

**Experience the Future of Digital and Environmental Tech at
CEATEC JAPAN 2010
—Organizing Committee Announces this Year's Topics—**

TOKYO, JULY 22, 2010...The CEATEC JAPAN Organizing Committee announced today that CEATEC JAPAN 2010, one of the world's most comprehensive exhibitions of cutting-edge information technology (IT) and electronics, will be held at Makuhari Messe in Chiba Prefecture from Tuesday, October 5, to Saturday, October 9, 2010. This year again promises a wide variety of stimulating, thought-provoking and entertaining contents under the theme of *Digital Harmony—Technologies for Comfortable and Eco Living*, and the Organizing Committee forecasts approximately 200,000 visitors during the five-day period of the show.

The CEATEC JAPAN Organizing Committee comprises three of Japan's leading industry organizations:

- Communications and Information network Association of Japan (CIAJ)
- Japan Electronics and Information Technology Industries Association (JEITA)
- Computer Software Association of Japan (CSAJ).

■ **What's Hot at CEATEC JAPAN 2010**

◆ **Smart Grid Innovation 2010 & 3D Theater**

The Smart Grid, a next-generation system using IT to efficiently manage the demand and supply of electricity, is gathering attention as a new market. This year's CEATEC JAPAN show will promote a Japan-style Smart Grid system featuring environmental technologies related to green IT, saving, creating and storing energy, the Smart House, electric vehicles (EVs) and social infrastructures. In addition, a 3D theater introducing cities of the near-future coupled with smart grids will be unveiled. At the same time, the test driving EVs will be conducted.

◆ **Get it! Digital Eco House (NHK/JEITA booth)**

With only 9 months remaining until the full transition to digital TV broadcasting, broadcastings are about to enter the new stage. By making a comparison between analog and digital systems, we will showcase some methods for installing the terrestrial digital TV and introduce the attractive digital broadcasting services. In addition, we will also visualize the energy-saving effects that digitization will bring and set up an environmentally-friendly exhibit so that visitors will see the Digital Eco House.

◆ **Digital Network Stage**

This area will let visitors experience the growing range of new network technologies entering the marketplace, such as WiMAX (Worldwide Operability for Microwave Access) and LTE (Long Term Evolution), also called the 3.9G mobile telephone network.

◆ **CEATEC Suite**

The CEATEC Suite has been established in 2010 as a special B2B zone responding effectively to the specific needs of the industries' vendors and users. Unlike any program seen in a Japanese trade show before, this area will focus only on advancing business opportunities for participants.

◆ **Institute of Electronics, Information and Communication Engineers (simultaneous event)**

A conference by the Institute of Electronics, Information and Communication Engineers (IEICE) will be held concurrently with CEATEC JAPAN 2010 under the theme of new medical technologies made possible by cloud computing, information and communications technologies. CEATEC JAPAN visitors will be able to attend this event free of charge.

This year, Premium Time, a special advance opening for members of the media and special guests, will be expanded from the morning of the first day of the show to the entire day (10:00 am to 5:00 pm) on Tuesday, October 5. Entrance will also be completely free of charge on Saturday, October 8, the final day of the show.

For more information in English, Chinese and Japanese, please visit CEATEC JAPAN on the web at:

<http://www.ceatec.com>

For further information, please contact Mr. Kaneko at the CEATEC JAPAN Management Office in the Japan Electronics Show Association, as follows:

Telephone: +81-3-6212-5233

E-mail: press2010@ceatec.com

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July 22, 2010

Cutting-edge IT & Electronics Comprehensive Exhibition

CEATEC JAPAN 2010

Exhibition Outline

- **Commencement of Visitor Pre-registration via the Official Website from July 23 -**

CEATEC JAPAN Organizing Committee

Digital Harmony refers to components and devices, technology and know-how, technology and people, and technology and the global environment. Based on a theme of “Digital Harmony – Technologies for comfortable and eco living”, the globally-anticipated CEATEC JAPAN exhibition aims to distribute energy to future global society, business and lifestyle through the harmonization of digital technologies, products, services, and content to realize both aims of technological advancement and convenience.

The three industry organizations comprising the CEATEC JAPAN Organizing Committee, the Communications and Information Network Association of Japan (CIAJ: Takashi Kawamura, chairman; representative executive and officer and president of Hitachi, Ltd.), Japan Electronics and Information Technology Industries Association (JEITA: Setsuhiro Shimomura, chairman; chairman of Mitsubishi Electric Corporation), and Computer Software Association of Japan (CSAJ: Shigefumi Wada, chairman; president of OBIC Business Consultants Co., Ltd.), are pleased to announce that CEATEC JAPAN 2010, the Cutting-edge IT & Electronics Comprehensive Exhibition, will be held for a five-day period from Tuesday, October 5th to Saturday, October 9th, 2010 at Makuhari Messe (Chiba City).

