

## **CEATEC JAPAN 2004**

### **Revised Zoning in the Electronic Components, Devices & Industrial Equipment Stage**

Dear Exhibitor:

This year, the CEATEC JAPAN Organizing Committee has organized the Electronic Components and Devices Task Group, a specialized group focusing on the revitalization of operations for the Electronic Components, Devices & Industrial Equipment Stage. Since its formation, this task group has discussed a variety of issues.

On the opening of this year's CEATEC JAPAN, the Task Group began by collecting and analyzing visitor needs. Many comments received last year mentioned that it takes too long time to find booths featuring specific products or technologies. The task group discussed this matter, and decided to implement a revised zoning system in the Electronic Components, Devices & Industrial Equipment Stage. As a result, at CEATEC JAPAN 2004, the Stage will be divided into zones based on product categories.

Please find the new zoning details on the attached page. Exhibitors are requested to examine which zone(s) most suits their exhibit contents, and to fill in and return the attached reply sheet to the Management Office by Monday, May 31, 2004.

We believe that the revised zoning system will improve visitor traffic flows, allowing visitors to more effectively find the manufacturers they seek, which will lead to increased business opportunities for both exhibitors and visitors.

Your understanding and kind cooperation on this matter will be greatly appreciated.

# # #

#### **1. Zones**

- (1) Semiconductors  
Product category numbers 106 to 116 (see note below)
- (2) Electronic Display Devices  
Product category numbers 117 to 127
- (3) Passive Components  
Components that cause specific attenuation or resonance with electric signals  
Product category number 128: resistors, capacitors, transformers, inductor, oscillators, filters  
Product category number 137: noise-reducing components
- (4) Structural Components (Connecting Components)  
Components that interrupt or turn electric signals on/off  
Product category number 129: connecting components (connectors, switchers, relays)  
Product category 134: structural components

- (5) Functional Components (Transducers)  
Components that convert physical volumes such as heat, sound, magnetism and movement into electric signals  
Product category number 131: transducers (acoustic transducers, magnetic heads, small motors, sensors)  
Product category number 133: functional components
- (6) Module Units (\*Not including resistor networks or condenser arrays)  
Product category number 132: switching power sources, TV/video tuners, memory components, etc.)
- (7) Electronic Circuit Boards  
Product category number 130: electronic circuit boards
- (8) Car Electronics  
Product category number 138: car-mounted components, car electronics components
- (9) Power Sources, Batteries, Materials, Cutting-edge Technologies  
Product category numbers 140 to 156
- (10) Industrial equipment  
Product category numbers 157 to 180
- (11) PR (publications, other)

Note: product category numbers correspond to the numbers on the reverse side of the “CEATEC JAPAN 2004—Products to be Exhibited.” application form.

## **2. Notes**

- (1) In case your products fall into multiple zones, please choose the zone most likely to correspond with visitor needs
- (2) In case your products do not belong to any of the categories above, the Management Office will take appropriate steps to notify visitors.
- (3) The lot drawings to determine booth locations will be held according to the new zone system. In case there are no exhibitors with the same number of booths in the same zone, the Management Office will adjust the booth locations.
- (4) Zone locations have not been decided at present. They will be announced in early June.

## **3. Contact:**

For further information, please contact Ms. Oda in the CEATEC JAPAN Management Office at:

Tel: 03-5402-7603    Fax: 03-5402-7606    E-mail: exhibitor@ceatec.com

# # #

**Send to: CEATEC JAPAN Management Office**

**FAX: +81-3-5402-7606**

Please fill in the required information and return this form to the CEATEC JAPAN Management Office by Monday, May 31, 2004.

<b>CEATEC JAPAN 2004 Zone Reply Sheet</b>
---

- Please specify one zone from the attached zone chart.

<b>Exhibit Zone</b>	
---------------------	--

- If you plan to exhibit a product(s) that does not belong to the above zone, please mark the appropriate box(es) below.

(Multiple checks accepted)

(1) Semiconductors

.....  
(2) Electronic Display Devices

.....  
(3) Passive Components

.....  
(4) Structural Components (Connecting Components)

.....  
(5) Functional Components (Transducers)

.....  
(6) Module Units

.....  
(7) Electronic Circuit Boards

.....  
(8) Car Electronics

.....  
(9) Power Sources, Batteries, Materials, Cutting-edge Technologies

.....  
(10) Industrial Equipment

.....  
(11) PR (publication, other)

\* The Management Office will take measures to raise zone recognition, so please notify us immediately of any change to your exhibit contents.

- If you have any comments or requests regarding the new zoning, please specify.

- If you have any comments or requests for the Electronic Components and Devices Task Group, please specify.

**Contact:**

Company			
Section		Contact	
Tel.		FAX	

**Thank you for your cooperation**

## Zoning Categories

<b>Electronic Components, Devices &amp; Industrial Equipment Stage</b>		
Zone	Product category*	Products included in category
Semiconductors	106–116	MOS Logic, MOS Micro, MOS Memory, Digital bipolar, System LSIs, Analog ICs, Optical ICs, Sensors, Discreet (silicon diode, rectifier element, transistor, thermistors, varistors, thyristors, optoelectronic conversion elements, other discreet semiconductors), Other semiconductors, Related software and services
Electronic display devices	117–127	LCDs, PDPs, Inorganic and organic electroluminescent (EL) displays, LEDs, FEDs, CRT displays, VFDs, Electronic display panels, Touch panels, Other display devices, Software and contents services
Passive Components	128, 137	Passive components (resistors, capacitors, transformers, inductor, OSCs, filters), Noise-reducing components
Structural Components (Connecting Components)	129, 134	Connecting components (connectors, switches, relays), Structural components
Functional Components (Transducers)	131, 133	Transducers (acoustic transducers, magnetic heads, small motors), Functional components
Module Units	132	Other electronic components (switching power supplies, television and video tuner, memory components, others)
Electronic Circuit Boards	130	Electronic circuit boards (ridge-print, flexible, module boards, other electronic circuit boards)
Car Electronics	138	Car-mounted components, Car electronics components, Chip antennas, Machine tools
Power Sources, Batteries, Materials, Cutting-edge Technologies	140–156	Fuel batteries, Lithium-ion batteries, Nickel hydride batteries, Solar cells, Other battery-related, Adapter, Charger, Power sources and power source devices, Software and contents services, Soft sinter, Permanent magnets, other materials, Biometrics, Environmental technologies, other elemental technologies, Other fundamentals technology-related
Industrial equipment	157–180	Wireless equipment and systems, Satellite communication equipment and systems, Digital switching equipment, Digital transmission equipment, Connecting equipment, Other communication products, Software and services, Ultrasonic application equipment, Commercial-use imaging equipment, Other Electronic application equipment, Related software and services, Waveform, Transmission characteristic, Wireless communications equipment, Semiconductor and IC, Industrial instrumentation, Other Electronic measuring instrumentation, Related software and services, Industrial-use computers and peripheral equipment, Electronic assembly and inspection devices, Manufacturing equipment, Testing equipment, Other industrial equipment, Related software and services
PR (publications, other)		

\*Numbers correspond to the categories on the reverse side of the exhibition application form.