

Cutting-Edge IT & Electronics Comprehensive Exhibition

# CEATEC<sup>®</sup> JAPAN



## Exhibition Report

**Smart Innovation** — Technology for Future Society and Lifestyles

## CEATEC JAPAN 2013

Oct.1 Tue.▶Oct.5 Sat.

Makuhari Messe, Tokyo

■Sponsors: CEATEC JAPAN Executive Board

**JEITA** Japan Electronics and Information Technology Industries Association

**CIAJ** Communications and Information network Association of Japan

**CSAJ** Computer Software Association of Japan

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## 1. EXHIBITION PROFILE

<b>Name:</b>	CEATEC JAPAN 2013 (Combined Exhibition of Advanced Technologies)
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>○ To allow visitors to experience the newest technologies, products, systems and software for the digital network age, and the convergence of communications, information and imaging technologies.</li> <li>○ To function as a highly specific exhibition capturing the interest and responding to the needs of users by presenting the industries' latest achievements and trends.</li> <li>○ As Asia's largest interactive exhibition of information on the communications, information and imaging fields, to present the achievements, trends and vitality of the industry to the world.</li> <li>○ To gather industry organizations to present clear social messages, thereby supporting industrial development and contributing to lifestyles, economies and society in the digital network age.</li> </ul>
<b>Duration:</b>	October 1st (Tue.) – 5th (Sat.), 2013, 10:00 a.m. - 5:00 p.m. <ul style="list-style-type: none"> <li>○ Invitational Day: October 1st (Tue.)</li> <li>○ Business Days: October 2nd (Wed.) – 4th (Fri.)</li> <li>○ Free Admission Day: October 5th (Sat.)</li> <li>○ ICT Suite/Electronics Suite: October 1st (Tue.) – 4th (Fri.)</li> </ul>
<b>Location:</b>	Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba, Japan
<b>Admission:</b>	All visitors are required to register <ul style="list-style-type: none"> <li>○ Invitational Day: October 1st</li> <li>○ Business Days: October 2nd – 4th                Visitor registering at the Gate: General admission JPY1,000, Students JPY500                Online pre-registration / Invitational registration at the gate: Free admission</li> <li>○ Free Admission Day: October 5th</li> </ul>
<b>Sponsor:</b>	CEATEC JAPAN Executive Board Japan Electronics and Information Technology Industries Association (JEITA) Communications and Information network Association of Japan (CIAJ) Computer Software Association of Japan (CSAJ)
<b>Support:</b>	<ul style="list-style-type: none"> <li>○ Ministry of Internal Affairs and Communications, Japan (MIC), Ministry of Foreign Affairs of Japan (MOFA), Ministry of Economy, Trade and Industry, Japan (METI)                *Listed by date established.</li> <li>○ Japan External Trade Organization (JETRO), New Energy and Industrial Technology Development Organization (NEDO), National Institute of Advanced Industrial Science and Technology (AIST), National Institute of Information and Communications Technology (NICT), Information-technology Promotion Agency, Japan (IPA), Organization for Small &amp; Medium Enterprises and Regional Innovation, JAPAN, Japan National Tourist Organization (JNTO)</li> <li>○ Chiba Prefectural Government, Chiba Municipal Government</li> <li>○ Japan Broadcasting Corporation (NHK), The National Association of Commercial Broadcasters in Japan (NAB)</li> <li>○ Nippon Keidanren, The Japan Chamber of Commerce and Industry (JCCI), The Tokyo Chamber of Commerce and Industry, The Chiba Chamber of Commerce and Industry</li> <li>○ U.S. Commercial Service, Delegation of the European Union to Japan, British Embassy in Japan, Canadian Embassy and Consulates in Japan, UBIFRANCE JAPAN (No particular order)</li> </ul>
<b>Assistance Organizations:</b>	<ul style="list-style-type: none"> <li>○ Telecommunications Carriers Association (TCA), The Telecommunications Association (TTA), Internet Association Japan (IAJapan), The Telecommunication Technology Committee (TTC), JAPAN INSTITUTE FOR PROMOTION OF DIGITAL ECONOMY AND COMMUNITY (JIPDEC), IT Verification Industry Association (IVIA), Association for Computer Skills Promotion (ACSP)</li> <li>○ Association of Radio Industries and Businesses (ARIB), Japan Satellite Broadcasting Association (JSBA), Japan Cable and Telecommunications Association (JCTA), Japan Cable Television Engineering Association (JCTEA)</li> <li>○ Association of Consumer Electronics Marketing in Japan, Electrical Products Association of Japan, Japan Federation of Electronic Parts Distributors &amp; Dealers (JEP), Japan Computer System Seller Association (JCSSA), Japan Electronic Products Importers Association (JEPIA)</li> <li>○ The Japan Electrical Manufacturers' Association (JEMA), Japan Business Machine and Information System Industries Association (JBMIA), Japan Audio Society (JAS), Japan Association of Medical Devices Industries (Jamdi), Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA), Nippon Electric Control Equipment Industries Association (NECA), Camera &amp; Imaging Products Association (CIPA), Japan Embedded Systems Technology Association (JASA), Japan Electronics Packaging Circuits Association (JPCA)</li> <li>○ Japan Automobile Manufacturers Association, Inc. (JAMA), ITS Japan, Japan Auto Parts Industries Association (JAPIA)</li> <li>○ The Federation of Electric Power Companies of Japan, New Energy Foundation (NEF), The Energy Conservation Center, Japan (EECJ), The Japan Electric Association (EJA), The Battery Association of Japan (BAJ), Japan Photovoltaic Energy Association (JPEA), Japan Wind Power Association (JWPA), Solar System Development Association (SSDA)</li> <li>○ Japan Federation of Housing Organizations (Judanren), The Japan Machinery Federation (JMF), Japan Robot Association (JARA), The Japan Refrigeration and Air Conditioning Industry Association (JRAIA)</li> <li>○ Digital Content Association of Japan (DCAJ), Japan Video Software Association (JVA), Japan Book Publishers Association (JBPA), Recording Industry Association of Japan (RIAJ) (No particular order)</li> </ul>
<b>Assistance Academic Societies:</b>	The Institute of Image Information and Television Engineers (ITE), The Japan Society of Applied Physics (JSAP), The Institute of Image Electronics Engineers of Japan (I.I.E.E.J.), Information Processing Society of Japan (IPSJ), The Institute of Electrical Engineers of Japan, The Institute of Electronics, Information and Communication Engineers (IEICE) (No particular order)
<b>Prime Media Partners:</b>	EDN Japan, @IT MONOist, EETimes Japan, Engadget, Digital Health Online, Tech-On!, Nikkei Electronics (No particular order)
<b>Global Partners:</b>	Consumer Electronics Association (CEA) / International CES (USA) Messe Berlin/IFA (Germany) Messe München International/electronica (Germany), electronica & Productronica China (China) Hannover Fairs/CeBIT (Germany)
<b>Asia Partners:</b>	China Council for the Promotion of International Trade, Electronics & Information Industry Sub-Council (CCPIT ECC) China Electronic Chamber of Commerce (CECC) China International Software & Information Service Centre (CiSiS) The Hong Kong Electronic Industries Association (HKEIA) Taiwan External Trade Development Council (TAITRA) <ul style="list-style-type: none"> <li>○ Asia Electronics Exhibition Cooperate Conference (AEECC) Member*                China Electronic Appliance Corporation (CEAC)                Hong Kong Trade Development Council (HKTDC)                Korea Electronics Association (KEA)                Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)</li> </ul>
<b>Management:</b>	CEATEC JAPAN Management Office (Japan Electronics Show Association (JESA))

