

June 30, 2010

Media Advisory

Cutting-edge IT & Electronics Comprehensive Exhibition

**CEATEC JAPAN 2010**

**Press Conference to Be Held on July 22**

CEATEC JAPAN 2010 will be held from October 5 to 9, 2010 at Makuhari Messe . This exhibition will be sponsored by the Communications and Information network Association of Japan (CIAJ), Japan Electronics and Information Technology Industries Association (JEITA) and Computer Software Association of Japan (CSAJ).

In the ten years since the first exhibition in 2000, CEATEC JAPAN has continually provided the world with the latest in cutting-edge technologies of the IT and electronics field. And now as CEATEC JAPAN enters into its next decade, this exhibition will use the experience and achievements accumulated over the past ten years to meet all challenges and promote further growth in the industry.

With this year's theme of *"Digital Harmony — Technologies for comfortable and eco living"*, CEATEC JAPAN 2010 will distribute power and possibility in the upcoming world, society, business and lifestyle through the harmony in digital technologies, products, services and content.

New information, including an outline and highlights of CEATEC JAPAN 2010, will be provided at a press conference to be held on Thursday, July 22.

We sincerely hope you will be able to attend this press conference, and look forward to seeing you at CEATEC JAPAN 2010.

# # #

**WHEN:** Thursday, July 22, 2010  
Press Conference: 11:00 a.m. to 12:00 a.m.

**WHERE:** Marunouchi Tokyo Kaikan, 12th Floor, Royal Room  
3-2-1, Marunouchi, Chiyoda-ku, Tokyo (TEL: +81-3-3215-2111)

**LANGUAGE:** Japanese and English (Simultaneous interpreting)

---

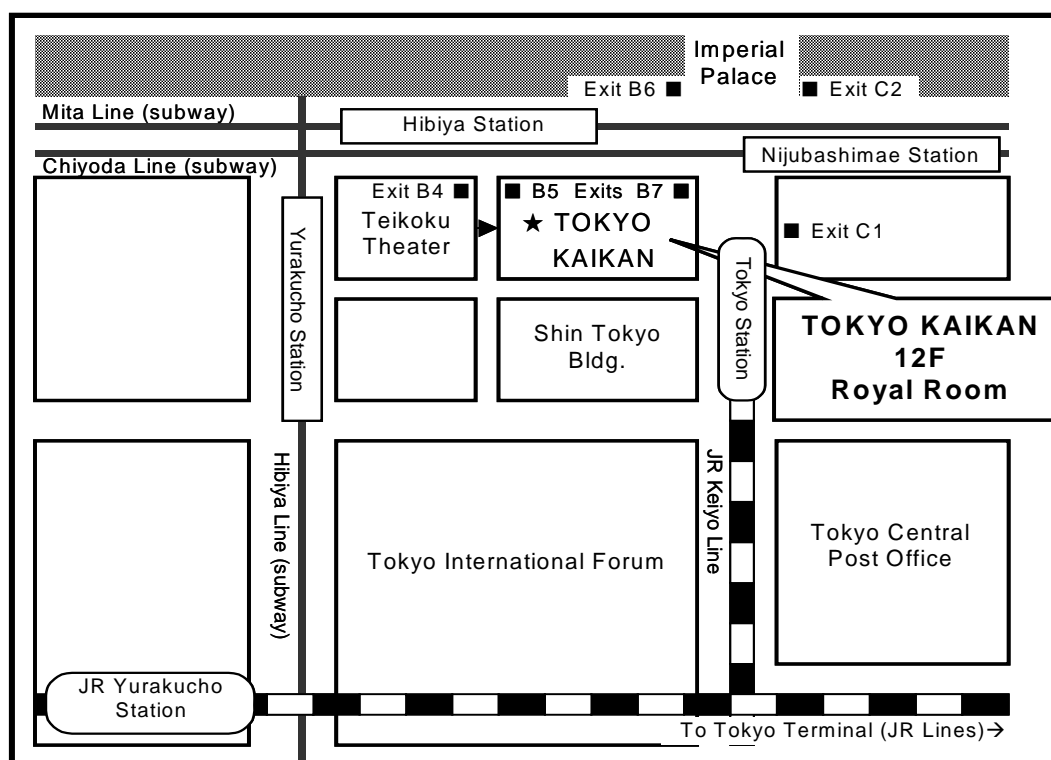
*For further information, please contact at the CEATEC JAPAN Management Office in the Japan Electronics Show Association.*

Telephone: +81-3-6212-5233 E-mail: [press2010@ceatec.com](mailto:press2010@ceatec.com)

URL : <http://www.ceatec.com>

■ CEATEC JAPAN 2010 Press Conference Access

<b>Venue:</b>	Marunouchi Tokyo Kaikan 12th Floor, Royal Room 3-2-1, Marunouchi, Chiyoda-ku, Tokyo TEL: +81-3-3215-2111
<b>JR:</b>	◆ JR Tokyo Station 10 minutes on foot from Marunouchi South Exit
	◆ JR (Keiyo Line) Tokyo Station 5 minutes on foot
	◆ JR Yurakucho Station 5 minutes on foot from International Forum exit
<b>Subway:</b>	Chiyoda Line, Nijubashi Station Yurakucho Line, Yurakucho Station Marunouchi Line, Tokyo Station Mita Line, Hibiya Station (Exit B4 or B5)



**Personal Information**

The Japan Electronics Show Association and CEATEC JAPAN Management Office use the personal information of media representatives solely for the distribution (fax and post) of materials (media advisories, press releases, etc.) concerning exhibitions, events, meetings, seminars and other activities they sponsor or support. The association also takes every possible precaution to ensure that unauthorized personnel or third parties do not gain access to personal information.

For further information on the aforementioned disclosure or to revise or delete personal information, please contact the Japan Electronics Show Association.

Tel: +81-3-6212-5231      FAX: +81-3-6212-5225      E-mail: [jesa.info@jesa.or.jp](mailto:jesa.info@jesa.or.jp)