function that uses facial recognition to estimate gender and the number of people into a "gate-shape multi DLP" system. The system consists of multiple DLP rear projectors installed in the shape of a gate. One potential application is to install the gate-shape multi DLP at the entrance of a retail complex. Once the system identifies the gender of the shoppers and the number of people, it can display information on the stores most likely to be of interest to those particular shoppers.

TDK gave calligraphy demonstrations on a large 42-inch touch panel. Two sheets of conductive indium tin oxide (ITO) film used in TDK's touch panel were used to detect points where pressure was applied. A booth attendant dressed in traditional dress worn by calligraphers used a large brush to write characters on the 42-inch touch panel, showing that anyone can produce fine calligraphy.



Various Robots Appear Again

Visitors to CEATEC JAPAN over the past few years have become used to seeing robots around the exhibition venue. This year was no exception, as visitors were intrigued by the wide variety of robots on display.

Murata Seisaku-kun by Murata Seisakusho, a CEATEC favorite, showed off his skills by riding a bicycle up a narrow slope, which at around 2cm wide was nearly the same width as his bicycle. The crowds that gathered to catch a glimpse of this masterful rider were not disappointed. When he had climbed the slope the robot was recharged with the help of a "wireless high-speed charger," currently being developed jointly by Murata Seisakusho and Epson.

Another treat for robot junkies was the guard robots made by Sohgo Security Services (better known as ALSOK) on duty at the entrances to the exhibition halls. The robots provided visitors with site information and sometimes approached visitors to guide them to their intended destinations.

At the Citizen Group booth, micro robots measuring 1cm x 2cm x 1cm showed off their soccer skills. The system was based on a combination of a flat-panel display and cameras positioned above the display. The cameras track the position of the robots and the information is sent to a server.

Taiyo Yuden gave demonstrations of its lithium-ion capacitor using its ROBONOVA robot. Controlled by pushing a button in time with the music, visitors were entertained by the robot who danced along with a dancer. On display at the Renesas Technology booth was a small humanoid robot called Robovie-Mover.3, made by ATR-Robotics. The robot, which was used to demonstrate the capabilities of the H8/Tiny microprocessor, performed an exercise routine.

Other robots making an appearance included Fujitsu Frontech's service robot "enon," NEC's personal robot PaPeRo, and Pioneer's driving companion robot, which strutted its stuff for the second year in a row.

Participation by Other Industries

A distinguishing feature of CEATEC JAPAN 2007, with its record-high number of visitors, was the participation of many companies for the first time. One such newcomer was



Microsoft Corporation, whose exhibit attracted much attention from both industry insiders and the general public.

The Microsoft booth was divided into four zones, each of which featured Windows products and related services. At the "Memory" zone, Windows Vista and Windows Live were connected to digital still cameras and digital video cameras. Demonstrations showed how easy it is to write data on printers, Blu-ray Discs and other media. Visitors to the "Communication" zone got a sneak preview of the new Windows Live! services scheduled for release not long after the exhibition, while the "Digital Entertainment" zone highlighted the enjoyment of PC games and use of the Xbox360 while connected to a network. The "Productivity" zone demonstrated functions that can raise the productivity of businesspeople. Visitors were also given demonstrations of the music download service "mora win" Type 1 Music Store and the photo management function of Windows Live. There was also a comparison of Windows XP and Windows Vista, which showcased the advantages of using the latter system.

Nissan Motors, which participated in CEATEC JAPAN for the second time this year, unveiled the Skyline Coupe at its booth. The automaker announced the brand-new model on October 2, the opening day of the exhibition. Making the most of the publicity provided by the show, Nissan also gave outdoor demonstrations of its latest technologies and revealed new functions of its CARWINGS navigation and information service.

Nissan firmly believes that electronics technologies are essential for enhancing vehicle safety and comfort and for addressing environmental issues. A major reason for the automaker's participation was to reaffirm this belief by joining the many electronic device manufacturers responsible for such technologies gathered together at the exhibition site.

Nissan showcased three different technologies in its outdoor demonstrations. One was the "Around View Monitor," which uses four car-mounted cameras to show a view around the car akin to a bird's eye view. Another was its "Distance Control Assist" system, which, by applying resistive force to the accelerator, alerts the driver that the car is traveling too close to the vehicle in front. The third technology was a safety support system that informs drivers in vehicles fitted with a 3G mobile phone communication module of the presence of pedestrians carrying 3G mobile phones.



"Seeds" of New Devices Foreshadow the Near Future

A highlight of the Digital Components, Devices & Industrial Equipment Stage was the many exhibits of "seeds" of new model devices offering a glimpse of future advances in digital devices.

For example, Hitachi Metals showcased a prototype device that uses a 3-axis acceleration sensor. To see how the sensor works, visitors looked into a head-mounted display shaped like a box. Inside they could see a view of a landscape drawn using graphics. By using the acceleration sensor to detect movement, when the wearer of the head-mounted device moved up, down, left or right, the landscape appeared to move in the same direction.

Hoshiden exhibited a spherical "polyhedral speaker" with 32 small built-in speakers that emit omnidirectional sound. This uniform transmission of sound in all directions allows listeners to hear balanced sound from anywhere in a room.

Automobile-Use Devices Underpin Rapid Increase in Car IT Functions

Rapid advances in information technology (IT) are bringing dramatic improvements to numerous functions now available in vehicles. Indeed, cars equipped with sophisticated functions, such as audio-visual displays, navigations systems and telematics services, are becoming commonplace. Technologies for automobile-use devices that simplify driving operations have recently been capturing much attention. They include safety devices that use cameras and radar to avoid accidents, as well as devices using wireless communication to link vehicles, people and social infrastructures. We can expect the role of such automobile-use devices to become increasingly important. In the process, we will no doubt witness more compact and cheaper sensors, cameras, radars and other devices required to improve safety functions, along with enhanced wireless communication technologies and other IT technologies.

U.S. firm Tyco Electronics exhibited a stroke sensor that detects the degree of pressure applied to the brake pedal. When the driver steps on the brake pedal, a shaft inside the brake cylinder is also moved. The degree of braking is then calculated by detecting the position of a magnet at the tip of the shaft.

Epson Toyocom showcased a large number of crystal devices



for vehicle applications, including a gyro-sensor that uses the company's proprietary QMEMS (Quartz Micro Electro Mechanical System) technology. The gyro-sensor was the XV-8000LK, a pre-tilted device that compensates for inclined dashboards. It also displayed a prototype of the SG-210B crystal oscillator that can be used in temperatures up to 125°C.

Renesas Technology displayed a reference model of a multi-core LSI mounted with four 32-bit SH-4A CPU cores. Renesas envisages that the LSI will mainly be used for car navigation systems, and plans to release a dual core model in 2008.

Alps Electric featured steering angle sensors that detect the degree of rotation of the steering wheel. It is producing two models: a pinion-type device that detects the relative angle, and a ring-type sensor that can also detect the absolute angle.

Mitsumi Electric displayed a film antenna for terrestrial digital broadcast receivers. The antenna unit has a built-in amplifier and is easy to mount. It also has high gain and low noise figure (NF).

Fast-Paced Technical Advances in Connectors and Converters

Connectors and converters are undergoing even more rapid technical innovations to accommodate the swift advances in electronic devices. The result is the emergence of more compact and sophisticated devices with increasing capacities and higher speeds. A wide variety of new technologies were evident in the many products on display at CEATEC JAPAN 2007. The long list included miniature connectors and switches with ultralow profiles for use in high-performance mobile phones and other sophisticated portable devices, ultracompact system devices that combine operability and high reliability, next-generation optical devices, and giant magnetoresistive (GMR) thin-film heads that support smaller hard disk drives with larger capacities.

Matsushita Electric Works displayed the "Advanced Series of A4F Narrow Pitch Connectors," which at 0.6mm have the lowest profile in the world. While retaining the same structure of their previous narrow-pitch connectors, which are resistant to drop impact, dust and other foreign matter, the developers realized a width of 3.0mm and a profile of 0.6mm. This success is expected to lead to even thinner and smaller mobile devices.



STMicroelectronics exhibited a three-axis acceleration sensor contained in a package measuring 3mm x 3mm, which is 40% smaller than the company's existing packages. The package uses a micro electro mechanical system (MEMS) and comprises a MEMS chip and a semiconductor chip capable of detecting changes in static capacity. STMicroelectronics was able to reduce the size of the package by stacking the two chips in a single package.

Further Advances in Circuit Components

Manufacturers of circuit components are pursuing lighter, thinner, shorter and smaller components to keep up with the recent development of more compact and lightweight electronic devices with enhanced functionality. Individual components on display reflecting this trend consisted mainly of ultracompact resistors, condensers and inductors. Advances are also being made in technologies that combine a number of elements into a single array, with the objective of reducing the number of components mounted on boards in electronic devices.

Developers are nearing the limit for making further size reductions to components and adding functionality. Consequently, they have been recently turning to the development of modules that use high-value-added circuit boards, such as boards with built-in components and low temperature co-fired ceramic (LTCC) boards.



Special Exhibits Hosted by Sponsors

■ Digital Contents Pavilion

■ Location: 1A01

This pavilion highlighted the dynamism and diversity of Japan's contents industry, and to provide participating contents makers and related companies with new business opportunities, thereby contributing to the development of the industry as a whole.



■ Automotive Pavilion

■ Location: 4H02

The automobile is growing in importance as an infrastructure of the digital society and an environment of interaction with users. This new pavilion expanded on the contents of last year's automotive exhibit to present cutting-edge technologies and products centered on in-car digital equipment and closely linked to the needs and interests of users.



■ RFID Pavilion

■ Location: 1B01

RFID solutions are coming into wide use in a variety of applications. This pavilion contributed to the expansion and vitalization of the industry by showcasing the newest technologies and applications in exhibits of systems in use by companies in diverse sectors.



■ Advanced Jisso Process Technology Pavilion

■ Location: 4H01

Jisso process technologies sustain advances in the performance and miniaturization of products throughout the electronics and IT industries. These rapidly developing technologies are gaining wide attention around the world. This pavilion shone the spotlight on the many Jisso technologies at the heart of the digital society.



■ HATS Plaza

■ Location: 3B90

This year's HATS Conference centered on interoperability demonstrations using broadband services, SIP (Session Initiation Protocol), MPEG4, and fax in VoIP (voice over IP) services, LANs, network routers and PBX interconnection using SIP. The Telecommunication Technology Committee (TTC) also introduced its technology unification activities in Japan.



■ Accessibility Plaza

■ Location: 2B89

The Info-communication Access Council exhibit included demonstrations of telephone equipment, mobile telephones and media-exchange services designed to meet the specific needs of the elderly and physically challenged, as well as an outline of the Council's overall activities. Other events also held on the stage in the exhibit area.