## 2. MESSAGE FROM THE SPONSORS

CEATEC JAPAN Executive Board is pleased to announce that CEATEC JAPAN 2013, the Cutting-Edge IT & Electronics Comprehensive Exhibition, was held for a five-day period from October 1 (Tuesday) to October 5 (Saturday), 2013, at Makuhari Messe (Mihama Ward, Chiba City). Counting its 14th year, and this year under the theme “Smart Innovation – Technology for Future Society and Lifestyles”, CEATEC JAPAN 2013 sent a strong message to the world showcasing the technological innovations in IT & electronics, and cross-integration with other fields, that will make lifestyles and society safer, more secure and more comfortable. CEATEC JAPAN will continue to respond to the changing times, and offer a venue to show the innovative technologies, products and services, as well as contribute to creation, expansion, and vitalization of the market. Please look forward to CEATEC JAPAN in the future.

**JEITA**

Japan Electronics and Information Technology  
Industries Association

Chairman  
**Norio Sasaki**



**CIAJ**

Communications and Information network  
Association of Japan

Chairman  
**Takashi Okuda**



**CSAJ**

Computer Software Association of Japan

Chairman  
**Shigefumi Wada**

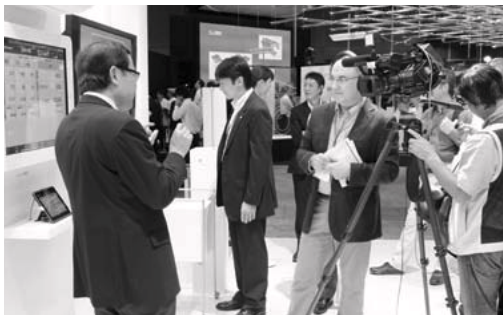


## Opening Event

## CEATEC JAPAN 2013

### 3. OPENING EVENTS / CEREMONY

#### (1) Invitational Day



For the opening of CEATEC JAPAN 2013, we made the first day of the event, October 1st, as Invitational Day, allowing special VIP guests and exhibitor representatives. In addition to experiencing CEATEC JAPAN in a comfortable and relaxed atmosphere, exhibiting companies made the most of the day for close contact with important customers, while their executives deepened information exchange among themselves.

Exhibitor representatives had the opportunity to not only fully promote the content of their exhibits but also to find out more about the exhibits of other companies, which helped to enhance future business policies and development objectives.

What's more, many press members from newspapers, magazines and broadcasting also attended this event, following Media Convention which was held the day before, and earnestly gathered news of for later release in various media.

During the 5-day event, a total of 742 attended the show via VIP registration.

#### (2) Opening Reception



The CEATEC JAPAN 2013 Opening Reception, which was held from noon on October 1st, was also a spectacular success, with 463 attendees ranging from exhibitors, sponsors, cooperating groups and government officials as well as media representatives among the invited guests.

First, Mr. Masami Yamamoto, Vice-Chairman of the JEITA offered a greeting on behalf of the sponsoring associations. Next, Mr. Kazuyoshi Akaba, the Vice-Minister of the Ministry of Economy, Trade and Industry and Mr. Shun Sakurai, Deputy Director-General for the Ministry of Internal Affairs and Communications presented congratulatory speeches, followed by the announcement of two honorary Ministers Award winners for CEATEC AWARD 2013.

In addition, a ribbon cutting ceremony to celebrate the opening of CEATEC JAPAN 2013 was conducted by the 3 aforementioned gentlemen plus Mr. Shuichi Fujisawa, Head of NHK Science & Technology Research Laboratories, Chairman Mr. Takashi Okuda from CIAJ, and Chairman Mr. Shigefumi Wada from CSAJ.

Linking CEATEC JAPAN with ITS World Congress Tokyo 2013, and the Tokyo Motor Show 2013 – three shows that are being held this fall in Tokyo – as a venue to symbolize the linkage, Mr. Akio Toyoda, the chairman of JAMA and Mr. Hiroyuki Watanabe, the chairman of ITS Japan joined the podium with Chairman Masami Yamamoto of JEITA for a photo session.

## 4. EXHIBITION CONFIGURATION

### (1) Stage Configuration

#### CEATEC JAPAN (5 Days)

#### Lifestyle & Society Stage

Exhibitions that offer proposals for new experiences from the user perspective are promoted. This part of the show presented technologies, products and services designed to make peoples' lifestyles even richer and more pleasant by seamlessly linking next-generation video technologies, mobile communications, smart house, smart appliances, cloud services, and recognition technologies etc in a range of lifestyle scenes.

##### • Home Entertainment and Video Network

Smart TVs, Digital TVs, Monitors, Recorders/Players, Home servers, Storage, Home theater systems, Surround systems, Audio products, Game platforms, Broadcasting-related products & services, Digital signage, Digital cinema, Commercial video systems, Next-generation video technology, IPTV, Broadband, Next-generation network, Video distribution, content, Related products & services

##### • Personal Digital Tools and Mobile Networks

Smartphones, Tablet PCs, Mobile PCs, Electronic books, Digital cameras, Digital video cameras, Portable game players, Portable digital audio players, Electronic dictionaries, Wireless broadband services, Wireless communication technology & products, Wireless LAN technologies & products, PCs, Peripheral equipment, Related products & services

##### • Smart Networks and Business

Cloud computing, Data centers(IDC), Virtualized solution, Grid computing, Servers, Storage, Operating systems, Middleware, Applications, Database, Clients, Information terminals, Digital office equipment, PDAs, Fixed communications devices, PBXs, Switching stations, Transmitters devices, Communications devices, Internet equipment, Video/Web conferencing systems, Softphones, IPv6, Information security, Related systems & services

##### • Smart Houses & Smart Communities

Reusable energies, new energies, solar power generation systems for home use, household fuel cell systems, household rechargeable batteries/recharging systems, power feeding systems, HEMS, smart houses, smart meters, power controllers, smart grid systems, green ITs, eco offices, BEMS systems, zero emission buildings, smart towns, and other related systems and services

##### • Home Appliances and Lifestyles

Home solutions, home security systems, smart appliances, network appliances, living environment appliances, HVAC equipment, cooking devices, home laundry equipment, beauty instruments, high-power appliances, design CEs, lighting apparatus, interiors, household equipment, healthcare equipment for home use, nursing care equipment for home use, living assistance robots, communication-enabled robots, and other related products and services

##### • Smart Mobility

EV, HEV, PHV, FCV systems, batteries, in-car networking systems, energy supply systems, ITS, telematics, traffic-related systems/services, car AVC equipment, in-vehicle computers, and other related products and services

##### • Industrial/Social Systems and Advanced Technologies

Disaster prevention/reduction related, security technologies, medical, social welfare, e-learning, education, government/financial related, RFID/traceability, logistics/distribution, traffic operation management, social-infrastructure technologies, production technologies, agriculture/agrotechnology related, robot technologies, space science technologies, nano-technologies, biometrics, biotechnologies, industrial technologies, scientific technologies, advanced technologies, research workshops, and other related products and services

#### Key Technologies Stage

As a cutting-edge electronic component and device exhibition, Key Technology Stage hosted announcements for proposals in wide-ranging fields and industries both within Japan and internationally, for electronic components and semiconductors created to achieve a smart society, including the materials from which they are produced, and measuring technologies to ensure their safety.

