

September 29, 2008

FOR IMMEDIATE RELEASE

Cutting-edge IT & Comprehensive Electronics Exhibition

CEATEC JAPAN 2008

Opening on Tuesday, September 30th, 2008 at Makuhari Messe!

The CEATEC JAPAN Organizing Committee announced today that CEATEC JAPAN 2008, the world's most comprehensive exhibition of cutting-edge information technology (IT) and electronics technologies, will be held at Makuhari Messe in Chiba Prefecture for a 5-day period from Tuesday, September 30th, to Saturday, October 4th. CEATEC JAPAN 2008 will be sponsored by the Communications and Information network Association of Japan (CIAJ), Japan Electronics and Information Technology Industries Association (JEITA), and the Computer Software Association of Japan (CSAJ).

■ CEATEC JAPAN 2008 Theme

Digital Convergence — Onward to a New Stage

CEATEC JAPAN will highlight the new worlds unlocked by digital convergence.

As the industry enters into a new world, thanks to the many innovations and developments made possible by digital convergence, the real effects on both peoples' lifestyles and society as a whole are becoming apparent. This fresh phase in the industry has been born by the convergence of devices, hardware, software, services and contents, and it sets the stage for excellent business opportunities to expand markets and attract new users.

CEATEC JAPAN 2008 will provide exhibitors and visitors alike with the opportunity to fully appreciate the potential offered by the new stage of digital convergence.

■ Size of the event

This year, a total of 804 exhibitors (289 foreign exhibitors from 27 countries/regions) using 3,121 booths will be participating and approximately 210,000 visitors are being expected during the event. [2007 data: 895 exhibitors (348 foreign exhibitors from 20 countries/regions) using 3,199 booths; 205,859 visitors].

■ **Tuesday, September 30th, 2008: Various opening-day activities featuring industry executives are being planned.**

CEATEC JAPAN will open to public at noon on September 30th, 2008 and beginning with the opening reception scheduled at the same time, various opening-day events are being planned throughout the day. Before the opening reception, Guest Speeches will be presented by executives from Intel Corporation and Microsoft Corporation, and in the afternoon, Keynote Speeches will be presented by chairpersons of the three sponsors of the event.

A conference with a total of 140 sessions is being planned for the first four days (until October 3rd), which will include eighteen Keynote Speeches by top executives and opinion leaders from diverse industries. Forums that will highlight industry trends and various technical seminars will also be held to help introduce the latest industry developments to the world. It is free of charge to attend the conference and a limited number of tickets will be made available at the door. We would like to extend a warm welcome to everyone to join us at these opening-day activities (please refer to the separate sheet for further details).

Main events scheduled for Tuesday, September 30th

◆ **Opening Reception**

Noon to 1:30pm/Venue: Tsuru no Ma (2nd floor) in Hotel New Otani Makuhari

◆ **Keynote Speeches (tickets will be available at the door)**

Venue: Convention Hall (2nd floor), International Conference Hall

◇ **ICT Advances and the Deployment of Business Solutions**

1:00pm to 2:00pm

Speaker: Mr. Michiyoshi Mazuka, Chairman, Fujitsu Limited

◇ **Digital Convergence — Onward to a New Stage**

~ **Aiming for an Eco-friendly Society** ~

2:30pm to 3:30pm

Speaker: Mr. Etsuhiko Shoyama, Chairman of the Board, Hitachi Limited

◇ **How Does a Next Generation Network Revolutionize Software Industry?**

4:00pm to 5:00pm

Speaker: Mr. Shigefumi Wada, President OBIC Business Consultants Co., Ltd.