■ Exciting Experience: The Innovative Technology of Digital Broadcasting

■ Location: 3A62

Full-scale implementation of digital TV broadcasting has begun in Japan, and viewing options are rapidly expanding. This exhibit presented the history of digital broadcasting and let visitors experience the many ways TV is becoming a more convenient, personalized and value-adding medium. Easy-to-follow displays showed the many types of digital broadcast reception equipment available for any situation or location, and visitors experienced new and evolving services.



■ JETRO BIZMATCH@CEATEC JAPAN

■ Dates: October 2-5 Location: Event Hall

The Japan External Trade Organization (JETRO) held meetings to promote collaborations between Japanese and foreign companies with technologies and services related to home information appliances and IT solutions. In addition, this year's program introduced electronic components and materials makers from East Asia for meetings with Japanese companies on October 5.

* Sponsored by JETRO



■ Municipality Zone

■ Location: Hall5

Today, regional governments in Japan are actively establishing subsidy schemes and other incentives to encourage leading-edge companies to set up research and production facilities in their regions. The Municipality Zone showcased the activities of many such local government entities. Here, they had the opportunity to promote the benefits of their schemes to companies, such as land acquisition and capital investment programs.



■ Cross-Sector Interchange Pavilion

■ Location: 6E120

Specialty schools in engineering, industry, information and design presented their research results and high-level curriculums in this exhibit. Of particular interest to middle and high school students seeking education in IT and electronics, this exhibit was designed to foster young talents and promote collaborations between the academic and private sectors.



Special Exhibits

■ Must-see Item Navigation

(Electronic Components, Devices and Industrial Equipment Stage)

■ Location: Central Mall, 2F

This exhibit featured panels showing the main products and technologies of exhibitors in the Electronic Components, Devices and Industrial Equipment Stage, making it efficient and easy for visitors to find just what they were looking for.



■ Monodzukuri Plaza

■ Location: 6E119

Monodzukuri Plaza In the future, Japan must establish a "monodzukuri society" capable of the sustainable creation of new value. At the same time, it is necessary to continue "innovation" with the goal of building new industries. To this end, the Monodzukuri Promotion Council introduced winners of the Monodzukuri Components Grand Prize (sponsored by the Nikkan Kogyo Shimbun) and showcased other contents designed to educate visitors about monodzukuri at CEATEC JAPAN 2007. (The Monodzukuri Promotion Council was formally established in September 2007 with the goal of contributing to the advancement of monodzukuri in Japan.)



* Cooperation: Monodzukuri Promotion Council, Nikkan Kogyo Shimbun

■ Internet Broadcasting by Students: "intebro"

■ Broadcast: Early in August to end of October

Location: Central Mall, 2F

Students at the Tokyo University of Technology plan and manage the intebro Internet broadcasting station. At CEATEC JAPAN this year, live broadcasts were made from the on-site exhibition studio.



intebro **stream**
http://www.zouac.jp/intebro/

■ Juniors & Kids Electronics Workshop

■ Date: October 6 Location: Event Hall

This special exhibit was held for elementary and junior high school students and their parents, who experienced the joys of creation with an aim to sparking interest in electronics. Participants soldered electronic components to boards and assemble electronic product models. Finished works were presented to the participants.



■ Joho Daikokai Consortium Project

(Uncharted Waters of Information Consortium Project)

■ Location: 1A05

Through the development of search and analysis technologies that go beyond Web-centered searches, this project aims to create services that respond to every aspect of new communication needs, from lifestyles to business styles. At CEATEC JAPAN 2007, visitors saw these new technologies and, centered on model services chosen for display at the show, introduced the "uncharted waters of information business" that result. Visitors will be able to experienced services that organically link the vast amounts of information generated by mobile services, digital imaging equipment, IC-embedded train passes and other services according to the needs of individual users in their current situations.



■ NET KADEN 2007 (Networked Home Appliances 2007)

■ Dates: October 4 AM10:30-11:30 Location: Hall 1 DN Exhibitor Seminar Room

Today, networking a wide range of devices and appliances used in everyday life has led to the emergence of new services. The effect of these innovations is the creation of new lifestyles. In 2005, the Net Kaden Grand Prize was established with the aim of promoting the development and proliferation of these services. In Japanese, the term "Net Kaden" refers to appliances and services that create this type of new added value. The aim of the Net Kaden exhibit, held for the third time this year, is to promote consumer awareness of information appliances and services. CEATEC JAPAN 2007 featured an award ceremony, at which the winners of the Grand Prize and other awards were announced, as well as a special exhibit showcasing the winning entries.

■ u-Japan Best Practices 2007

■ Location: 2B78

As part of the u-Japan Policy, which aims to establish a ubiquitous network society in Japan, CEATEC JAPAN 2007 opened a special exhibit of "u-Japan Best Practices," or practical models of ICT services and systems that resolve issues in everyday personal and business life, and will highlight award-winning entries from among these exhibits.



■ All Japan Robot-Sumo Tournament Monozukuri Workshop

■ Date: October 6 Location: Event Hall

Paper Airplane Workshop:

From the Paper Airplane Research Institute of Professor Tamba comes a full-scale paper airplane workshop. Kits were provided so visitors can simply walk in and have fun.

Robot Football Corner

New Radio-Controlled Model Corner:Featuring radio-controlled car races and radio-controlled helicopter demonstrations

Rescue Robot Exhibit and Demonstration:Presented by the Chiba Institute of Technology's Future Robotics Technology Center (fuRo)

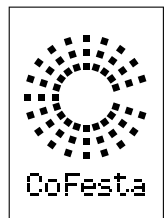
Sponsorship:The National Association of Principals of Technical Senior High Schools

Cooperation: FUJISOFT Inc.



Japan International Contents Festival 2007 (CoFesta 2007)

In this special exhibit, Here, the creativity of digital contents creators and companies in related fields converged with the technological capabilities of software developers and hardware makers to realize new content expressions and distribution models, presenting the ideal structure and effectiveness of this convergence to a global audience, and thereby helping build new business opportunities. In this way, CEATEC JAPAN 2007 lived up to its status as an official event of CoFesta 2007.



■ Digital Contents Collaboration Square

■ Location: 1A04

As an official project of the Japan International Contents Festival 2007 (CoFesta 2007), CEATEC JAPAN 2007 opened a special exhibit simultaneously with its Digital Contents Pavilion. This exhibit, the Digital Contents Collaboration Square, focused on collaborations between contents creators, hardware makers and software developers. Visitors saw the latest in Japanese content expression, as well as examples of production scheme innovations, new distribution and business models, and the cultivation of human resources and networking across market boundaries. Special Conference was held on October 4.



8. CONFERENCE

Conference Results

Tracks	Sessions	Attendees
Keynote Speeches	19	8,521
Trend Sessions	10	748
Advanced Sessions	9	1,039
Special Sessions	6	1,496

Tracks	Sessions	Attendees
Contents Festival Sessions	4	397
Industrial Systems Track	14	691
Software and Solutions Track	8	275
Communications Network Track	8	351

Tracks	Sessions	Attendees
Asia Business Support Conference	8	126
Exhibitor Seminars	46	2,446
Jisso Forum 2007	3	300
Total	135	16,390

Keynote Speeches

2nd Floor, International Conference Hall (Convention Hall)

In CEATEC JAPAN Keynote Speeches, key voices in the electronics and IT industries outline their strategies and visions in areas from technology and product development, to corporate management and market creation. Only CEATEC JAPAN gives its visitors so many rare opportunities to listen and learn from the leaders.

10/2(Tue)

K-01 10:00-11:00 Convention Hall AB

New Generation Digital Lifestyles -Creating the Future Starts Today

Mr. Yasutoshi Magara
Senior Managing Executive Officer, General Manager, J-Life, Microsoft Co. Ltd., Japan

K-02 11:30-12:15 Convention Hall AB

The Car Electronics Revolution

Mr. Mitsuhiro Yamashita
Executive Vice President, Nissan Motor Co., Ltd.

K-03 13:00-14:00 Convention Hall AB

New lifestyle enhanced by Digital Convergence.

Mr. Katsuhiko Machida
Chairman & CEO, SHARP CORPORATION

K-04 14:30-15:30 Convention Hall AB

Shaping ubiquitous networking society with converged IT and Network innovation

Mr. Kaoru Yano
President, NEC Corporation

K-05 16:00-17:00 Convention Hall AB

The New Evolutionary Wave that the Software Industry is Facing

Mr. Shigefumi Wada
President, OBIC BUSINESS CONSULTANTS CO., LTD.

10/3(Wed)

K-06 10:00-11:00 Convention Hall AB

Leveraging Technology for New Service Models

Mr. Katsuhiko Ogawa
Professor, Faculty of Environmental Information, Keio University

K-07 14:30-15:30 Convention Hall AB

Opening Yahoo! Network accelerates Yahoo! Everywhere

Mr. Masahiro Inoue
President & CEO, Yahoo Japan Corporation

K-08 16:00-17:00 Convention Hall AB

The NGN - a key to ubiquitous broadband society

Mr. Noritaka Uji
Senior Executive Vice President, CTO and CIO, NIPPON TELEGRAPH AND TELEPHONE CORPORATION

10/4(Thu)

K-09 11:00-12:00 Convention Hall AB

DoCoMo's Direction for Technology Development and Service Evolution

Mr. Ryuji Yamada
Senior Executive Vice President, NTT DoCoMo, Inc.

K-10 12:30-13:30 Convention Hall AB

Toward the age of convergence

Mr. Yasuhiko Ito
Executive Vice President Member of the Board, KDDI CORPORATION

K-11 14:00-15:00 Convention Hall AB

Challenge and Perspective of ICT Policy

Mr. Masao Matsumoto
Director-General for Technology Policy Coordination, Ministry of Internal Affairs and Communications

K-12 15:30-16:30 Convention Hall AB

Total Solutions for Digital Convergence

Mr. Tetsuo Takemura
Corporate Officer, Network Systems Business Information & Telecommunication Systems, Hitachi, Ltd.

10/5(Fri)

K-13 10:30-12:00 Convention Hall A

HD DVD: Creating the Future Visual World

Mr. Yoshihide Fujii
Corporate Senior Vice President, Toshiba Corporation

Mr. Kazuo Sakai
Program Vice President, Digital Entertainment Partner Group, Microsoft Co., Ltd.

Mr. Junichiro Suzuki
Representative Director, Paramount Japan K.K., President, Paramount Home Entertainment Japan, a division of Paramount Japan K.K.

Mr. Kazushige Minatoya
Operations Director, Universal Pictures Japan INC

K-14 11:00-12:00 Convention Hall B

A business strategy to win in the ubiquitous age -Challenges of new innovations to open the door to digital convergence

Mr. Satoru Ito
Chairman & CEO, Renesas Technology Corp.