#### ■ Semiconductors, Devices Zone

##### • Semiconductors

MOS micro, MOS logic, System LSIs, Digital bipolar, MOS memory (DRAM, SRAM, Flash memory), Analog ICs, Optical ICs, Sensors, Discreet (Silicon diodes, Rectifier elements, transistors, Thermistors, Varistors, Thyristors, Optoelectronic conversion elements, Other discreet semiconductors), Power semiconductors, Hardware design solutions (System LSIs, ASIC/ASSP, MPU/DSP, FPGA/PLD devices, EDA), Software design solutions (Embedded OS, Device drivers, Firmware, Middleware), MEMS, Other semiconductors

##### • Display Devices

LCDs, Plasma display panels (PDPs), Inorganic & organic electroluminescent (EL) displays, LEDs, LED elements (Lighting, Street lights, LCD backlighting, Automotive, Mobile phones/Mobile devices, Amusement devices, Signals), FEDs, VFDs, Touch panels, CRTs, Other display devices

#### ■ Electronic Components Zone

##### • Passive Components

Passive components (Resistors, Capacitors, Transformers, Inductors, OSCs, Crystal oscillators, Filters), Noise-reducing components, Other passive components

##### • Structural Components

Connecting components (Connectors, Switches, Relays), PCBs, PWBs, Other structural components

##### • Functional Components

Transducers (Acoustic transducers, Magnetic heads, Small motors, Sensors), High-frequency modules (Digital tuners, RF modules), Other functional components

##### • Power Sources

Adapters, Chargers, Switching power supplies, Other power source-related items

#### ■ Batteries, Materials, Manufacturing Equipment Zone

##### • Batteries

Fuel cells, Lithium-ion batteries, Nickel-hydrate batteries, Solar cells, Modules, Other battery-related items

##### • Materials

Metals, Ferrites, Magnets, Other materials

##### • Devices

Measurement instrumentation, Inspection and test equipment, Manufacturing equipment, Electronic component mounting machines, equipment & systems; Electronic packaging devices, components & materials, Other equipment

##### • Social Systems and Leading-edge Technology

Car electronics, Environmental/energy-related technologies, Health care/medical electronics, Nanoelectronics, Nanotechnology, Biometrics, Biotechnology, Science and technology, Leading-edge Technology, Element technology, Research presentations, Cross-sector cooperation, Electoral assets, Human resources, Municipal & regional industries, Books, Magazines, Software, Service, Other technology-related

#### ICT Suite/Electronics Suite (4 Days)

A number of activities were available to support business activities. For instance, Theme Plazas was planned for visualizing business trends, and the BtoB zone showcased improved and enhanced environments and services. The zone turned out to be an area effectively supporting business talks by dividing product categories into either the ICT Suite or Electronics Suite, which was also interlinked with the Lifestyle & Society and Key Technologies Stages.

#### ■ ICT Suite

Technologies exhibited at the Digital Network Stage

#### ■ Electronics Suite

Technologies exhibited at the Electronic Components, Devices, & Industrial Equipment Stage

## (2) Breakdown of Exhibits by Category

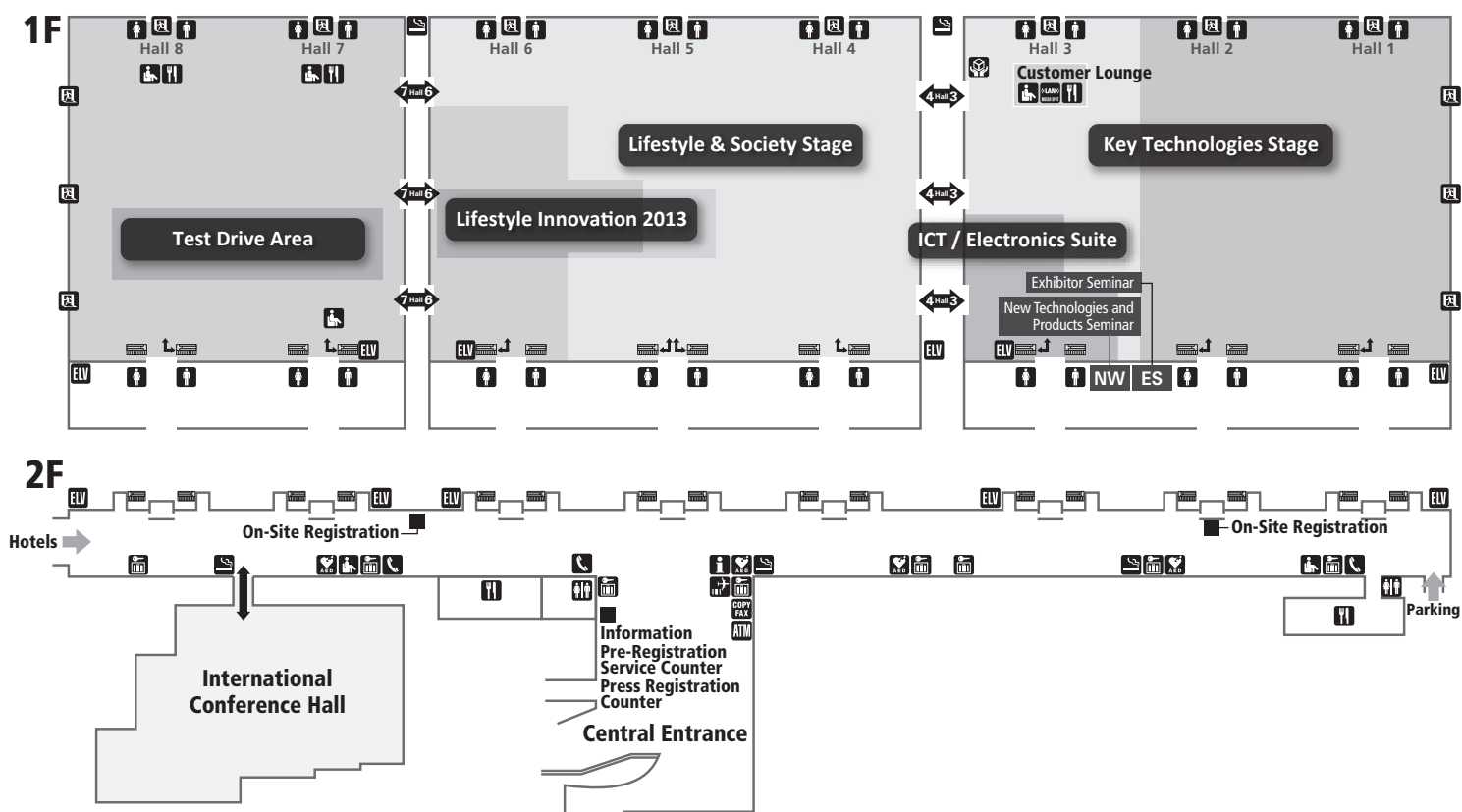
Stage/Zone		Number of Exhibitors			No. of Booths	2012 Results (reference)	
		Japan	Overseas	Total		Exhibitors	Booths
Lifestyle & Society Stage		122	58	180	832	221	996
Key Technologies Stage	Semiconductors, Devices	19	43	62	125	41	110
	Electronic Components	58	30	88	357	83	357
	Power Source, Materials, Manufacturing Equipment	34	15	49	107	72	167
ICT Suite		67	5	72	83	64	85
Electronics Suite		25	10	35	32	43	49
Lifestyle Innovation 2013		99	2	101	803	100	524
Total		424	163	587	2,339	624	2,288