Challenge to the next decade / Enhancements planned for the next 3 years

Since the inaugural event was staged in 2000, CEATEC JAPAN has continued to communicate the latest, cutting-edge IT and electronics to the world from Japan.

Holding its 11th event this year, CEATEC JAPAN will use experience and achievements, and brand value accumulated over the past ten years to continue to maintain a strong determination and strategy to succeed in supporting participating companies and industrial growth, by providing industry and market trend information in today's rapidly changing digital society.

Going beyond its function as a conventional tradeshow, CEATEC JAPAN within the next three years will further enhance its informative value and transmission to core users, customers in other industries, public and also to overseas through its “MICE” (Meeting, Incentive, Convention, and Exhibition)

strategy. It aims to do this by facilitating a host of international business opportunities, such as actively welcoming international conventions, academic conferences and observer groups. CEATEC JAPAN will strive to increase its business effectiveness on all participants including exhibitors and visitors, and to become more of a next-generation, world-class exhibition through enhanced “globalization”. This includes inviting the overseas media and Asian customers, as well as promoting partnerships with international conferences.

Clarifying the role of each event day and matching visitors and exhibitors

By clarifying the features of each day of the 5-day exhibition, CEATEC JAPAN will take a new step to matching the objectives of visitors and exhibitors.

Special Invitational Day: Tuesday, October 5th 10:00 a.m. – 5:00 p.m.

The traditional “premium time” (10:00 – 12:00) will be extended to all day, facilitating information dissemination and high-profile business exchange between government officials, top executives of exhibitors, and invited guests.

Public Open Days: Wednesday, October 6th – Friday, 8th 10:00 a.m. – 5:00 p.m.

Guests, customers from other industries, and public

Free Admission Day: Saturday, October 9th 10:00 a.m. - 5:00 p.m.

A completely free-of-charge, open day for public, especially, students, and business customers unable to come on weekdays

Newly-established “CEATEC Suite” – a perfect environment for business negotiations

Responding to the business needs of vendors and customers, CEATEC JAPAN has established the new “CEATEC Suite”, a special B-to-B zone that combines the efficiency of a specialized exhibition and the volume of a comprehensive exhibition. As a new exhibition program, it is unparalleled in Japan, and will contribute to the creation of new business opportunities.

Period and Venue: Wednesday 6th October – Friday, 8th (3 days) / Exhibition Halls 7 to 8

Highly-topical keynote speeches and conference

On the Special Invitation Day (Tuesday, October 5th), President Takashi Kawamura (Hitachi, Ltd.), President Setsuhiro Shimomura (Mitsubishi Electric Corporation), and Chairman Shigefumi Wada (OBIC Business Consultants Co., Ltd.) will deliver keynote speeches, and key people in the IT and electronics industry will send out highly-topical messages to the world for a 4-day period until Friday, 8th October.

We will also hold a wide variety of technology seminars beginning with the “Trend Session” and “Advanced Session”, which provide an overview of industry, and sessions looking at “Software and Solutions”, “IT Systems”, and “Communication Networks”. Together with “Exhibitor Seminars”, where exhibitors can introduce their technologies, products and services, a total of over 100 sessions are scheduled.

In addition, we will be co-staging the “Electronics, Information and Communications Academic Conference” (hosted by the Institute of Electronics, Information and Communication Engineers), which will focus on cloud-computing and near-future medical technologies used by ICT. This conference will be held for 5 days from 5th to 9th October, and CEATEC JAPAN visitors will be able to attend free-of-charge.

Expansion into new fields of industry

Digital networks have greatly improved the quality of our lifestyles, society and business, making them more convenient, enjoyable and pleasant.

And digital and IT technologies are now transcending traditional boundaries by contributing to the realization of a sustainable low-carbon society, and greatly expanding their role, territory and markets as far as the “vehicle”, “energy” and “health” related fields. CEATEC JAPAN is leading the way in this expansion into new fields of industry.

Vehicles

As hopes gather in the electric vehicle (EV) market, we will introduce cutting-edge information relating to the collaboration between already-advanced Japanese activities and the IT and electronics industries, from a variety of perspectives such as technology and services. We hope you can gain first-hand experience of the EV scene, which is expanding its role as an interactive station of energy and information.

On the morning of Tuesday, 5th October, Chairman Osamu Masuko (Mitsubishi Motors) and Mitsuhiro Yamashita (Nissan Motor Co., Ltd.) will deliver a speech as guest speakers, looking ahead to next-generation vehicles.

In addition, a 3D theater introducing cities of the near-future coupled with smart grids will be unveiled. At the same time, the test driving EVs will be conducted.

Energy

With awareness in global warming prevention growing, “smart grids” using ICT to efficiently coordinate power supply and demand, are attracting interest as a new market.