K-15 12:30-13:30 Convention Hall B

Challenges and Opportunities of the Semiconductor Industry

Mr. Marco Cassis
President - Japan, Corporate Vice President, STMicroelectronics K.K.

K-16 14:00-15:00 Convention Hall B

Qimonda's business strategy

Mr. Kin Wah Loh
President and Chief Executive Officer, Qimonda, AG

K-17 16:00-17:30 Convention Hall A

BDA Panel Discussion

Mr. Masayuki Kozuka
General Manager, Storage Devices Business Strategy Office, Matsushita Electric Industrial Co., Ltd.

Mr. Mamoru Oda
Vice President & Department General Manager, BD Business Development & Promotion Center Audio-Visual Systems Group, SHARP CORPORATION

Mr. Kazuto Shimagami
Senior Manager, Digital AV Products Division, Hitachi, Ltd.

Mr. Tsuyoshi Abiko
VAIO Blu-ray Project Program Manager, SONY Corporation

Mr. Masami Takahashi
Executive Director, Marketing Walt Disney Studios Home Entertainment, The Walt Disney Company (Japan) Ltd.

Special Guest

Mr. Reiji Asakura
Digital Media Analyst, Hi-vision Lover

K-18 15:30-16:30 Convention Hall B

Bringing TV content to life

Mr. Jan Romijn
Senior Product Manager, NXP Semiconductors

K-19 14:30-15:30 Convention Hall A

Entertainment Technology for tomorrow

Mr. Masaaki Fushiki
President & Representative Director, Dolby Japan

Digital Network Stage

- Accessibility Plaza
 Allied Brains Inc.
 FUJITSU LIMITED
 Microsoft Co., Ltd.
 NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION
 NIPPON TELEGRAPH AND TELEPHONE WEST CORPORATION
 NTT DoCoMo, Inc.
 SANYO Electric Co., Ltd.
 UNICOM Co., Ltd.
- Acrodea, Inc.
 AZTEQ Mobile Corporation
 BANDAI NETWORKS CO., LTD.
 Future Mobile, Inc.
 Morpho, Inc.
 adams communications co., Ltd.
 Alpha Systems Inc.
 Artimi Inc.
 Asahi Engineering & Trading CO., LTD.
 Association of Radio Industries and Businesses (ARIB)
 biwako nanbu eria daigakuhsatsu shinsangyo sosyutu suishin kyogikai
 Kanjidaikou.com Ltd.
 OshigotoKeitai Inc.
 Sact Co., Ltd.
 BLACKHORNS ELECTRONIC CO., LIMITED
 Blu-ray Disc Association
 BOSE KABUSHIKI KAISHA
 BROTHER INDUSTRIES, LTD.
 Canopus Co., Ltd.
 CARPOINT/RWC
 CBC Co., LTD.
 CCPIT Electronics & Information Sub-Council (CCPIT ECC)
 DAWA Electronics Company
 DAYTON Electronic Co., Ltd.
 JIAN'S HOUSEHOLD ELECTRICAL APPLIANCES MANUFACTURING
 China Electronics Appliance Corporation
 Shenzhen JMT Glass Co., Ltd.
 China International Software & Information Service Centre
 China-Singapore Suzhou Industrial Park
 City of Sapporo
 CLOVER-INTERNATIONAL
 CODEPLAY SOFTWARE LTD.
 Computer Software Association of Japan
 DENSHI SYSTEM CO., LTD.
 Digital Contents Collaboration Square
 AXELL CORPORATION
 CELSYS, Inc.
 Content Portal Site Operation Committee
 HI CORPORATION
 Microsoft Co., Ltd.
 NETDIMENSION CORPORATION
 Silicon Studio Corporation
 The Association of Japanese Animations
 Digital Contents Pavilion
 BITS Co., Ltd.
 buildup Co., Ltd.
 ePlarz Corporation
 FLOVEL CO., LTD.
 FUJIFILM Imagetec Co., Ltd.
 JAMTV INC.
 Millennium Entertainment, Inc.
 NAVIBLOG Corporation
 nepoland
 Panasonic Network Services Inc.
 PEERCOM, INC.
 PEGASYS INC.
 PIXELA CORPORATION
 Ultra-Realistic Communication Forum
 EICOH Co., Ltd.
 IceCube Inc.
 NAMCO BANDAI Games Inc.
 Nippon BS Broadcasting Corporation
 Video-Tech Co., Ltd.
 Webproduce Corporation
 Digital Living Network Alliance
 Digital Streams Co., Ltd.
 Dolby Japan
 Dow Jones Japan K.K.
 Dynaconnective Co., Ltd.
 ECHONET Consortium
 Entis co., Ltd.
 Euphonic Technologies, Inc.
 Exciting Experience: The Innovative Technology of Digital Broadcasting
 FENNER PRECISION
 FUJI SOFT INCORPORATED
 FUJITSU LIMITED
 Global Digital Multimedia, GDM2 Corp
 Goldendance Co., LTD.
 GOLLA OY
 HATS PLAZA
 •SIP Group
 In4S Inc.
 NEC Infrontia Corporation
 •MPEG4 Group
- FUJITSU Limited
 NEC Engineering, Ltd.
 •PBX Group
 FUJITSU LIMITED
 Hitachi Communication Technologies, Ltd.
 NEC Infrontia Corporation
 Oki Electric Industry Co., Ltd.
 •Facsimile Group
 BROTHER INDUSTRIES CO., LTD.
 Canon Marketing Japan Inc.
 KONICA MINOLTA BUSINESS TECHNOLOGIES, INC.
 KYOCERA MITA Corporation
 Murata Machinery, Ltd.
 NEC Access Technica, Ltd.
 Panasonic Communications Co., Ltd.
 Ricoh Co., Ltd.
 SANYO Electric Co., Ltd.
 SHARP CORPORATION
 TOSHIBA TEC CORPORATION
 •Other
 The Telecommunication Technology Committee
 Universal Device Technology Co., Ltd.
 HAYAMI INDUSTRY CO., LTD.
 HD DVD Promotion Group
 HD-PLC
 Heartland Data Co.
 Hitachi Maxell, Ltd.
 Hitachi, Ltd.
 Hitachi, Ltd.
 Hitachi, Ltd.
 Hitachi Electronics Services Co., Ltd.
 Hitachi Industrial Equipment Systems Co., Ltd.
 Hitachi Software Engineering Co., Ltd.
 HONG KONG SCIENCE AND TECHNOLOGY PARKS CORP.
 HOWA TRADING CORPORATION
 ICSCP/Industrial Committee for Super Computing promotion
 IFA Berlin Show (Messe Berlin)
 INCREMENT P. CORPORATION
 indexPro Corporation
 Information Grand Voyage Project
 HITACHI CONSULTING Co., Ltd.
 NTT DATA CORPORATION
 NTT DoCoMo, Inc.
 Oki Electric Industry Co., Ltd.
 International Medical Information Center
 Sharp Corporation
 Datacraft Co., Ltd.
 TOKYU CORPORATION
 Japan Broadcasting Corporation
 Japan Airlines International Co., Ltd.
 FUJITSU LIMITED
 Haseyama Laboratory, Hokkaido University
 Mooter K.K.
 Yamana Laboratory, Waseda University
 International CES
 Internet Initiative Japan Inc.
 Ireland
 Enterprise Ireland
 IDA Ireland
 Ishikawa Optics&Arts Corporation
 IVDR Hard Disk Drive Consortium
 Japan Electronics & Technology Industries Association Special Project Promotion Office
 Japan Nano Opto Co., Ltd.
 JEITA EC Center
 JEITA/PCMCIA ExpressCard Technology Zone
 Allion Test Labs. Inc.
 KDDI CORPORATION
 KOHJINSHA CO., LTD.
 KOI MARKETING Co., Ltd.
 MARUBENI INFOTEC CORPORATION
 Matsushita Electric Industrial Co., Ltd.
 Memory Stick / SxS Memory Card
 MICROBOARDS TECHNOLOGY INC.
 Microsoft Co., Ltd.
 MITAC Japan Corporation
 MITSUBISHI ELECTRIC CORPORATION
 MORITO CO., LTD.
 National University Corporation Kanazawa University
 NAVIsis Co., Ltd.
 NAVITIME JAPAN CO., LTD.
 NEC Corporation
 Nero K.K.
 NETDIMENSION CORPORATION
 NETWORK-JAPAN CO., LTD.
 Nikkei Business Publications, Inc.
 Nikkei Business Publications, Inc.
 Nissan Motor Co., Ltd.
 nomad grace
 NTT Advanced Technology Corporation
 NTT DoCoMo, Inc.
 Okamoto Laboratory, University of Tsukuba
 PENTEL CO., LTD.
 PERCEPTION DIGITAL
 PFU LIMITED
- PIONEER CORPORATION
 PIXELA CORPORATION
 piXlogic
 PLC-J
 Quixun CO., LTD.
 R&D Project on Service Platform for Information Appliances
 REMIXPOINT CO., LTD.
 Research In Motion Japan Limited
 Research Institute for Organic Electronics
 RFID Pavilion
 C_Net Corporation
 DENSO WAVE INCORPORATED
 Hitachi, Ltd.
 LINTEC Corporation
 OMRON Corporation
 Panasonic Communications Co., Ltd.
 RF Japan Co., Ltd.
 SHARP CORPORATION / Japan RF Solutions Co., Ltd.
 SUMIDA CORPORATION
 TATEYAMA KAGAKU IND. CO., LTD.
 Ueda Japan Radio Co., Ltd.
 WAVETREND
 SanDisk Japan Ltd.
 SEOUL PAVILION
 A2i Co., Ltd.
 CELRUN
 Daewoo Lucoms
 Dahaam e Tec Co., Ltd.
 Dawoo Info-Com Co., Ltd.
 DIGITALZONE Co., Ltd.
 Dongwoon Anatech Co., Ltd.
 E-Song emc co., Ltd.
 ESTSOFT Corp.
 Information Equipment Co., Ltd.
 Inocova Co., Ltd.
 Lightworks Technology Inc.
 N&I KOREA Co., Ltd.
 S&E TECH
 SEOUL BUSINESS AGENCY
 Smartaddin co., Ltd.
 Starnex Co., Ltd.
 SHARP CORPORATION, JAPAN
 Softadvance, Inc.
 Softopia Japan Foundation
 Applicore Corp.
 weltechnos corporation
 System Produce. INC
 Sofring
 DB Tech Corporation
 SilverStarJapan
 Sony Corporation / Sony Marketing (Japan) Inc.
 SPC Consortium
 Tagged World Project
 Taiwan Electrical and Electronic Manufacturers' Association
 Knowledgegetech Corp.
 Powertech Industrial Co., LTD.
 SilverStone Technology Co., Ltd.
 Toong In Electronic Corp.
 Techno Brain Company Ltd.
 Teikoku Printing Inks Mfg. co., Ltd.
 The Dempa times. CO., LTD.
 THE INSTITUTE OF ELECTRONICS, INFORMATION AND COMMUNICATION ENGINEERS
 The Organizing Committee of SINOCEES
 Tokyo Ergo Corp.
 TOSHIBA CORPORATION
 TOYOTA TSUSHO ELECTRONICS CORPORATION
 Tranzas, Inc.
 2WAYshinbunsha
 U'eyes Design Inc.
 u-Japan Best Practices 2007
 Universal Electronics
 Victor Company of Japan, Limited (JVC)
 VIVOUAC Inc.
 WILLCOM CORE MODULE FORUM
 WiMedia Alliance TechZone
 Alereon
 Focus Enhancements, Inc.
 Intel
 LucidPort Technology
 Murata Manufacturing Co., Ltd.
 NXP Semiconductors Japan Ltd.
 Staccato Communications Inc.
 Stonestreet One
 Taiyo Yuden Co., Ltd.
 WiQuest Communications
 Wisair
 Wireless Technologies, Inc.
 Bluenext, Japan Ltd.
 ZENRIN CO., LTD.
 Zenitek Technology Japan, Inc.
 ZHONGCHENG NUMERAL SCIENCE & TECHNOLOGY CO., LTD.
 Zoran Corporation