## (3) Overseas Exhibitors

163 exhibitors from 18 countries/regions \*2012 results: 161 exhibitors from 19 countries / regions

Asia (116 exhibitors from 6 countries/regions)	Taiwan 47 / China 46 / Korea 14 / Hong Kong 7 / Malaysia 1 / Thailand 1
Europe (18 exhibitors from 10 countries/regions)	Germany 6 / Austria 2 / Swiss 2 / France 2 / UK 1 / Italy 1 / Sweden 1 / Czech 1 / Norway 1 / Belgium 1
North America (28 exhibitors from 1 country)	USA 28
Pacific Ocean (1 exhibitor from 1 country)	Australia 1

## (4) Exhibition Site





## 5. RECENT EXHIBIT TRENDS

### ●Exhibition Trends

CEATEC JAPAN 2013 featured exhibits from 587 companies and organizations (Overseas participants: 163 companies/ organizations from 18 countries) and was held over 5 days from October 1st to 5th at Makuhari Messe.

Under the theme “Smart Innovation — Technology for Future Society and Lifestyles — this year’s CEATEC JAPAN saw a number of proposals in technological innovations by uniting of diverse industries such as “automotive”, “medical and healthcare”, and “energy”, as well as new lifestyles made possible by next generation video technologies such as 4K and 8K televisions that showcased the latest trends in IT & electronics and the industry’s vitality and underlying power.

What’s more, the linkage between the IT & electronics and automotive industries has further tightened this year. Various exhibits/ events representing the deeper connection between IT & electronics and automobile were on display, such as demonstrations of more realistic autonomous driving and devices that support automobile safety/comfort, as well as cooperative symposiums with two other shows – ITS World Congress Tokyo 2013 and the Tokyo Motor Show 2013 both coming to Tokyo in Autumn 2013.

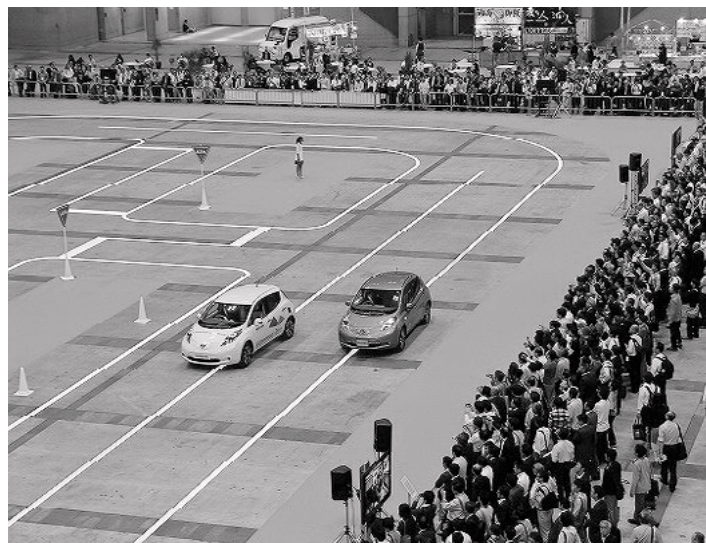
At Lifestyle & Society Stage, technologies, products and services that make people’s lifestyle more flourishing and comfortable garnered attention, such as the next-generation video technologies like 4K TV, the latest mobile devices including wearable terminals, the next-generation wireless communications technologies like 5G anticipated for ultra-fast, large-capacity communications, V2H (vehicle-to-home) and HEMS that interconnect and control homes, energy, and consumer electronics, and cloud services that promote usage of ICT.



At Key Technologies Stage, the world’s leading-edge, highly functional electronic components and devices were introduced that support “innovations” including automotive sensing devices to control automotive equipment and product functions, NFC (near-field communications) technology to realize non-contact information transmission system, key devices to support the development of more compact and energy-efficient smartphones and tablets, and various devices for medical and welfare equipment.



At Lifestyle Innovation 2013, a large vehicle demonstration area was setup inside Halls 7 and 8, where Toyota and Honda gave demonstrations and prepared test-drive sessions for personal vehicles and mobility equipment, as well as autonomous driving demonstration by Nissan.



At the ICT Suite/Electronics Suite, various business trend Theme Plazas gathered including cloud computing plaza and programmable device plaza. At the Research Park, R&D technologies of IT & electronics by university labs, university- venture corporations, corporations and public institutions were introduced.

Because the admission on the last day of the show (Saturday, October 5th) was free of charge, special workshops such as Electronics Workshop for Juniors/Kids, and All Japan Robot Sumo Tournament were held again, filled with young future engineers.

### ●Highly anticipated next-generation video technologies gather at CEATEC JAPAN

High-definition 4K video technologies, a topic-making subject at the 2012 show, were on exhibit again at this year from a number of manufacturers in a variety of styles and methods.

Panasonic concentrated its exhibits on 4K. The company’s reference exhibit of 4K OLED Panels was highly topical, which gathered visitors to form long lines for viewing. 4K television exhibitions proposed diverse ways to view 4K content including fast-motion 4K games, full-screen map display on a 4K browser, and playback of 4K videos. Also, handheld 4K video cameras and the professional 4K VARICAM were on exhibit as reference products. The 4K VARICAM garnered attention of the global broadcasting industry professionals when the product was displayed back in September at IBC2013 held in the Netherlands. As for a B2B product, the TOUGH PAD 4K tablet featuring 4K IPS-Alpha LCD panel was displayed dynamically, which was the recipient of Grand Prix prize of the CEATEC AWARD 2013. Visitors stared intently at its high-precision display.





Toshiba, a company launched its 2nd generation 4K TV this summer, appealed the picture quality of their 4K REGZA Z8X Series, which were lined up at one corner of the booth. Although many say, "if you stand 3 meters away from any TV, even with 4K televisions, you can hardly tell the difference in picture quality", Toshiba's 4K products showed distinct difference in viewing even from a distant space, appealing the potential of 4K TVs to the show comers. This year, the company also exhibited reference models in 40-, 50-inch diagonal sizes, which are considered to be rather small for the category, to convey 4K and direction of the trend.

Toshiba also proposed new ways of using 4K for the professional audiences. Along with 4K, exhibits at the booth included energy-related products. Exhibits such as photovoltaic generation system, energy solutions such as ENE-FARM, and HEMS technologies/products showcased the company's serious attitude towards the energy category.

Mitsubishi Electric exhibited an LCD TV with Built-in Blu-ray Recorder that features Red-laser as the light source. Replacing a conventional backlighting, this LCD TV is equipped with a backlighting that uses LED and red-laser. With this method, color purity has been improved as it uses RGB primary colors as a light source compared to conventional white LED backlighting, which had difficulties splitting RGB primaries. Additionally, color gamut has expanded to 131% compared to the company's predecessor model, and high color purity in red can be achieved as it uses red-laser light as the R component. Also, a 65-inch 4K+Laser TV using the same backlighting technology was displayed as reference exhibit.

