

MEDIA ADVISORY

**—CEATEC JAPAN 2008—**  
**Contents-related Activities to Expand in 2008**

- 1. Official Event of the Japan International Contents Festival 2008**
- 2. Announcing “Life Contents Frontier” Special Program under METI’s Activities to Reinforce the International Contents Market**

**TOKYO, APRIL 21, 2008...**The CEATEC JAPAN Management Office has announced that activities related to digital contents will be reinforced at CEATEC JAPAN 2008, Japan's comprehensive trade show for cutting-edge information technology (IT) and electronics, which will be held at Makuhari Messe (Chiba Prefecture) for the 5-day period from Tuesday, September 30, to Saturday, October 4. This year’s show will introduce activities to realize revolutionary new contents and business models through dynamic technology and information exchange between contents creators and producers, software developers and hardware makers. CEATEC JAPAN will implement a variety of educational activities designed to promote new business opportunities and contents-related initiatives in Japan.

In addition to the Digital Contents Business Park, a special exhibit area where companies involved in digital contents production will introduce their activities to a global audience and seek new prospects for growth, CEATEC JAPAN 2008 will feature the “New Life Contents Promotion through Software and Hardware Linkage” activities being pursued by Japan’s Ministry of Economy, Trade and Industry (METI).

**1. CEATEC JAPAN 2008 Named an Official Event of the Japan International Contents Festival 2008**

This year’s show has been selected as an official event of the Japan International Contents Festival 2008 (CoFesta 2008).

CoFesta 2008 was first held in 2007 as a program to globally promote contents-related industries by organically linking events in areas such as games, animation, *manga* characters, music, broadcasting and movies.

Starting on September 30 at CEATEC JAPAN 2008 and concluding on October 28, CoFesta 2008 will include a total of 13 official events (as of April 1) and several partner events, making this one of the world’s largest contents festivals and the center of growing attention inside and outside Japan.

**2. Life Contents Frontier to be Held under METI’s Fiscal 2008 Activities to Reinforce the International Contents Market**

A special exhibit entitled “Life Contents Frontier” will be held at CEATEC JAPAN 2008 as part of METI’s activities to reinforce the international contents market (“New

Life Contents Promotion through Software and Hardware Linkage”).

The Japan Electronics Show Association (JESA), which is managing this special exhibit, is accepting application to participate from April 21 to May 30.

The goal of this special exhibit is to “propose new roles and possibilities for contents.” Taking advantage of CEATEC JAPAN’s many features and functions, the exhibit will make information available to businesspeople worldwide and help promote the formation of industries to create “new life contents.”

This special exhibit will be linked with the **Strategic Technology Roadmap** for contents technologies being formulated by METI since 2007. The exhibit will be designed around five lifestyle scenes (① The home, ② Regional and tourism centers, ③ Towns and facilities, ④ Schools and companies, and ⑤ Travel, transportation and mobility). Taking the concept of contents a level deeper than usual, contents will be defined as anything that “influences the senses” for the purposes of this exhibit. The exhibit will aim to propose new lifestyles based on software and hardware that promote tangible and spiritual prosperity. As a result, the exhibit will help indicate the direction to create new industries centered on contents (“life contents”) that make possible safer and more comfortable lifestyles for everyone.

The Life Contents Frontier will be held together with the Information Grand Voyage Project, which enters its third year at CEATEC JAPAN 2008. This exhibit will also highlight the convergence of the software and contents fields through next-generation information retrieval and analysis technologies.

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

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For further information, please contact Mr. Kunda or Mr. Ishizaki at the CEATEC JAPAN Management Office.

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<ATTACHMENT>

## **Life Contents Frontier Call for Participants**

METI's Fiscal 2008 Activities to Reinforce the International Contents Market  
("New Life Contents Promotion through Software and Hardware Linkage")

WHEN: Tuesday, Sept. 30 to Saturday, Oct. 4, 2008

WHERE: Makuhari Messe (2-1 Nakase, Mihama-ku, Chiba)

The Life Contents Frontier at CEATEC JAPAN 2008 will be centered on the following three programs:

1. Conveying information via the Life Contents Frontier booth located in the Digital Network Stage
2. Conveying information through seminars, etc., in the CEATEC JAPAN Conference
3. Raising interest in the exhibit theme and attracting visitors via the CEATEC JAPAN 2008 Official Web Site

The Life Contents Frontier exhibit will be approximately 360 m<sup>2</sup> in size and will be located in the Digital Network Stage, where companies in fields related to digital home appliances, mobile, network software, contents and other drivers of digital convergence highlight their technologies, products and services.

The Life Contents Frontier booth will be divided into five distinct zones with the following themes:

1. The home
2. Regional and tourism centers
3. Towns and facilities
4. Schools and companies
5. Travel, transportation and mobility

Individual companies or groups of companies will be able to use these zones to disseminate information.

Technologies, products and services being planned for commercialization within the next three years may be exhibited. Mock-ups and technology exhibits will let visitors experience these futuristic technologies and the lifestyle scenes in which they will be applied. In addition, exhibitors will be able to get valuable direct feedback on their exhibit contents.

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