Electronic Components, Devices & Industrial Equipment Stage

- A.P.S. INDUSTRIAL S.R.L.
 AB TECH CO., LTD.
 HIGH POWER TECHNOLOGY INC.
 SINPRO ELECTRONICS CO., LTD.
 A-Best Wire Harness & Components Co., Ltd.
 Advanced Capacitor Technologies, Inc.
 Advanced Jisso Process Technology Pavilion
 ALPS ELECTRIC CO.,LTD.
 Fujikura Ltd.
 IBIDEN CO., LTD.
 JEITA
 JISSO CORPORATION
 KYOCERA Corporation
 Murata Mfg.Co., Ltd.
 NEC Electronics Corporation
 Panasonic Factory Solutions Co., Ltd.
 Siemens K.K.
 Taiyo Yuden Co., Ltd.
 TDK-MCC
 YAMAHA MOTOR CO., LTD.
 Agilent Technologies Japan, Ltd.
 ALPS ELECTRIC CO., LTD.
 ANRITSU CORPORATION
 Apiste Corporation
 ARM ELECTRONICS GROUP
 ARM ELECTRONICS CO., LTD.
 DIATEC CO., LTD.
 Ryoko Electronic Industries Co., Ltd.
 ASAH KASEI EMD CORPORATION
 ASAH RUBBER INC.
 ASUKA DENSHI K.K.
 AUTOMATION REVIEW INC.
 Automotive Pavilion
 DAISHINKU CORP.
 ISHIZUKA ELECTRONICS CORPORATION
 KOA CORPORATION
 New Japan Radio Co., Ltd.
 NICHICON CORPORATION
 NIPPON CHEMI-CON CORPORATION
 OHIZUMI MFG. CO., LTD.
 Oki Engineering Co., Ltd.
 RUBYCON CORPORATION
 SUMIDA CORPORATION
 Tyco Electronics AMP K. K.
 Avago Technologies
 BCN, Inc.
 biwako nanbu eria daigakuhatu shinsangyo sosyutu suishin kyogikai
 THE NAKATO LABORATORY, INC.
 BOSCH SENSORTEC GMBH
 BYD Company Limited
 Canada Pavilion
 Alberta Japan Office
 Eleven Engineering
 Octasic Inc.
 Q Sound
 SENSIO Technologies, Inc.
 SMART Technologies, Inc.
 Wedge Networks
 CCPIT Electronics & Information Sub-Council (CCPIT ECC)
 AAC ACOUSTIC TECHNOLOGIES HOLDINGS INC & YEC ELECTRONICS LTD.
 Beijing Century Chengtong Electronics Co., Ltd.
 BRIGHTTEK OPTOELECTRONIC CO., LTD.
 Changzhou Chinasound Electronics Co., Ltd.
 CIXI SANHE APPLIANCE & PLASTICS CO., LTD.
 CLICK TECHNOLOGY CO., LTD.
 HanRun Electronics Co., Ltd.
 JIAXING XINGHUI ELECTRONIC CO., LTD.
 Kan Tsang Industrial Co., Ltd.
 LOGITEK STANDARD ELECTRONICS CABLE MANUFACTURING CO., LTD.
 MORNUN GUANGZHOU SCIENCE & TECHNOLOGY CO., LTD.
 NINGBO KEPO ELECTRONICS CO., LTD.
 SHAAANXI SHINHOM ENTERPRISE CO., LTD.
 Shenzhen EYang Technology Development Co., Ltd.
 Shenzhen Highpower Technology Co., Ltd.
 Shenzhen Horn Electroacoustic Technology Co., Ltd.
 Shenzhen Sunlord Electronics Co., Ltd.
 Tangshan Jingyuan Yufeng Electronics Co., Ltd. (Jingyuan Electronics)
 Weifang Gongda Tele-communications Co., Ltd.
 XinJiang Joinworld Co., Ltd.
 Zhejiang Yuehua Telecommunication Co., Ltd.
 Zhejiang Zhengdao Cable Co., Ltd.
 CEIEIRD IN HOKURIKU
 Chiba Prefecture
 China Electronics Appliance Corporation
 Brightking (Shenzhen) Co., Ltd.
 Centre Testing International
 COLTECH ELECTRONIC CO., LIMITED
 Hangzhou freq-control electronic technology ltd.
 NINGBO MASTER SOKEN ELECTRICAL CO., LTD.
 OMT Digital Display Technology (Shenzhen) Limited
 ShenZhen JingHua Displays Co., Ltd.
 Sonicstar (Guangzhou) Electronics Co., Ltd.
 Yifang Digital Tech. Co., Ltd.
 ZAAZL Solution (Beijing) Ltd's
 Zhejiang Greatest Electronic Co., Ltd.
 Chip One Stop, Inc.
 CHRONIX Inc.
 CITIZEN Group
 CITIZEN HOLDINGS CO., LTD.
 CITIZEN TECHNOLOGY CENTER CO., LTD.
 CITIZEN WATCH CO., LTD.
 CITIZEN ELECTRONICS CO., LTD.
 CITIZEN SYSTEMS JAPAN CO., LTD.
 CITIZEN MIYOTA CO., LTD.
 CITIZEN SEIMITSU CO., LTD.
 CITIZEN DISPLAYS CO., LTD.
 SAYAMA PRECISION CO., LTD.
 CITIZEN CHIBA PRECISION CO., LTD.
 City of Chiba
 CMK CORPORATION
 Combotronix Ltd.
 CORESTAFF Co., Ltd.
 Cosmo Brains Corporation
 COTCO JAPAN, LTD.
 CQ Publishing Co., Ltd.
 Cross-Sector Interchange Pavilion
 Department of Industrial Design, takushoku University
 Graduate School of Science and Engineering
 Graduate School of Science and Engineering
 Hiroshima City University
 Iwate University
 Iwate University
 Japan Women's University, Prof.Kodate's laboratory
 Kagoshima University
 Kanagawa Institute of Technology
 Kanagawa Institute of Technology
 Kanto Gakuin University
 Kochi University of Technology
 Kumamoto University
 Kyushu Institute of Technology Izumi Lab.
 Musashi Institute of Technology
 Musashi Institute of Technology
 Sophia University
 The University of Electricity Communications
 Tokai University
 Tokyo Denki University
 Tokyo University of Technology
 University of Tsukuba
 DAIDO STEEL
 DAIKEN CHEMICAL CO., LTD.
 DAISHINKU CORP.
 Dempa Publications, Inc.
 DisplaySearch
 DM CARD JAPAN CO., LTD.
 DX ANTENNA CO., LTD.
 DxO Labs
 E&E Japan Co., LTD.
 EVERLIGHT
 E2 Publishing Corporation
 ELECTRONIC JOURNAL, Inc.
 electronica Productronica - Messe Muenchen
 EPSON TOYOCOM CORPORATION
 ETANI ELECTRONICS CO., LTD.
 Eto. Co., Ltd.
 FDK CORPORATION
 Field Emission Technologies, Inc.
 Five Associations' Panel Exhibit on Environmental Issues
 Foryouexpress Co., Ltd.
 FOSTER ELECTRIC CO., LTD.
 Futaba Corporation
 GALAXY TECHNOLOGY CO., LTD.
 Gicho Publishing & Advertising Co., Ltd.
 Gunma Prefectural Government
 HAGIWARA SYS-COM CO., LTD.
 Hakodate IT mall
 City of Hakodate
 FUTURE UNIVERSITY-HAKODATE
 GLOBAL COMMUNICATIONS INC.
 Hakodate National College of Technology
 MEDEC CO., LTD.
 Meister Corporation
 SEC Corporation LTD.
 HAMAI ELECTRIC LAMP CO., LTD.
 HAMAMATSU PHOTONICS K.K.
 HIROSE ELECTRIC CO., LTD.
 Hitachi AIC Inc.
 Hitachi Metals, Ltd.
 HOKURIKU ELECTRIC INDUSTRY CO., LTD.
 HONDA TSUSHIN KOGYO CO., LTD.
 Hong Kong Trade Development Council
 CF Instrument Accessories (Hong Kong) Ltd.
 Coulomb Electronic Ltd.
 Elec & Eltek Display Technology Limited
 Foundation Mechanical Ltd.
 Foxda Technology (HK) Co., Ltd.
 Hi-Tech Silicone Rubber Manufactory Ltd.
 Luen Ming Electric Works Co., Ltd.
 New Leader Battery Industry Ltd.
 RCL Display Ltd.
 RFI Company Limited
 Truly Semiconductors Ltd.
 Xinruilian Electronics (HK) Co.
 YOUNGJI Ltd.
 Horizon Fuel Cell Technologies
 Hosiden Corporation
 Hyogo-Kobe Investment Support Center
 icrex Co., LTD.
 INCOM CO., LTD.
 Information Processing Society of Japan
 International Rectifier Japan Co., Ltd.
 I-PEX Co., Ltd.
 ISHIZUKA ELECTRONICS CORPORATION
 ISUZUGLASS Co., Ltd.
 ITF Co., Ltd.
 ITT Cannon, Ltd.
 Iwate Industrial Research Institute : A Society for the Study of ZnO
 JAPAN AUTOMATIC MACHINE CO., LTD.
 Japan Aviation Electronics Industry, Limited
 Japan Electronics and Information Technology Industries Association
 JAPAN FEDERATION OF ELECTRONIC PARTS DISTRIBUTORS & DEALERS
 JAPAN MEMS CO., LTD.
 JAPAN SEOUL SEMICONDUCTOR CO., LTD.
 Japan System Development Co., Ltd.
 JFE MINERAL COMPANY, LTD.
 JOINSOON ELECTRONICS MFG. CO., LTD.
 JPC CO., LTD.
 Nihon Pulse Industry Co., Ltd.
 K. TOKIWA and CO., INC.
 MEGANICS INC.
 KAMAYA ELECTRIC CO., LTD.
 Walsin Technology Corporation
 KAMI ELECTRONICS IND. CO., LTD.
 KISHIMOTO SANGYO CO., LTD.
 DAISAN KASEI CO., LTD.
 KIYOKAWA PLATING INDUSTRY CO., LTD.
 Knowles Electronics Japan, K.K.
 KOA CORPORATION
 KODENSHI CORP.
 KOGYOCHOSAKAI PUBLISHING CO., LTD.
 KOHA CO., LTD.
 KOHAN ELECTRONICS CO., LTD.
 KOHZU Precision Co., Ltd.
 Precise Gauges Co., Ltd.
 Konica Minolta Opto, Inc.
 KYOCERA Corporation
 KYOCERA ELCO Corporation
 Kyocera Optec Co., Ltd.
 Kyosemi Corporation
 Kyoto City
 LEADER ELECTRONICS CORP.
 LEOCOM
 LEXEL BATTERY (JAPAN) CO., LTD.
 LINEEYE CO., LTD.
 Local government of Nagasaki Prefecture
 MAC EIGHT Co., Ltd.
 MANAC Incorporated
 MARUBUN CORPORATION
 MARUZEN CHEMICALS CO., LTD.
 Edison Opto Corporation
 MASPRO DENKOH CORP.
 MATSUNAMI GLASS IND., LTD.
 Matsushita Electric Works, Ltd.
 MEIHO ELECTRONICS CO., LTD.
 MEMS TECHNOLOGY BERHAD
 Microtune, Inc.
 MICROVISION
 Mie Prefecture Tsu City
 Mik Denshi Kohgyo Co., Ltd.
 MITSUBISHI MATERIALS CORPORATION
 MITSUMI ELECTRIC CO., LTD.
 Miyazaki Prefectural Government
 MODERN PLASTIC MFG. (H.K.) CO., LTD.
 MOLEX JAPAN CO., LTD.
 MONODZUKURI PLAZA
 •THE NIKKAN KOGYO SHIMBUN, LTD.
 NEC Electronics Corporation
 Matsushita Ecology Systems Co., Ltd.
 NAKANISHI INC.
 Matsushita Electric Works, Ltd.
 JTEKT Corporation.