With the cooperation of the Ministry of Economy, Trade and Industry (METI) and New Energy and Industrial Technology Development Organization (NEDO), this CEATEC JAPAN exhibition will cover areas including green IT and energy-saving, environment related element technology, energy-generation and energy-storages, smart houses as well as EVs and social infrastructure. This will be achieved through the “Smart Grid Innovation 2010” segment, which will appeal the Japan’s smart grids, aimed at realizing a low-carbon society, to the world.

With only 9 months remaining until the full transition to digital TV broadcasting, broadcastings are about to enter the new stage. By making a comparison between analog and digital systems, we will showcase some methods for installing the terrestrial digital TV and introduce the attractive digital broadcasting services. In addition, we will also visualize the energy-saving effects that digitization will bring and set up an environmentally-friendly exhibit so that visitors will see the Digital Eco House.

Further, the Green IT Promotion Council will host the “Green IT Pavilion” to comprehensively introduce different companies’ energy-saving technologies, and also to hold a combined symposium.

Health

The new “Digital Healthcare Plaza” project aims to realize a more prosperous and healthier society through the use of ICT. It will offer a broad introduction of technologies supporting improved personal healthcare by combining eco-systems and a diversity of medical equipment and services in order for people to efficiently manage their own health and healthcare professionals to provide a higher-quality service.

Expectations for transforming video, broadcasting and communication technologies (Digital Network Stage)

With the total conversion to terrestrial digital broadcasting now imminent, the CEATEC JAPAN Network Stage will provide a wide introduction to the latest technology triggering the spread of increasingly innovative flat-screen television and 3D video.

The “HATS Plaza (HATS Conference)” will introduce interconnectivity demonstrations and related products, including broadband services, VoIP (voice over IP) services using SIP (Session Initiation Protocol), MPEG-4, and PBX interconnection. The Accessibility Plaza (Info-Communication Access Council) will include demonstrations of terminals and services designed for easy use by the elderly and physically challenged.

In addition, we will provide the opportunity to experience a variety of front-line digital networks, including the next generation of the high-speed wireless communication technology, WiMAX (Worldwide Interoperability for Microwave Access), as well LTE (Long Term Evolution), the 3.9 generation cell-phone.

Don't miss a business chance. World-class “Japanese monozukuri (creation)” (Electronic Components, Devices and Industrial Equipment Stage)

Digital information appliances and personal digital assistants are electronic components and devices supporting the infrastructure of cutting-edge technologies, such as car electronics, and medical and healthcare devices. To support increasingly miniaturized and thinner equipment and products requiring high-reliability and safety; technology relating to high-functionality, minimization and lower-profiles as well as high heat resistance and durability has progressed dramatically. Also, in addition to IT and electronic products, element technologies aimed at reducing CO₂ emissions and supporting energy-saving for a variety of product fields, such as vehicles and residential facilities continue to attract attention.

CEATEC JAPAN's Electronic Components, Devices and Industrial Equipment Stage assembles cutting-edge technologies made up of a tapestry of world-class “Japanese monozukuri (create)”, creating large business opportunities. In addition, the “NIPPON Innovation Plaza” will demonstrate exemplary regional-based companies and the promotion of integration between regional IT and Electronics Industries achieved through tie-ups and collaboration with regions and local governments across the nation. So, do not miss a chance to turn this into an opportunity to make a wide variety of contacts.

Scale of the 2010 Event

Similar to last year, this year's exhibition will use Halls 1 to 8 of Makuhari Messe to stage the event. The number of exhibitors and booths, as of July 22nd, are 417 companies/institutes (made up of: 167 companies/institutes from 14 countries) and 2,189 booths. It is expected that the scale of the event will exceed that of last year (final 2009 figures: 590 companies/institutes (made up of: 263 companies/institutes from 22 countries), and 2,123 booths).

We are hoping that the number of visitors for the duration of the event will exceed 200,000 people (2009 figure: 150,302 people).

Pre-registration and the official website

From Friday, July 23rd, we shall be commencing pre-registration via the official website and also start accepting applications to attend the keynote speeches. By registering in advance, applicants will

be able to visit the exhibition free-of-charge. We will send a “Visitor Badge”, enabling easy entrance to the venue, to applicants who register by Friday, September 17th.

The URL of the CEATEC JAPAN official website, which provides constantly updated information, is as follows.

<http://www.ceatec.com>



Press Services

CEATEC JAPAN 2010 will send a “Press Badge”, enabling easy entrance to the venue, to those who attend the 22nd July Press Conference and register as members of the press, and those who register at the Online Press Center between Friday, August 20th and Friday, September 17th.

Information will be provided in advance and a host of services will be provided to applicants who register.

Contact

CEATEC JAPAN Management Office (Japan Electronics Show Association [JESA])

TEL: +81-3-6212-5233 (Contact: Kaneko) E-mail : press2010@ceatec.com