◆ **Guest Speeches (tickets will be available at the door)**

Venue: Convention Hall (2nd floor), International Conference Hall

◇ **Intel's Mobility Vision**

~ **Platforms for Innovation** ~

10:00am to 11:00am

Speaker: Mr. Anand Chandrasekher, Senior Vice President, General Manager, Ultra Mobility Group, Intel Corporation

◇ **The Vision of Microsoft: The Next Wave in Consumer Experience: “Magical Windows”**

11:30am to 12:30pm

Speakers: Mr. Brad Brooks, Corporate Vice President, Windows Consumer Product Marketing, Microsoft Corporation; Mr. Shoji Doyama, Vice President, Consumer & Online International, Microsoft Corporation

◆ **Green IT Award Ceremony (open event)**

1:30pm to 2:00pm/Venue: Main Stage at the Event Hall

◆ **CoFesta 2008 Opening Event (open event)**

2:30pm to 4:00pm/Venue: Main Stage at the Event Hall

■ **Highlights of the Digital Network Stage (Exhibition Halls 1 to 5)**

Products developed to facilitate the full-scale transition to digital terrestrial broadcasting such as LCD displays offering ultra-slim designs, unprecedented picture quality, and digital sound quality will be showcased, as will the newest PDPs, organic EL TVs, and IPTVs (Internet Protocol TV).

Also, information appliance (IA) and various digital equipment offering low power consumption and resource savings will be on display to show how the industry is battling against global warming.

In the field of home networking, standards such as the DLNA (Digital Living Network Alliance) are becoming more popular in the daily lives. Information appliances and other digital equipment at the forefront of this field, which interconnect with personal computers as well as AV equipment using wireless LAN in the home, high-speed PLC (power line communications) or Next Generation Network (NGN), will be displayed

In the mobile network field where new technologies and services have been developed, exhibits will include the latest mobile PC models and WiMAX (Worldwide Interoperability for Microwave Access), which has garnered attention as the next generation in high-speed mobile communication technology.

Special Exhibits/Event: A New Stage of Connecting People

◆ **HATS PLAZA (HATS CONFERENCE)**

Venue: Exhibit Hall 4/Interoperability demonstrations using diverse network services

◆ **ACCESSIBILITY PLAZA (INFO-COMMUNICAITON ACCESS COUNCIL)**

Venue: Exhibit Hall 4/Introduction of equipment and services designed to meet the specific needs of the elderly and physically challenged

◆ **MOBILE COMPUTING PLAZA**

Venue: Exhibit Hall 5/Introduction of new ways to utilize mobile PCs, based on the theme of “Tomorrow’s Mobile Computing”

◆ **LIFE CONTENTS FRONTIER (METI: International Contents Market Strengthening Activities)**

Venue: Exhibit Hall 4/Introducing the new role of contents in society and communications

◆ **DIGITAL CONTENTS BUSINESS PARK**

Venue: Exhibit Hall 4/Provision of business opportunities and information for production companies in the digital content field

◆ **Be Ready for the DTV Transition (NHK/JEITA)**

Venue: Exhibit Hall 1/Educational promotion to help in the preparation for the full-scale transition to terrestrial digital TV broadcasting (in Japan)

■ **Highlights of Electronic Components, Devices & Industrial Equipment Stage (Exhibition Halls 5 to 8)**

Electronic components and devices have advanced to ensure a higher degree of functionality in order to support the rapid growth and development of digital information appliances, car electronics, amusement equipment, mobile PCs, mobile phones, and communication networking.

Exhibited products at this stage will highlight the main industry trends of this year such as ultra-small devices and low-profile devices and components that answer the needs for the development of smaller and slimmer products, devices offering high-endurance and high heat-resistance for the diversified needs of electronics technology in broad fields such as automotive and household equipment, low-power consumption components to realize reductions in carbon dioxide emissions., etc.

Special Exhibits/Event: A New Stage of Connecting Technologies

◆ **AUTOMOTIVE SQUARE**

Venue: Exhibit Hall 6/Business communications and technology interchange between the IT/electronics and automotive manufacturing industries

◆ **NIPPON INNOVATION PLAZA**

Venue: Exhibit Hall 6/Promotion and support of the local IT/electronics industries around Japan with the cooperation of local governments and organizations

◆ **ADVANCED JISSO PAVILION**

Venue: Exhibit Hall 7/Introduction of Jisso processing technologies that support the latest IT/electronics industries and the digital society

◆ **MONODZUKURI PLAZA**

Venue: Exhibit Hall 7/Introduce the Monodzukuri Promotion Council's achievements and various new businesses

■ **This year's keyword is "environment" and the event hall is a must-see venue that will showcase activities taken by the industry to protect it.**

The IT/electronics industry's activities and countermeasures to prevent global warming and development of next-generation HR in the field will be introduced at the Special Exhibits/Events.