- Tokai Rubber Industries, Ltd.
NS TOOL CO., LTD.
Hitachi Tool Engineering, Ltd.
SHIMADZU CORPORATION
NSK Ltd.
Ikuta Seimitsu Co., Ltd.
NIPPON THOMPSON CO., LTD.
NACHI-FUJIKOSHI CORP.
CITIZEN HOLDINGS CO., LTD.
Hitachi Cable, Ltd.
TDK Corporation
Dai Nippon Printing Co., Ltd.
MOUBIC, INC.
MURAKAMI Co., Ltd.
Murata Manufacturing Co., Ltd.
NANABOSHI ELECTRIC MFG. CO., LTD.
Nano Chem Tech Co., Ltd.
NEC San-ei Instruments, Ltd.
NEC TOKIN Corporation
New Japan Radio Co., Ltd.
NICHICON CORPORATION
NIDEC COPAL ELECTRONICS CORP.
NIHON DEMPWA KOGYO CO., LTD.
Niigata Prefectural Government
Nikkei Business Publications, Inc.
Nippon Antenna, Ltd.
NIPPON CHEMI-CON CORPORATION
NISHIYAMA CORPORATION
NISOU CO., LTD.
NISSHINBO INDUSTRIES, INC.
NISSHO MUSEN CO., LTD.
INPAO TECHNOLOGY CO., LTD.
Noritake Group
NORITAKE ITRON CORPORATION
NORITAKE KIZAI CO., LIMITED
NTT Electronics Corporation
OHIZUMI MFG. CO., LTD.
Ohm Sha, Ltd.
OKAYA ELECTRIC INDUSTRIES CO., LTD.
Oki Electric Industry Co., Ltd.
Oki Engineering Co., Ltd.
OmniVision Technologies Inc.
OMRON Corporation
1 LTD.
OSADA CO., LTD.
OSRAM Opto Semiconductors GmbH
OTAX Co., LTD.
PEARL LAMP WORKS CO., LTD.
Pennsylvania Technology Team
Bridge Semiconductor Corporation
Fenner Precision
PChem Associates, Inc.
Virtus Advanced Sensors
PORT & URBAN PROJECTS BUREAU KOBE CITY GOVERNMENT
PowerSystems Co., Ltd.
Reed Business Information Japan K.K.
Renesas Technology Corp.
ROHM CO., LTD.
RUBYCON CORPORATION
RYOSAN COMPANY LIMITED
Saitama Prefecture, Saitama City
SAKAE TSUSHIN KOGYO CO., LTD.
SAKAGUCHI E.H VOC CORP.
- San Technology Co., Ltd.
SCHURTER
SEIKO ELECTRIC CO., LTD.
SEIWA CO., LTD.
Karam Solution Co., Ltd.
SerizB corp.
SETTSU METAL INDUSTRIAL CO., LTD.
SHENZHEN REFOND OPTOELECTRONICS CO., LTD.
GREAT MOUNTAIN CO., LTD.
NISHIJIN CO., LTD.
Shibasoku Co., Ltd.
SHIBAURA ELECTRONICS CO., LTD.
Shiga Industry Attraction Council
NAGAHAMA CITY
SHIMIZU CO., LTD.
SMART POWER SOLUTIONS INC.
SMK CORPORATION
SONNET GIKEN CO., LTD.
SOSHIN ELECTRIC CO., LTD.
Speed Tech Corp.
SRCC Inc.
STANLEY ELECTRIC CO., LTD.
STMicroelectronics
SUMIDA CORPORATION
SUMITA OPTICAL GLASS, INC.
Sumitomo 3M Limited
SUNLIKE DISPLAY TECH. CORP.
SUNON CORPORATION
SUSS Microtec K.K.
SUSUMU CO., LTD.
Taiwan Electrical and Electronic Manufacturers' Association
Adda Corporation
Aec Connectors Co., Ltd.
Apex Precision Technology Corp.
Asuka Semiconductor Inc.
Baylor Co., LTD.
Bright View Electronics Co., LTD.
Capxon Electronic Ind Co., LTD.
Cen Link Co., Ltd.
Cooler Master Co., LTD.
Elementech Internation Co., Ltd.
Elka International Ltd.
Ferrico Corp.
Gen More International Corp.
Gi Far Technology Co., Ltd.
Glory Mark Electronic Limited Taiwan Branch (B.V.I.)
Hi-Light Electronic Co., Ltd.
Hua Wei Ind. Co., LTD.
International Super Micro Technology
Jess-Link Products Co., Ltd.
Kingbright Electronic Co., Ltd.
Kingconn Technology Co., Ltd.
Kunming Electronics Co., LTD.
LELON ELECTRONICS CORP.
Li Tone Electronics Co., LTD.
Lin Shiung Enterprise Co., Ltd.
Line Tech Ind. Co., LTD.
Longwell Company
LTW TECHNOLOGY CO., LTD.
Lucent Trans Electronics Co., LTD.
Magic Technology Co., LTD.
ONCQUE CORP.
Pin Shine Ind Co., LTD.
- Shining Sun Enterprise Co., Ltd.
Taitwun Enterprise Co., Ltd.
Taiwan Chinsan Electronic IND. CO., LTD.
Taiwan Nissei Sokki Co., Ltd.
Taiwan Oasis Technology Co., LTD.
Total Technologies, LTD.
Trans Electronic Co., LTD.
Unisonic Technologies Co., LTD.
Viking Tech Corp.
Walta Electronic Co., Ltd.
Wan Jeou Pyng Plastics Ind. Co., LTD.
Winstar Display Co., LTD.
Worldwide Cable Opto Corp.
Wuntaix Co., Ltd.
Yuan Dean Scientific Co., LTD.
Zifor Enterprise Co., LTD.
TAIYO YUDEN CO., LTD.
TAJIMI ELECTRONICS CO., LTD.
TAKITEK K.K.
TAMURA CORPORATION
TDK Corporation
TECHNO ALPHA CO., LTD.
Technology Alliance Group, Inc.
TEDA, TIANJIN, CHINA
TEIKOKU TSUSHIN KOGYO CO., LTD.
Tektronix Japan, Ltd.
The City of Kashiwazaki
The Japan Society of Applied Physics
THE NIHONKOGYO SHIMBUN COMPANY LIMITED
THE NIKKANKOGYO SHIMBUN, LTD.
THE NIKKANKOGYO SHIMBUN, LTD.
THE TELECOM-ECONOMIC NEWS CO., LTD.
THINK LABORATORY CO., LTD.
TOKAI COMMUNICATION INDUSTRY CO., LTD.
TOKAI VISION CO., LTD.
TOKO, INC.
TOKYO DENPA CO., LTD.
TOKYO WELD Co., Ltd.
TOPCON TECHNOHOUSE CORPORATION
TOSHIBA CORPORATION
TOYO ELECTRO CO., LTD.
TOYOGOSEI CO., LTD.
TOYOTEK Co., Ltd.
Tyco Electronics Group
Tyco Electronics AMP K.K.
Tyco Electronics Raychem K. K.
Tyco Electronics EC K. K.
Tyco Electronics M/A-COM K. K.
Touch Panel Systems K. K.
Varioptic
Victrex Japan, Inc.
VISION TECHNO-NET
WAKA MANUFACTURING CO., LTD.
Wall Street Associates/Step Consulting
World Courier K.K. JAPAN
YAMAICHI ELECTRONICS CO., LTD.
YAMASHITA MATERIALS
YOKOSUKA CITY