Once again, Sharp, who developed its original indium gallium zinc oxide technology — IGZO, exhibited products adopting the IGZO LCD display. The company widely appealed the IGZO World that keeps on expanding into new categories including 4K2K displays, smartphones, and tablets. Frame displays that realized ultra-thin framing using the IGZO technology were adopted in various sizes, for mobile device displays in 4.9- and 8.8-inch sizes, as well as a reference exhibit of 46-inch size concept model received visitors attention. What's more, the company exhibited MEMS Display jointly developed with Pixtronix, a subsidiary of Qualcomm, proposing as a new application method of the IGZO technology with a unique, energy-efficiency. The display's backlight optical transmission is controlled by applying a very minute shutter for each pixel to achieve 10x light usage efficiency compared to conventional LCD displays. MEMS Display was introduced as a new method different from both OLEDs and LCDs that features the energy-saving construction, which helps to offer better color reproducibility, and wider compatibility with ambient temperatures.

Also, AQUOS Quattron Pro exhibited in 3 sizes of 52-, 70-, and 80-inch panels received high attention as a newly developed display adopting a new technology to realize 4K-equivalent resolution on a native HD resolution LCD panel, and turns into a "mirror display" when the power is turned off, providing new experiences for signage and other visual applications.

Sharp also appealed the company's track record in various technology applications with exhibitions of smart houses, lifestyle support technologies using robotic consumer electronics, robotics as a new business, healthcare and medical-related technologies, and more.

Sony/Sony Marketing displayed their 4K-related and mobile-related products in an open-plan booth. The 56-inch 4K-compatible OLED TV reference exhibit was on display at the center of the booth and many visitors took a close look into the new TV. Xperia Z1 smartphone, which gathers Sony's latest technologies, also received high attention.

What's more, the 4K video camera recorder Handycam FDR-AX1 for consumer applications was on display, another highly interested product.

Popular among broadcasting camera-men gathering news at CEATEC JAPAN was a unique lens-style camera — a cylindrical form lens is the camera itself. High functionality that can be told from its form garnered interests of the professionals.



## ●Increase in Smart Houses Utilizing ICT

Exhibitions in energy-efficient and convenient "smart appliances" were showcased by consumer electronics manufacturers, whereas automotive manufacturers appealed their existence with proposal of "smart houses".

Mitsubishi Electric introduced terminal devices that enable users to experience home energy management system (HEMS). The company's HEMS can be connected to a total of seven consumer electronics and appliances such as air conditioners, TVs, and refrigerators.



Various hands-on demonstrations were performed: timer function activated simply by entering the return-home time on a tablet, a function that efficiently switches to an energy-saving mode, and more.

Toshiba showed to the public for the first time its new IT system that works for refrigerators and washing machines, called "Home appliance concierge". At the booth, a refrigerator was setup with a compact camera inside the box describing what "Home appliance concierge" can do, such as viewing inside of the refrigerator via smartphone while shopping to find out the remaining number of eggs, etc. even if the user forgets to bring along a shopping list.

Sharp introduced a new concept home management system by adding "heart" to solar, reserve cell, and HEMS smart houses, which was called the Smart Sweet Home at the exhibition. Linking appliances and consumer electronics equipped with "cocoro (heart) engine", such as seen in the robotic appliance COCOROBO, proposed the existence of household appliances to assist people through friendly relationships between the people and electronics.



Special Exhibit "Lifestyle Innovation 2013" Smart Mobility mainly proposed smart houses by automotive manufacturers.

Honda, who is targeting a full-scale entry into the HEMS market in 2015, is mainly developing co-generation units using residential gas, utilizing the company's expertise in the engine development. At the booth, "residential gas engine co-generation unit", which is a core element for energy management technology for Honda Smart Home System (HSMS) to generate and consume energy at home, was introduced using a kettle to resemble the unit for easy understanding.

In addition to the three major functions of photovoltaic generation, electricity storage, and control via HEMS, Toyota Home's smart house featured vehicle energy management and online management services. The energy for EVs and PHVs is taken from HEMS, which helps to save energy for transportation. Energy supply can be taken from a lithium reserve cell, which is charged using solar cells and cheaper late-night electricity rates. What's more, electricity usage can be analyzed and confirmed online at Toyota Smart Center, which sends daily guides and advises to the user on efficient energy-savings. Such system was exhibited at the company's booth.



## ●Protecting the environment and enriching

Corporations that build infrastructure and offer services through it also made many exciting proposals. At the roots of all of these companies lies a flowing of ideas about wide-ranging approaches to environmental protection and lifestyle enrichment.

NEC, a company that has forged ahead with cloud business, proposed "cloud-type EV/PHV charging infra-service." Currently there are a number of charging stations for electric (EV) and plug-in hybrid (PHV) vehicles available at free-of-charge. However, future expansion of the number of charging stations will entail wider involvement of installation operators and charge fees, and will also require increases to the number of EV/PHV users.

NEC offers a cloud service to achieve a variety of services such as billing. The company has also developed a charging controller that is separate from the charger so that the charger can connect to the cloud. Businesses involved in manufacturing charging devices are often inexperienced in networking and cloud services even though they may be very good at designing and manufacturing charging equipment. Thus, one of the purposes of NEC's system is to enable these companies to concentrate on developing and manufacturing chargers by relieving them of the burden of having to develop cloud services themselves.

As well as controlling a wide range of charging devices, the charge controller can realize a variety of services by connecting to the cloud.

NEC received the CEATEC AWARD 2013 Grand Prix in the Network & Service Category for this development.



Fujitsu exhibited its "FingerLink" next-generation interface that enables intuitive operations with the fingertips. FingerLink is a type of peripheral device used connected to a PC, and enables computerization of text on paper through the fingertips without the need for a scanner, and pasting of files anywhere. The company plans to commercialize this technology during the next financial year. Fujitsu also exhibited the sleepiness detection and sleep sensors it has developed. This technology enables monitoring of driver sleepiness by sending data from a clip-type pulse sensor attached to the driver's ear via a wireless module (Bluetooth) to a smartphone for analysis. The company has indicated that it would like this technology to be adopted for automotive purposes.

A company that proactively demonstrated "in-vehicle infotainment" (IVI) information presentation was Pioneer.

Using augmented reality (AR) technology, Pioneer IVI provided driving support by displaying a variety of information in the space in front of the vehicle. There was a long queue visitors wanting to try out the simulator set up in the company's booth each day of the exhibition.

Other than that, Pioneer also exhibited a number of its commercialized "AR HUD" augmented reality head-up display units, devices that project navigation information on to the upper part of the vehicle windshield, an exhibit that also attracted long line of people waiting to experience the devices. Pioneer also exhibited its "R&D see-through projection" technology. This is a display format the company is currently researching that enables viewers to see through the projection screen to the actual view behind the screen. Images are projected onto a special screen so that the projected image is visible over the background. This technology holds promise for signage applications and so forth.