A number of daily events will also be presented each day at the main stage inside the event

hall and various visitor services will be available, including a refreshments corner for light meals and rest breaks, WiFi (wireless LAN) networking, and an International Business Center to enhance convenience during the show for overseas visitors.

Special Exhibits/Event: A New Stage for Connecting to the Next Generation

◆ **GREEN IT PAVILION (Green IT Promotion Council)**

Introduction of measures taken to fight global warming; display of winners of the Green IT Awards and thesis awards for students

◆ **CROSS-SECTOR INTERCHANGE PAVILION**

Promoting communications and interchange between research and educational institutions, students and industry

◆ **JETRO BIZMATCH@CEATEC JAPAN**

Date: September 30 to October 2/Venue to conduct independent business confabs with 40 overseas corporations having promising ICT technologies

◆ **The Experience Monodzukuri Corner (open event)**

Date: October 3/Experience radio-controlled airplanes or make your own paper airplane

◆ **Main Stage (open events)**

- ◇ Tuesday, September 30: Green IT Award ceremony, opening event of CoFesta
- ◇ Wednesday, October 1: Presentations by Green IT Pavilion participating companies
- ◇ Thursday, October 2: US Tech-pert Panel Award ceremony, Fashion on Demand 2020
- ◇ Friday, October 3: International ICT enhancement of competitiveness symposium, Presentation by universities and the academia-industry exchange
- ◇ Saturday, October 4: Juniors & Kids Electronics Workshop

■ **A special feature: CEATEC JAPAN will be open on Saturday, October 4th!**

CEATEC JAPAN will be open on Saturday, October 4th to allow a wider audience to attend the event from in and outside of the industry. This is because in recent years, more requests asking that the show be opened on Saturday have been made by those who were not able to attend the show during normal business hours or who did not have enough time to spend during their visit to the show.

And in addition to opening the show on Saturday, CEATEC JAPAN will make available a variety of seminars and events that can be enjoyed by all ages including children and students who will make up the next generation (please refer to the separate sheet for further details).

Sponsor events to be held on Saturday, October 4th

◆ **JUNIORS & KIDS ELECTRONICS WORKSHOP (prior registration not required)**

Venue: Main Stage within the Event Hall/Promoting interest among children and youths for making their own electronics gadgets

◆ **DIGITAL MANGA CLASS FOR KIDS (prior registration not required)**

Venue: Exhibit Hall 4: Digital Content Business Park/Children will be invited to draw cartoon strips using graphics tool software

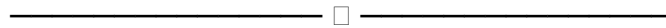
◆ **ALL JAPAN ROBOT SUMO TOURNAMENT**

Venue: Event Hall/The Kanto Regional Finals of the All Japan Robot Sumo Tournament

◆ **Job/work Support for Students (registration at the door available)**

Venue: International Conference Hall/Lecture and booth visitations to help university and graduate school students better understand the trends of the IT/electronics industry

The CEATEC JAPAN Organizing Committee sincerely hopes that a large number of visitors will attend this event to experience firsthand, the new world of discovery created by digital convergence.



To better serve the media of many interests, a Press Center will be setup at the International Conference Hall on the 2nd floor of Makuhari Messe during the event (from Sept. 30th to Oct. 4th).

CEATEC JAPAN 2008 Press Center

Hours: 9:00am to 6:00pm (until 5:00pm on the last day, Oct. 4th).

Person in charge: Mr. Yoshinaga, Mr. Horai TEL: (043) 296-4308

For inquiries after the aforementioned hours, please contact the CEATEC JAPAN Management

Office at the Japan Electronics Show Association:

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