Event Hall

- JETRO BIZMATCH@CEATEC JAPAN
ANAXIMANDRE
Atomiz
Auriplex Limited
BasWare Corporation
Business Intelligence Technologies
Clarinox Technologies Pty Ltd.
Comarco, Inc.
Concealogram Ltd.
ControlGuard
Data Security Systems Solutions Pte Ltd.
DiVitas Networks
EDX Wireless LLC
E-Group
Explay
Fontrix
Fring
GroundWork Open Source, Inc.
IN4TEL LTD.
Infima Technologies LTD.
INGENIA TECHNOLOGY (UK) LTD.
Ipanema Technologies
JUNGO Ltd.
Kameleon - Division of Blaze Ltd.
- Kerio Technologies, Inc.
Maxiworks Pty Ltd.
Medialive
METABOLI
MYstaff Pty Limited
NAVAYO TECHNOLOGIES INC.
nCipher
Netxen, Inc.
1 Ltd.
OPERAX
Pentest Ltd.
piXlogic
Sejoong Namu Tour, Co., Ltd.
SignaCert
Silex Creations Inc.
SINGULAR ID PTE LTD.
snowflake Switzerland
SR Telecom
ST Electronics (Info-Security) Pte Ltd.
SVOX AG
Swivel Secure Ltd.
Symbio Technologies, LLC.
TNC
Vidoop
- WiNetworks
WOW Vision Pte Ltd.
WSO2 Inc.
Xener Systems, Inc.
National Institute of Information and Communications Technology
Advanced Telecommunications Research Institute International
ASTRODESIGN, Inc.
CANON INC.
Cyber Solutions Inc.
Eizoh Co., Ltd.
FUJI HEAVY INDUSTRIES Ltd.
Fujitsu Limited
Keisoku Giken Co., Ltd. (KG)
KGT Inc.
Mitsubishi Precision Co., Ltd.
NAKAGAWA LABORATORIES, INC.
NTTIT CORPORATION
Olympus Visual Communications Corp.
SOBA Project, Inc.
Tokyo University of Agriculture and Technology
TOPPAN PRINTING CO., LTD.
Vstone Corporation
Waseda University

10. NUMBERS AND ANALYSIS OF VISITORS

1. Number of Visitors to CEATEC JAPAN 2007

	Tue., Oct. 2	Wed., Oct. 3	Thu., Oct. 4	Fri., Oct. 5	Sat., Oct. 6	Total
Registrants/Japan	21,724	33,075	39,086	43,947	24,261	162,093
Registrants/Overseas	815	777	735	534	349	3,210
Registrants/Press	781	362	291	281	136	1,851
Exhibitor-related	9,921	7,403	7,227	7,432	6,722	38,705
The registration visitor's total	33,241	41,617	47,339	52,194	31,468	205,859

2. Attributes of Visitors (from visitor questionnaire)

Business	(%)
Electronics, Information and communication manufacturer/ Section	21.9%
Electronic device manufacturer/ Section	16.1%
Software developer and system integrator	5.0%
Car/ Vehicle manufacturer	1.7%
Medical machinery manufacturer	0.5%
General/ Precision machinery manufacturer	6.1%
Other manufacturer	8.2%
Communication service provider	2.7%
Application service provider/ Web creator	1.2%
Broadcasting/ Picture service	2.1%
Information processing	1.5%
Investigation/ Consulting	1.2%
IT business-trade	4.6%
IT business-distribution and sales	2.6%
Finance/ Securities/ Insurance	1.4%
Publication/ Advertisement/ Printing	2.7%
Construction/ Real estate	1.3%
Other service	4.4%
Government office/ Organization	1.6%
School/ Research Institute	1.8%
Other business/ Student/ Other	11.4%

Job title	(%)
Owner / Director / Board member	9.1%
Manager	28.4%
General staff	62.5%

	Interest	(%)
Digital Network Stage	Home & Personal	45.1%
	Business & Society	20.5%
Electronic Components, Devices & Industrial Equipment Stage	Semiconductors	13.1%
	Electronic Display Devices	8.3%
	Passive Components	2.3%
	Structural, Functional Components	5.8%
	Materials, Power Sources, Batteries	4.1%
	Measuring, Testing and Manufacturing Equipment, Electronic Manufacturing Process	0.5%
	Municipality	0.1%
PR	0.2%	

Occupation	(%)
Management/ General affairs/ Accounting	11.2%
Consulting	1.7%
Purchasing	2.3%
R & D	19.5%
System management/ Maintenance	1.6%
Design	15.1%
Production/ Testing	3.0%
Operation	0.9%
Investigation/ Planning/ Marketing	8.3%
Public information/ Advertisement	1.2%
Sales	21.6%
Other occupation/ Student/ Other	13.6%

Gender	(%)
Male	90.2%
Female	9.8%

Age	(%)
Under 19	1.8%
20 ~ 29	21.1%
30 ~ 39	27.7%
40 ~ 49	25.2%
50 ~ 59	16.8%
Over 60	7.4%

3. Results of Visitor Questionnaire

The questionnaire from the Internet was held after the exhibition. Visitors were classified according to their objective (Stage), and this data has been collated as follows.

	Digital Network Stage	Electronic Components, Devices & Industrial Equipment Stage	Conference	TOTAL
Where did you travel from? (%)				
Hokkaido	0.3	0.3	0.7	0.3
Tohoku	1.7	2.4	0.7	1.9
Chiba	15.7	14.7	14.8	9.3
Tokyo	27.5	25.9	32.5	14.7
Kanagawa	21.6	21.5	22.1	27.1
Saitama	9.4	9.7	6.0	21.4
Ibaragi, Tochigi and Gunma	4.2	4.9	3.4	4.6
Hokuriku, Koshin-etsu	2.8	3.5	4.0	3.3
Tokai	4.9	5.5	4.0	5.3
Kinki	9.3	9.3	10.4	9.4
Chugoku	0.8	0.7	0.7	0.8
Shikoku	0.6	0.5	-	0.6
Kyushu, Okinawa	1.0	0.9	0.7	1.0
Overseas	0.2	0.2	-	0.3
Have you attended previous CEATEC JAPAN, JES or COM-JAPAN exhibitions? (%)				
CEATEC.JAPAN2006	50.0	51.1	54.0	37.3
CEATEC.JAPAN2005	44.0	44.6	47.7	45.5
CEATEC.JAPAN00-04	44.3	46.6	48.7	42.9
Japan Electronics Show (JES)&COM JAPAN	37.1	41.2	45.0	48.3
NA	26.4	23.7	20.8	24.9
What kind of ticket did you enter with? (%)				
Invitation (complimentary)	9.2	9.3	8.1	9.6
Invitation ticket for today	0.4	0.4	0.7	0.3
Prior registration via the web	89.4	89.7	90.5	89.3
Coupon obtained by mobile phone	1.0	0.6	0.7	0.8
Are you involved with purchasing (procurement) in your company? (%)				
Make decisions on purchases for own work	10.2	10.7	9.9	11.0
Provide opinions and guidance for purchases for own work	28.3	28.2	34.4	28.3
Gather information for study regarding purchases for own work	27.2	29.0	30.5	28.5
NA	34.3	32.1	25.2	32.2
Are you involved in product development? (%)				
Determine directives for product development	8.8	10.1	12.1	9.3
Provide opinions and guidance for product development	29.0	32.1	37.9	28.1
Gather information for study regarding product development	25.2	26.5	22.7	25.5
NA	37.0	31.3	27.3	37.1
What is the primary purpose of your visit? (%)				
Information on products and technologies	91.6	93.5	93.6	90.9
Understanding industry trends	77.3	80.3	90.3	75.9
Information on competing companies	29.9	31.6	39.6	28.4
Advance studies for possible product introduction	11.9	12.7	10.7	11.7
Business discussions	2.3	2.9	3.7	2.4
Opening business channels	5.8	7.6	10.7	6.4
Interchange and strengthening links with customers	7.7	8.7	8.4	7.5
General areas of interest	58.0	55.7	46.0	57.2
Other	4.6	4.1	6.0	4.3

Please rate your level of satisfaction.

Information on products and technologies	(%)			
Very satisfied	18.0	17.4	13.3	17.8
Satisfied	41.6	41.7	44.0	41.4
Somewhat satisfied	30.6	31.0	31.9	30.7
No opinion	5.9	5.7	7.2	6.2
Somewhat dissatisfied	3.3	3.8	2.5	3.3
Dissatisfied	0.6	0.4	1.1	0.6
Very dissatisfied	-	-	-	-

	Digital Network Stage	Electronic Components, Devices & Industrial Equipment Stage	Conference	TOTAL
Understanding of industry trends (%)				
Very satisfied	16.8	16.4	14.1	16.3
Satisfied	44.0	44.8	45.1	43.6
Somewhat satisfied	29.6	29.0	29.7	30.4
No opinion	6.8	7.1	6.7	6.8
Somewhat dissatisfied	2.2	2.1	3.3	2.2
Dissatisfied	0.5	0.5	0.7	0.6
Very dissatisfied	0.1	0.1	0.4	0.1
Information on competing companies (%)				
Very satisfied	11.5	9.7	8.5	11.0
Satisfied	31.1	31.5	34.7	31.6
Somewhat satisfied	36.4	37.4	35.6	36.9
No opinion	13.8	14.4	11.9	13.5
Somewhat dissatisfied	5.2	5.1	6.8	5.0
Dissatisfied	2.0	1.9	2.5	2.0
Very dissatisfied	-	-	-	-
Advance studies for possible product introduction (%)				
Very satisfied	11.3	8.9	12.5	10.5
Satisfied	30.3	29.3	21.9	29.4
Somewhat satisfied	32.1	31.9	43.7	32.3
No opinion	19.9	21.5	18.8	21.0
Somewhat dissatisfied	5.0	6.8	3.1	5.6
Dissatisfied	1.4	1.6	-	1.2
Very dissatisfied	-	-	-	-
Business discussions (%)				
Very satisfied	9.5	11.4	18.2	9.8
Satisfied	21.4	25.0	-	23.5
Somewhat satisfied	21.4	15.9	36.3	19.6
No opinion	33.4	31.8	27.3	29.4
Somewhat dissatisfied	9.5	11.4	9.1	11.8
Dissatisfied	4.8	4.5	9.1	5.9
Very dissatisfied	-	-	-	-
Opening business channels (%)				
Very satisfied	2.8	3.5	6.3	3.7
Satisfied	13.8	12.3	9.4	11.9
Somewhat satisfied	31.2	34.1	40.5	33.3
No opinion	33.9	32.5	34.4	34.9
Somewhat dissatisfied	11.9	13.2	6.3	11.1
Dissatisfied	5.5	4.4	3.1	4.4
Very dissatisfied	0.9	-	-	0.7
Interchange and strengthening links with customers (%)				
Very satisfied	11.8	10.7	16.0	10.6
Satisfied	27.8	29.0	16.0	26.9
Somewhat satisfied	37.5	36.7	48.0	38.1
No opinion	21.5	22.1	12.0	21.9
Somewhat dissatisfied	1.4	1.5	8.0	2.5
Dissatisfied	-	-	-	-
Very dissatisfied	-	-	-	-
General areas of interest (%)				
Very satisfied	30.5	30.3	27.0	30.6
Satisfied	41.0	39.7	43.1	40.4
Somewhat satisfied	20.7	21.6	22.6	21.3
No opinion	4.9	5.1	5.8	4.9
Somewhat dissatisfied	2.4	2.8	1.5	2.4
Dissatisfied	0.5	0.5	-	0.4
Very dissatisfied	-	-	-	-