In the organic EL field, Pioneer exhibited a sample of its "light-emitting layer coated OLED module" developed jointly with Mitsubishi Chemical. Currently, the light emitting part of OLEDs are manufactured by vapor deposition methods in which materials are vaporized in a vacuum chamber, and those vaporized materials are then built up on substrate to form a film.



## ●Highly anticipated 5G communications and wearable terminals

When the time where all devices connect with each other via communications comes, communications infrastructure supporting the information transaction will become much more essential than ever before.

It is expected that by 2020 several billion devices connect through M2M (machine-to-machine), which will require ability to handle large capacity data even for mobile communications. NTT DOCOMO showed the power of 5G communications, which is coming after the current LTE system, through simulation.

5G is planned to be 100x faster than the current system, realizing 10Gbps transmission speed when the user is moving in speed between stationary and walking. Unlike the current system where a base station creates a cell and communications take place between the mobile units within the coverage area, the 5G uses a different method. With 5G, multiple base stations create small cells and intersect between multiple coverage areas. Mobile terminals will select an optimum cell to make communications.

At the booth, when communicating in the aforementioned method under the transmission speed of 1000MHz bandwidth was shown on a big screen. On the screen, a system realizing 100x speed of the current system even where it is difficult to achieve high-speed communications like between or behind buildings was shown. This Next-generation Mobile Communication (5G) received the Minister for Internal Affairs and Communications Award of the CEATEC AWARD 2013.

NTT DOCOMO proposed the potential of wearable information terminal, the Intelligent Glass, which was a reference exhibit. Intelligent Glass is an eye-glasses type information terminal equipped with functions such as camera and display to realize interactive information services using the visual input from the eyes. Four proposals were made for the wearable terminal. First one is "All You Do is Look at Info", which draws any information from a cloud server simply by looking at the cloud with the wearable. Second one is "Hands-free Movie", which requires nothing to watch video for prolonged time even while on the move. Third one is "Anything is an Interface" that turns a space or any personal belonging into a user-interface, and lastly the fourth one is "Space Interface" that turns anything that appears in the Intelligent Glass into an interface.



### ●Electronic components and parts enhance presence

Propping up the IT and electronics industries in Japan is the country's superior components industry. This year again, the components industry fully showed off its high-productivity, creativity and strengths.

Alps Electric, a company that exhibited a concept model of an automotive cockpit last year, displayed a more advanced cockpit this year. The company presented this technology with its futuristic functions that can determine the health of the driver as well as predict behaviors (desired actions) from eye sight movements. The demonstration featured a sequence of electronic support from boarding the vehicle and driving it through to alighting.

Different from the conventional mechanical type, the gearshift in this cockpit is controlled by software that allows free programming of the number of shifts and notch positions while emulating the feeling of a gearshift by creating an artificial sense of force. As well as offering operational flexibility, this device also achieves a lot more compactness. The company also presented practical configurations featuring its RF-type breath sensors, components that have been separate in the past. Also the demonstration this year of the eye sight and movement prediction technology was operated by software developed entirely by the company, meaning the company is also keeping its options open with software component development.

In the area of energy, the "sleeveless current sensor" (technical exhibit) also gained attention. Usually current sensors rely on the installation of a sleeve around wires to measure the current flow, which is enabled by measuring the magnetic flux induced in the sleeve. The company's new sensor only requires installation alongside the wire which enables better use of space. The volume and weight of this new type of sensor is about one third that of the conventional component, a feature that will also contribute to assembly machine miniaturization.



At the front of it exhibition, Mitsumi Electric placed its AF actuators with the company's world-leading optical hand shake correction (OIS) systems attached. OIS use compact coils to detect shift in lenses, and requires high precision to correct for handshake. In addition, higher levels of structural technology are required for the extremely small actuator components designed for smartphones in recent years.

In the automotive area, Mitsumi exhibited its "next-generation laser projection solution" enabled by the company's dual-axis MEMS mirror development, "smart antenna" and "output voltage correcting 2.5A DC-DC converter for USB."

Smart antenna is an all-in-one antenna for digital terrestrial broadcasting, GPS, LTE sending and receiving, AM/FM and so forth that outputs signals via the vehicle Ethernet. This enables a single cable to be used for the antenna instead of the many cables previously required. The company also exhibited a high-precision smartphone and tablet IC that detects remaining battery power - looking at the errors that have occurred up to now and having extra leeway for remaining power has lead to excessive battery capacity.

Taiyo Yuden also appealed to its dramatic shift to parts manufacture for the automotive industry. The company has begun supplying parts to the automotive, industrial and medical industries under the rubric of "combining high reliability with optimized costs."

Taiyo Yuden has a product lineup that has passed the standards in those various fields, for instance the AEC-Q200 standard in the automotive field, and already has manufactured more than 2000 high-reliability items. The company also exhibited its "1 kW high-efficiency charger" as an auto-related device targeted for golf carts and forklifts.

In the optical media field, the company exhibited an 8-layer 250 GB Blu-ray disc prototype. Storing seldom-accessed data called "cold data" on optical discs like these enables drastic cost reductions in operating memory systems.



TDK is a company that has been advancing with development and manufacture of electronic parts centered on its magnetic technologies as vehicle components, and for information and energy related devices. In particular, as TDK leads the world supplying global markets with hard disk heads, its latest magnetic head technologies are being carefully watched.

The company's heat assisted recording head technology on display this year features a close range, semiconductor laser that fires energy onto an area only a few tens of nanometers across, to heat the writing area for a fraction of a second, which holds the promise of increasing hard disk recording density to 10 times that of the present level. Towards commercialization, TDK promoted this technology with a demonstration of record and replay using a server HDD that rotates at 10,000 rpm (provided by Seagate of the US). TDK won the CEATEC AWARD Grand Prix in the Key Technology Category for this technology.

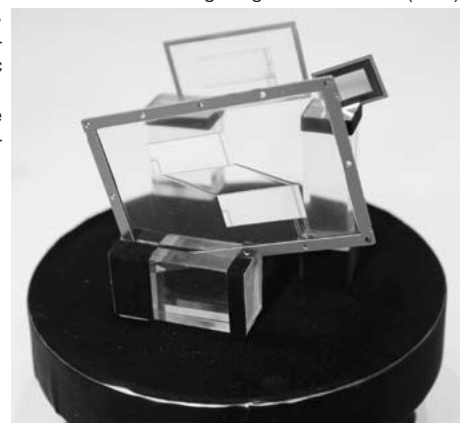
As an Essential EV and HEV component, a 5th-generation DC-DC converter was also on show. This 5th-generation 1.45 kW output device provides twice the output per volume ratio as the previous 4.7 next-generation version at 2W/cc. Making the converter dramatically more compact makes it easier to install in small-sized vehicles where space is at a premium. In other areas, EV/PHV charging technologies and lithium batteries were also on display as TDK appealed to the application of its technologies across a wide range of automotive domains.

The CEATEC AWARD 2013 Minister of Economy, Trade and Industry Award went to Kyocera for its "SmartSonic® sound piezo film speaker," a device that the company demonstrated at the entrance to its booth. Constructing by mounting the piezo element on a plastic film, the speaker is a mere 1 mm thick even including its supports. The good acoustic properties and thinness of the speaker surprised exhibition visitors.

As automotive components, Kyocera exhibited ceramic heaters, Peltier and piezo elements as ceramic base materials, and presented the company's rapidly expanding range of products based on its ceramic technologies. Novel products on show included the lens lineup from Kyocera Optec.