	Digital Network Stage	Electronic Components, Devices & Industrial Equipment Stage	Conference	TOTAL
Areas you visited				
Digital Network Stage (%)				
Very satisfied	12.1	11.4	11.9	11.6
Satisfied	46.5	45.4	49.4	45.8
Somewhat satisfied	26.0	26.4	25.2	25.9
No opinion	9.7	11.6	7.2	10.7
Somewhat dissatisfied	3.3	3.3	3.6	3.4
Dissatisfied	0.5	0.6	1.1	0.6
Very dissatisfied	0.2	0.1	0.4	0.2
Forgotten	1.7	1.2	0.7	1.8
Electronic Components, Devices & Industrial Equipment Stage (%)				
Very satisfied	9.8	10.5	8.8	9.7
Satisfied	34.5	37.1	42.3	34.5
Somewhat satisfied	29.5	30.1	29.5	29.9
No opinion	20.7	17.3	15	20.2
Somewhat dissatisfied	3.2	3.4	2.2	3.3
Dissatisfied	0.6	0.3	-	0.6
Very dissatisfied	0.1	0.1	0.4	0.1
Forgotten	1.6	1.2	1.8	1.7
Conference (%)				
Very satisfied	13.3	16.6	14.0	14.7
Satisfied	33.7	32.7	34.9	34.0
Somewhat satisfied	28.6	29.0	28.4	28.1
No opinion	11.0	8.8	9.8	10.2
Somewhat dissatisfied	9.8	9.8	9.5	9.1
Dissatisfied	2.0	1.0	2.3	2.1
Very dissatisfied	1.2	1.6	1.1	1.4
Forgotten	0.4	0.5	-	0.4

What is your impression of CEATEC JAPAN?

One of Japan's leading exhibitions in the IT field (%)				
Definitely true	59.6	59.1	56.5	58.8
I think so	30.5	29.9	34.2	30.3
No opinion	7.5	8.3	7.0	8.1
I don't really think so	1.8	2.1	1.3	2.2
Definitely not	0.6	0.6	1.0	0.6
A global exhibition valuable for gathering and conveying information (%)				
Definitely true	33.4	33.0	32.9	32.5
I think so	41.2	41.5	37.6	41.1
No opinion	17.1	17.5	21.1	17.8
I don't really think so	6.9	6.7	5.7	7.2
Definitely not	1.4	1.3	2.7	1.4
Fosters the dreams of the near future (%)				
Definitely true	34.5	33.2	31.9	33.4
I think so	44.3	44.1	44.6	44.6
No opinion	15.3	16.2	17.1	15.9
I don't really think so	5.0	5.4	5.4	5.2
Definitely not	0.9	1.1	1.0	0.9
Valuable for directly experiencing future issues (%)				
Definitely true	13.4	12.6	13.8	13.1
I think so	37.7	37.2	36.6	37.2
No opinion	32.8	33.4	31.9	33.1
I don't really think so	13.3	13.9	13.4	13.9
Definitely not	2.8	2.9	4.4	2.7
Helps build relationships between exhibitors and visitors (%)				
Definitely true	13.7	13.3	12.8	13.6
I think so	41.6	42.7	41.9	41.5
No opinion	32.8	32.4	34.2	33.3
I don't really think so	10.1	9.8	8.1	9.9
Definitely not	1.8	1.8	3.0	1.7

	Digital Network Stage	Electronic Components, Devices & Industrial Equipment Stage	Conference	TOTAL
Provides ample information on the newest products and technologies (%)				
Definitely true	44.2	44.6	41.6	44.8
I think so	45.4	45.7	48.1	44.6
No opinion	8.0	7.3	9.7	8.1
I don't really think so	1.9	2.1	0.3	2.0
Definitely not	0.5	0.3	0.3	0.5
Provides a comprehensive look at industry trends (%)				
Definitely true	38.1	38.0	41.3	37.4
I think so	46.8	46.8	45.9	47.0
No opinion	11.4	11.9	9.1	11.7
I don't really think so	3.2	2.7	3.0	3.3
Definitely not	0.5	0.6	0.7	0.6
Driver of the trend toward "digital convergence" (%)				
Definitely true	23.0	22.1	24.2	22.3
I think so	46.7	45.5	47.3	46.1
No opinion	22.9	24.6	20.5	24.2
I don't really think so	6.0	6.5	6.0	6.0
Definitely not	1.4	1.3	2.0	1.4
Valuable for product purchasing and ordering (%)				
Definitely true	20.5	19.5	17.8	20.3
I think so	40.4	41.7	40.9	40.3
No opinion	30.3	30.4	32.6	30.7
I don't really think so	6.9	6.4	6.0	6.9
Definitely not	1.9	2.0	2.7	1.8
Valuable for product and technology development (%)				
Definitely true	24.6	25.6	23.2	24.6
I think so	48.8	50.7	50.0	48.6
No opinion	22.4	19.4	22.1	22.5
I don't really think so	3.4	3.5	3.0	3.5
Definitely not	0.8	0.8	1.7	0.8
Valuable for opening new business channels (%)				
Definitely true	13.7	13.8	15.1	13.6
I think so	34.1	34.9	34.2	34.2
No opinion	41.0	40.2	39.6	41.1
I don't really think so	8.4	8.4	8.1	8.5
Definitely not	2.8	2.7	3.0	2.6
What is your overall opinion of CEATEC JAPAN 2007? (%)				
Very satisfied	11.2	10.9	9.1	11.0
Satisfied	50.4	49.7	53.4	49.3
Somewhat satisfied	30.0	31.2	30.5	31.1
No opinion	4.4	4.3	3.7	4.4
Somewhat dissatisfied	3.3	3.5	2.3	3.5
Dissatisfied	0.6	0.4	1.0	0.7
Very dissatisfied	0.1	-	-	-
Level of interest in having more exhibitors from overseas at CEATEC JAPAN (%)				
Very interested	34.3	37.1	37.9	34.8
Somewhat interested	44.0	44.9	45.0	43.9
No opinion	15.7	13.0	12.4	15.4
Not very interested	5.2	4.5	4.0	5.1
Not interested at all	0.9	0.5	0.7	0.8
Exhibitors from which of the following regions interest you most (%)				
North America	62.9	60.2	71.7	60.0
Europe	65.5	65.3	72.9	63.4
East Asia(China, Korea, Taiwan, Hong Kong)	66.5	67.8	69.2	65.5
Other	5.1	5.2	7.7	4.3
Can't tell	7.1	6.4	3.2	7.4
Overseas exhibitors from in which fields interest you most (%)				
Digital network-related	75.3	65.5	75.7	68.9
Electronic components, devices and manufacturing equipment-related	60.2	76.1	57.9	62.5
Other	7.1	7.2	13.0	7.8
Can't tell	6.2	5.4	5.3	6.3
Do you plan to visit CEATEC JAPAN 2008? (%)				
Definitely yes	82.1	83.0	83.6	77.5
Undecided	17.7	16.7	16.1	22.2
Do not plan to attend	0.2	0.3	0.3	0.3

11. ADVERTISING AND PUBLICITY

The following advertising and publicity were carried out in line with CEATEC JAPAN 2007.

1. Publicity Activities

(1) Activities directed toward the press and media

1. Issued press release calling for applications to exhibit (Feb. 14)
2. Issued media alert on holding press conference in Tokyo (July 2)
3. Held press conference on exhibition outline (July 19)
4. Implemented activities to attract media to the exhibition (September)
5. Opened Online Press Center (Sept. 1 to Oct. 31)
6. Issued press release on holding the instrumentation session (Sept. 11)
7. Issued media alert on holding press conference in Tokyo (Sept. 18)
8. Held press conference to provide general information about the exhibition (Oct. 1)
9. Opened Press Center at the exhibition site (Oct. 2 to Oct. 6)
10. Issued press release on closing of the exhibition (Oct. 6)

(2) Number of Press Visitors

	CEATEC JAPAN 2007 (10/2-10/6)	CEATEC JAPAN 2006 (10/3-10/7)
Press conferences	157 (July 19, 2007 in Tokyo) 193 (Oct. 2, 2007 in Tokyo)	155 (July 20, 2006 in Tokyo) 178 (Oct. 2, 2006 in Tokyo)
Press Center (registered press visitors)	Total: 1,851 Foreign press: 141	Total: 2,093 Foreign press: 276

(3) Number of Articles in Print and Web Media

	CEATEC JAPAN 2007 (10/2-10/6)	CEATEC JAPAN 2006 (10/3-10/7)
Before the exhibition	225	231
During the exhibition	317	303
After the exhibition	163	124
Exhibitor's articles and other	309	346
WEB	489	431
Total	1,503	1,435