Kyocera Optec is a global top-share company in the scanner lens market, and also produces barcode reader lenses among others, including infrared camera and sensor lenses are used for sensing long-wave infrared (heat).

The company's lenses made with metallic materials emit a characteristic metallic luster, and demand for these in the heat detection and monitoring field is growing.





Well-known for its automotive semiconductor products, Rohm exhibited its solid hydrogen fuel cell developed in partnership with Kyoto University and Aquafairy, as the company's approaches in the energy field. This year's model featured a bottle containing the solid hydrogen source designed like a gas stove cartridge for handling safety and ease-of-use.

The solid hydrogen source produces hydrogen when water comes into contact with it, and the calcium hydroxide (calcified compound) that remains after use is environmentally friendly. Rohm exhibited three types this year, a hybrid high-output model, a long-life model and a compact model. The hybrid high output model is about to be tested in the field. Rohm won the Grand Prix in the CEATEC AWARD 2013 Core Technology Category for this fuel cell technology. In power semiconductors, the company announced a "Hybrid MOS" that combines the advantages of super junction mosfet (SJ-MOSFET) with insulated gate bipolar transistor (IGBT). These components can raise the efficiency of inverters by improving the operational frequency and reducing conduction loss, and hold promise for application in areas where conventional IGBTs and super junction mosfets cannot be applied, and can greatly reduce the amount of electric power wasted as heat.



Murata Manufacturing, a company that has poured efforts into presenting new wireless modules at CEATEC JAPAN in recent years, has further evolved this year with its "connectability module for vehicles." On-board Wi-Fi and Bluetooth is not just used for navigation via smartphones and tablet computers, but also can be used for IVI (in vehicle infotainment), an application gaining a lot of attention. Wireless technologies are also important to advance ease-of-use. For example, there is the "Miracast" technology that transmits video displayed on a digital device to another device. This is achieved by the "Miracast solution vehicular Wi-Fi/Bluetooth connected ability module" that the company demonstrated. Miracast is bound to become an indispensable function into the future.

The company's automotive corner featured a digital output acceleration sensor, and a DC-DC converter for e-bikes. A unique exhibit presented in conjunction with a partner company was the surface mounted ultrasonic sensor displayed in the company's lifestyle corner. At 5.2 mm high and only 1.2 mm thick, this ultra-compact device emits ultrasound at 40 kHz, and can also receive ultrasound at the same frequency when used as a sensor. The gesture recognition functions developed by Murata's Norwegian partner Elliptic Laboratories recognizes hand or finger waving by detecting changes in the ultrasonic waves. This system can recognize gestures anywhere as it uses reflected ultrasonic waves.



Omron gave a demonstration of its real-time 7-expression sensing using its OKAO Vision facial expression sensing technology, technology is based on HumanVision Components (HVC) image sensing combined with a camera module in a single unit. The standard type will be released in December. Facial expressions can reveal whether a person is feeling comfortable or not. Combining these devices with air conditioning, lighting, vending machines or vehicles and so forth can provide indicators for optimizing product temperature, brightness and so on.

Tamura Corporation introduced the products of its divisions and group companies through the theme of "Supporting lifestyles as a one-and-only company." The reactor coils (PV reactor) exhibited by the company's electronic components division are optimally configured in the standard range for domestic power conditioner applications. New product lineups included the ELD series using amorphous powder-core low loss, high flux magnets and conventionally cased powder core devices through to compact, low DCR plastic coated type powder core devices. The company's exhibition featured three types of powder core magnets for different applications.

With attention focused on next-generation power semiconductor materials, the company's core technology division exhibited the world's first 4-inch diameter gallium oxide single crystal wafer LED (GaN on GaO LED).

In preparation for TPP participation, Nichicon exhibited its "smart agri-net work system" that enables detailed control with large-scale and electrified agricultural operations. This system stores renewable energy such as solar, wind or micro-hydroelectric power generated in local agricultural areas, and features portable power supplies, EVs, and agricultural charging stations for fast EV charging. The company will begin field testing the system in Iwanuma City in Miyagi Prefecture at the end of the year, and is aiming for commercialization and mass production from FY 2018 onward.

In May this year, Tyco Electronics Japan (TE) began operations at its next-generation Kakegawa plant in Shizuoka Prefecture, enabling the company to integrate development and production of its cutting-edge connectors and other electronic components. The company exhibition depicted how the launch of the Kakegawa plant is a new stage and a leap into a new future for the company, using a moonwalk attraction that simulates the experience 1/6 of Earth's gravity.

In these ways, component makers are forging ahead to pioneer new areas. The components on exhibit this time around will most likely be used in sets in a few years from now, and these exhibits once again gave one of the feeling that set development will be enabled with this rich array of components, and that CEATEC JAPAN has unveiled these underlying strengths.



## ●Healthcare solutions close at hand

As people all over the world become older, the heightened interest in healthcare & support (and social contributions in these areas) is becoming more and more prevalent, and the urgency to solve related problems and the expectations in the healthcare field are becoming much more familiar.

In addition to its blood pressure measuring and pedometer healthcare management devices, Omron Healthcare exhibited products in new fields such as sleep and sleep time metering devices. Many of these devices are networkable in some form, and are designed for labor-saving in sorting results of measurements. At the front of its booth, Omron demonstrated its apparent age estimation system using OKAO Vision technology the company has developed. This system can simultaneously estimate the apparent age of multiple people, and estimated the ages of people walking down a designated route one after the other past the system camera.

Sharp presented a system it developed for general health data measurement, storage and management that includes blood pressure, pulse and weight obtained while the patient sits on a seat called a "healthcare support chair," a cloud-type health diagnosis support system that will enable doctors to remotely diagnose patients in real time.

Sharp also exhibited a microbe sensor designed to detect airborne

microbes (moulds, bacteria) in about 10 min. After absorbing air in the area to be measured, the sensor uses a fluorescent detection method in addition to proprietary method to detect target microbes.

Murata Manufacturing presented nursing and healthcare support technologies such as MEMS accelerometers designed to be close at hand and contribute to the gathering of biological data without the need to install cumbersome detection equipment.

Intel presented 3 applications that enable simple personal computer recording and management of health data acquired with health equipment conforming with Continua standard. Intel's health management application designed for individuals is called Project Woodbridge, and is under development by a Japanese subsidiary of Intel. The top screen features square tiles aligned against a blue background that display vital signs such as weight, blood pressure and heart rate.

Rohm exhibited its "Banalyst" micro-fluidic blood test system that detects diabetes or infectious diseases, as well as non-contact breath sensing technology that uses semiconductor lasers. The company anticipates these sensors will be used in systems to detect sleep apnea syndrome and protect drivers, using the 822nm wavelength semiconductor lasers that the company is currently developing. These lasers are shone onto the chest area, the reflection of which is then captured using an infrared camera at 640 x 480 pixels. As the distance changes between the laser light position and the subject, the horizontal position of the brightness peak taken with the infrared camera also changes, which is the basic principle behind this technology.

NEC exhibited a reference exhibit of the world's first portable DNA analysis device designed for identifying individuals. Because this device can be carried around in its case, it can be used on-site for quick DNA comparison, enabling quick identification with DNA comparison in as little as 25 min. The product won the CEATEC AWARD 2013 runner-up Grand Prix in the Products Category, as well as the US Media Panel Innovation Awards 2013 in the Digital Health Category.