(4) Results of TV Coverage in Japan

Dates	TV stations	Programs	Air time	CEATEC Air time	
October 1, Monday	Nihon-TV	Straight News (LIVE)	11:30 ~ 11:45	2'08"	
	Nihon-TV	NEWS "Real Time" (LIVE)	16:53 ~ 19:00	7'45"	
	Fuji-TV	FNN News Speak (LIVE)	11:30 ~ 12:30	4'24"	
October 2, Tuesday	NHK	Noon News	12:00 ~ 12:20	1'29"	
	NHK	Ogenkidesuka?	14:05 ~ 15:00	1'41"	
	NHK	Metropolitan Network	18:10 ~ 19:00	1'17"	
	NHK	News Seven	19:00 ~ 19:30	2'27"	
	NHK	News Watch Nine	21:00 ~ 22:00	4'53"	
	NHK BS1	Business Front Line	23:40 ~ 24:00	7'00"	
	Nihon-TV	Oha! 4	04:00 ~ 05:20	2'45"	
	TBS-TV	Evening Five	16:54 ~ 18:55	3'27"	
	TBS-TV	NEWS23	22:54 ~ 23:50	3'50"	
	Fuji-TV	Meza-MeNews	04:16 ~ 05:25	0'11"	
	Fuji-TV	Mezamashi-TV	05:25 ~ 08:00	1'47"	
	Fuji-TV	Super News	16:53 ~ 19:00	3'48"	
	TV Asahi	Wide Scramble	11:25 ~ 13:05	1'12"	
	TV Asahi	Super J Channel	16:53 ~ 19:00	4'40"	
	TV Tokyo	Opening Bell	08:45 ~ 09:26	10'42"	
	TV Tokyo	Closing Bell	15:30 ~ 15:55	1'37"	
	TV Tokyo	World Business Satellite	23:00 ~ 23:58	23'50"	
	TV Osaka	News BIZ	17:13 ~ 17:30	3'49"	
	October 3, Wednesday	NHK	Good Morning Nippon!	04:30 ~ 08:15	0'33" x 2
		Nihon-TV	Zoom-in SUPER "LIVE"	05:20 ~ 08:00	8'26"
TBS-TV		News Bards	04:30 ~ 05:30	0'24"	
TBS-TV		Mino Monta Asa Zuba!	05:30 ~ 08:30	12'59"	
TBS-TV		Pingpong!	10:50 ~ 13:00	2'56"	
TV Tokyo		Morning Satellite	05:45 ~ 06:40	9'45"	
TV Tokyo		Closing Bell	15:30 ~ 15:55	5'33"	
Bloomberg		On the Markets (Epson Toyocom)	08:30 ~ 12:30	6'15"	
Bloomberg		Market Line (Sony, Nissan)	12:30 ~ 15:00	12'22"	
October 4, Thursday		TV Asahi	Super J Channel	16:53 ~ 19:00	1'48"
	CS-NTV News 24	Marketing NAVI (BS-NTV)	09:00 ~ 09:30	10'29"	
	Bloomberg	On the Market (Murata Manufacturing)	08:30 ~ 12:30	5'44"	
	Bloomberg	Market Line (Omron)	12:30 ~ 15:00	6'09"	
October 5, Friday	TV Asahi	"Yagiuma" Plus	04:25 ~ 08:00	0'54"	
October 6, Saturday	Nihon-TV	Wake-up!Plus	08:00 ~ 09:25	5'23"	
	TBS-TV	"Shittoko!"	07:30 ~ 09:25	1'13"	
	TV Asahi	"Yagiuma" Plus	06:30 ~ 08:00	1'01"	
October 22, Monday	TV Asahi	Super J Channel	17:30 ~ 17:55	2'21"	
October 22, Monday	Fuji-TV	Super News	16:53 ~ 19:00	2'05"	

(5) Results of TV Coverage Overseas

TV stations	Programs	Air time	CEATEC Air time	
World Wide				
Bloomberg TV	On the Markets	10/2	(0'59")	
		10/3	(5'15")	
Discovery Channel	Tech bites (New Program)	2008. 4-		
France				
TF-1	News	10/4	(1'46")	
LCI	Le Journal de Web	10/1	(1'46")	
		10/2	(3'09")	
		10/3	(3'16")	
		10/4	(3'29")	
		10/5	(3'12")	
		10/6	(1'36")	
		10/7	(1'36")	
	Plein Ecran	10/8	(1'36")	
		10/12	(13'13")	
	10/15	(13'30")		
U.S.A (partly including south America)				
Sundance Channel (Cable-TV)	Big Ideas for a Small Planet	10/29		
		11/ 2		
Caracol-TV	News	11/1		
		11/2		
		11/3		
		11/4		
CBS networks	WBBM (Chicago)	CHICAGO-530	11/13	05:35 ~
	WDBJ (Roanoke)	MORNING	11/13	06:30 ~
	WBBM (Chicago)	CHICAGO-630	11/13	06:37 ~
	WPEC (West Palm Beach)	NEWS12	11/13	12:17 ~
	WGCL (Atlanta)	CBS46 NEWS-NOON	11/13	12:27 ~
	WCCO (Minneapolis)	4NEWS	11/13	17:17 ~
	KCBS (Los Angeles)	NEWS-6PM	11/13	18:18 ~
	WBTV (Charlotte)	NEWS AT 11	11/13	23:31 ~
	WTVF (Nashville)	MORNING REPORT	11/14	05:18 ~
	WHIO (Dayton)	DAYBREAK EDT	11/14	06:04 ~
FOX networks	KTVI (St.Louis)	FOX 2 NEWS	11/13	06:00 ~
	WTXF (Philadelphia)	GOOD DAY	11/13	07:10 ~
	18:10 ~			
	WHBQ (Memphis)	FOX13 NEWS 9PM	11/13	21:02 ~
	WVUE (New Orleans)	FOX8	11/13	21:09 ~
	KOKI (Tulsa)	FOX 23 NEWS	11/13	21:12 ~
	WXIX (Cincinnati)	10 CLOCK NEWS	11/13	22:03 ~
	WCCB (Charlotte)	FOX-10 NEWS	11/13	22:15 ~
	WXIN (Indianapolis)	FOX59 NEWS	11/13	22:32 ~
	WTTG (Washington, D.C)	MORNING NEWS	11/14	06:12 ~
	WTVT (Tampa/Saint Petersburg)	GOOD DAY	11/14	06:19 ~
	KCPQ (Seattle - Tacoma)	FOX NEWS	11/14	06:38 ~
	07:09 ~			
	KMSP (Minneapolis)	MORNING NEWS	11/14	06:51 ~
	WFXT (Boston)	FOX25	11/14	07:15 ~
	WHBQ (Memphis)	FOX13 NEWS 5	11/14	17:27 ~
	Univision networks	KXLN (Houston)	NOTICIAS	11/13
KDTV (San Francisco)		NOTICIAS	11/13	23:28 ~
11/14		06:47 ~		
Time Warner Cable network	NEWS8 (Austin)	11/13	17:20 ~	
		11/14	06:34 ~	
KCAL (Los Angeles)	NEWS8	11/13	20:48 ~	
China				
CCTV	Morning News	10/3	(1'20")	
Viet Nam				
Vietnam-TV	Good Morning News	10/9	(7'50")	
		10/9	(7'50")	
		10/9	(7'50")	

(6) U.S. Tech-pert Panel

A contributing editor from CNET Networks in the USA led the U.S. Tech-pert Panel, an independent team of five renowned U.S. IT and consumer electronics journalists and analysts who made the long journey to cover CEATEC JAPAN 2007. The panel also selected 12 of the most most innovative technologies, products and services, with the most potential to influence the American marketplace, and announced their results via a media release. Many U.S. journalists then explored and wrote in depth about these topical exhibits. One of the Tech-pert Panel members commented, "CEATEC JAPAN offers more surprises per square meter than I have seen anywhere else."

2. Advertisements

- (1) Newspaper ad**
9/10-10/3 24 media
- (2) Magazine ad**
7/20-10/1 22 media
- (3) Internet ad**
9/11-10/31 7 media

3. CEATEC JAPAN E-mail Magazine

CEATEC JAPAN OFFICIAL MAIL MAGAZINE was sent every Friday by e-mail to visitors to the previous exhibition who requested information on this year's event.
 Number of distributions: Approx. 160,000 (only to visitors who requested information) Total of 15 magazines issued from the first one on March 2 to CEATEC JAPAN 2007 opening.

4. CEATEC JAPAN Web Magazine

The first volume was issued on June 1. Since then, viewpoints of CEATEC JAPAN and newsworthy information were rapidly introduced.
 Total number of issuance: 51

5. Creation of PR Tools (Print)

- (1) Posters (B1, B2, B3)**
For distribution to exhibitors and cooperating organizations
- (2) Japanese invitation cards set**
- (3) English invitation cards set**
- (4) Site map**
- (5) English guidebook**
- (6) Daily news for exhibitors**

Distributed each day to all exhibitors.
 (Articles on events at the site, Guide of viewpoint, bulletins on business matters and news flash of visitors questionnaire).



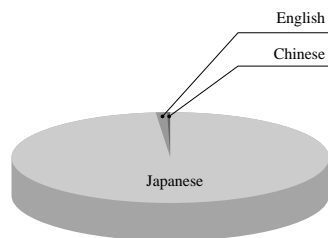
12. CEATEC JAPAN OFFICIAL WEB SITE

1. URL

www.ceatec.com

3. Number of accesses according to language

	(%)
Japanese	94.1%
English	4.7%
Chinese	1.3%



2. Page Views

September	October	Total
4,808,729	6,675,451	11,484,180

4. Access (Classification by countries/To 20th place)

1	jp (Japan) (625,241)	11	kr (Korea) (821)
2	.net, .com, .org (570,531)	12	it (Italy) (753)
3	cn (China) (4,261)	13	ca (Canada) (650)
4	tw (Taiwan) (2,166)	14	au (Australia) (591)
5	sg (Singapore) (2,105)	15	hk (Hong Kong) (582)
6	ru (Russia) (1,489)	16	nl (The Netherlands) (543)
7	in (India) (1,410)	17	my (Malaysia) (479)
8	br (Brazil) (1,365)	18	uk (UK) (450)
9	de (Germany) (1,348)	19	pl (Poland) (431)
10	fr (France) (867)	20	se (Sweden) (424)

5. Homepage Scale

WEB Server

Language	File Count	Byte Count
English	1,581	12.5MB
Japanese	1,514	11.5MB
Chinese	801	6.3MB
Download data	780	501MB
Other	5,535	225MB
Total	10,211	756.3MB

DB Server

	English	Japanese	Total
Exhibitor Information	757	757	1,514
CEATEC JAPAN Information	12	12	24
CEATEC JAPAN Press Releases	2	2	4
Exhibitor Press Releases	23	57	80
Must-see Item Navigation	178	178	356
Web Magazine	51	51	102
Conference	132	132	264
Total	1,155	1,189	2,344

6. Keyword Ranking

This is a ranking based on the key word that the access user used on a CEATEC JAPAN 2007 official web site.

Japanese Website

Rank	Keyword
1	LCDs
2	Inorganic and organic electroluminescence (EL) displays
3	LED display
4	FPD TVs and digital TVs
5	PDPs
6	FEDs
7	CRTs
8	VFDs
9	Other display devices
10	Touch panels

English Website

Rank	Keyword
1	HDDs, home servers
2	Flat-panel-display televisions (PDP, LCD), digital televisions
3	AV PCs
4	e-Learning
5	Touch panels
6	Set-top boxes (STBs)
7	Digital cameras
8	Cellular telephones
9	DVD, HD DVD, Blu-ray discs
10	Permanent magnets



Sponsorship: CEATEC JAPAN Organizing Committee

JEITA

Japan Electronics and Information Technology Industries Association

www.jeita.or.jp

CIAJ

Communications and Information network Association of Japan

www.ciaj.or.jp

CSAJ

Computer Software Association of Japan

www.csaj.jp

Management: CEATEC JAPAN Management Office

Japan Electronics Show Association (JESA)

5F, Sumitomo Shibadaimon Bldg. No. 2,

1-12-16, Shibadaimon, Minato-ku, Tokyo 105-0012, Japan

Tel: +81-3-5402-7603 Fax: +81-3-5402-7606

E-mail: contact@ceatec.com