### ●Measuring equipment supporting cutting-edge technology

Well-known measuring solutions company Rohde & Schwarz Japan presented an exhibit centered mainly on broadcast signal generators. The company exhibited its "Atomix 4K2K video board" with 4Kx2K signals in 4 HDMI for 4K, and demonstrated the system with output all the way through to 4:2:2 signals. 4:2:2 is a signal format often used in content production to transfer materials, and becomes 4:2:0 with broadcasting. This video board handles both these signal types, and thus can generate signals for both producer and consumer equipment.

Anritsu exhibited a wide range of measuring solutions including smart meters, HEMS/BEMS, Wi-SUN wireless, ECHONET Lite device appraisal/field interference wave search systems designed to achieve wireless communications technologies as infrastructure to support a safe, secure and comfortable society with environmental, health care, and M2M applications. In addition, the company also exhibited high-precision control equipment designed to raise communications quality and operational efficiency on IP networks and with cloud services, and also solutions to convert analog lines to IP among others. The company presented a range of cutting-edge solutions proposals to support the achievement of a comfortable ICT society.



### ●Smart automobiles

Automobiles have now been seen at CEATEC JAPAN for quite some time. Vehicles have become inextricably linked with IT and electronics, and computerized automotive devices are now used at all levels from the drive controller that controls the engine and the brakes, through to in-vehicle infotainment (IVI), and as functionality increases with the advances in electronics, it's as if these industries have arrived at a singularity of purpose.

As well as a booth exhibition, Toyota also presented test driving of its "Winglet" personal mobility partner robot in the drive demonstration areas in halls 7 and 8. In a bold step, the company has incorporated a notably smaller wheel diameter and lower standing position to give users a better sense of stability compared to other personal mobility devices. As well as that, the design enables much more agile mobility - visitors who got to test drive the device were visibly surprised and delighted.

In Toyota's booth, the company presented its "big data transport information service" — a service designed to provide government bodies and corporations with transport data and statistics derived from big data, as well as another new transport data service that offers Telematics via smartphone called "smart G-BOOK."



As a CEATEC JAPAN newcomer, Honda offered test driving of its new "UNI-CUB" personal mobility device in the drive demonstration space. Although reminiscent of riding a gymnastics ball, users only have to entrust themselves to UNI-CUB, which takes care of balance control. People seemed tense at first when trying out these devices, but soon seemed to loosen up and get comfortable. The company also set up a whiteboard in the test drive area, on which people wrote many encouraging messages to maintain the excitement during the test drive sessions.

Focusing on safety functions, Mazda was another company exhibiting for the first time at CEATEC JAPAN this year. The company exhibited its i-ACTIVESENSE panel designed to maintain safety with 4 types of sensors (millimeter wavelength radar, pre-millimeter wavelength radar, infrared sensors, and visibility sensors), and also exhibited other radar sensors to convey how the installation of small devices in vehicles holds the promise of great benefits. The new generation HMI based on The company's unique HMI "heads up cockpit" concept was demonstrated in an actual vehicle (in a cutaway model).



In the drive demo area in Hall 8, Nissan demonstrated man vehicles simultaneously with vehicles driving autonomously to show how the autonomously driven vehicle reacted when it encountered other vehicles at intersections or parked cars. The company set up a special course with a two-lane perimeter road and signal-less intersections in a 45m x 80 m space. Nissan took this opportunity to demonstrate the artificial intelligence of the autonomous driving technology.

These city-driving demonstrations featured the "Nissan Autonomous Drive" automatic vehicle control technology fitted into the company's "Leaf" electric vehicle. The highest levels of intelligence are required to enable door-to-door driving on city and suburban roads, and this technology entails mounting 5 laser scanners, and 5 cameras (surround view monitor cameras) for 360° image recognition around the vehicle which is referenced against 3-D map data to constantly monitor potential risks from other vehicles, as well as road signage and signals.

Both the autonomous and manned vehicles drove around the course at the same time, and when they encountered each other at the traffic signal-free intersection, the autonomous vehicle waited for the manned vehicle to pass through the intersection before it did likewise. Then, when there was a car parked on the roadside, the automotive vehicle confirmed that there were no vehicles in front of it to ensure safety before passing.

The Nissan Autonomous Drive technology demonstrator was awarded the Grand Prix in the US Media Panel Innovation Awards.



### ●Car navigators continue to advance

The car navigator answer to the explosion of smartphones could be seen in the Clarion booth. There are two directions these advances are heading, one being the display of smartphone navigation functions on vehicle navigator displays, and the other being car navigator advances that make use of smartphones while receiving cloud support.

Clarion has developed technology it calls "Smart Access" that connects car navigators using smartphones, and acts as core technology to provide a range of services. Users can download the application from the company through their smartphone and run it on their car navigator.

The company also presented a "natural dialogue voice recognition" technology reference exhibit that enables searching through the navigator using natural speech. With this setup, voice is sent to the cloud via the special application, where meaning is analyzed, and where are searching using the information sent to the search engine takes place.

The JEITA Smart Drive Technology Booth also featured a variety car navigation device demonstrations from companies that develop and manufacture them. All of these companies treat smartphones differently, but they all have connection to smartphones in common. Operability and OS stability in car navigators looks to move ahead with even more efficiently allocated processing thanks to the long accumulation of these technologies.

Intel presented actual services that run on their Tizen IVI OS the company is advocating for vehicle Information Systems. By connecting to the net, a wide range of information and services can be accessed from vehicles, and applications to enable access from companies such as Toyota and NTT were on exhibit.



### ●Two awards that illustrated the Japan's cutting-edge

Under CEATEC JAPAN 2013's theme of "Smart Innovation — Technology for Future Societies and Lifestyles," the CEATEC AWARD 2013 winners were selected from technologies, products, services or systems that demonstrated superior innovation from among the show's exhibits. Presentation ceremonies for the Minister of Economy, Trade and Industry and the Minister of Internal Affairs and Communications Awards were held on October 1.

The Minister of Internal Affairs and Communications Award was won by NTT DOCOMO for its next-generation mobile communications (5G), while the Minister of Economy, Trade and Industry Award was won by Kyocera for its SmartSonic® sound piezo film speaker.

The Products Category prize went to Panasonic for its world-first "Touch-pad 4K" 20 inch 4K IPS-Alpha LCD panel 4K tablet, the Network and Service Category prize went to NEC for its cloud-type EV/PHP charging infrastructure service, the Key Technology Category prize went to TDK for its heat-assisted HD recording head, and the core technology category prize went to Rohm for its solid hydrogen fuel cell system. Each of these companies won the Grand Prix in their respective categories.

The Judges' special award went to Keio University Faculty of Science and Technology Department of System Design Engineering, Katsura laboratory, for its warmth sensation communications system.

Awards at the show also included the US Media Panel Innovations Awards which went to technology, product and service exhibits at CEATEC JAPAN 2013 that were thoroughly covered and selected by IT and consumer appliance journalists visiting from the United States. The Grand Prix was selected from among the nine award categories including the newly established Industrial Design Category, and went to Nissan for its Autonomous Drive Technology.

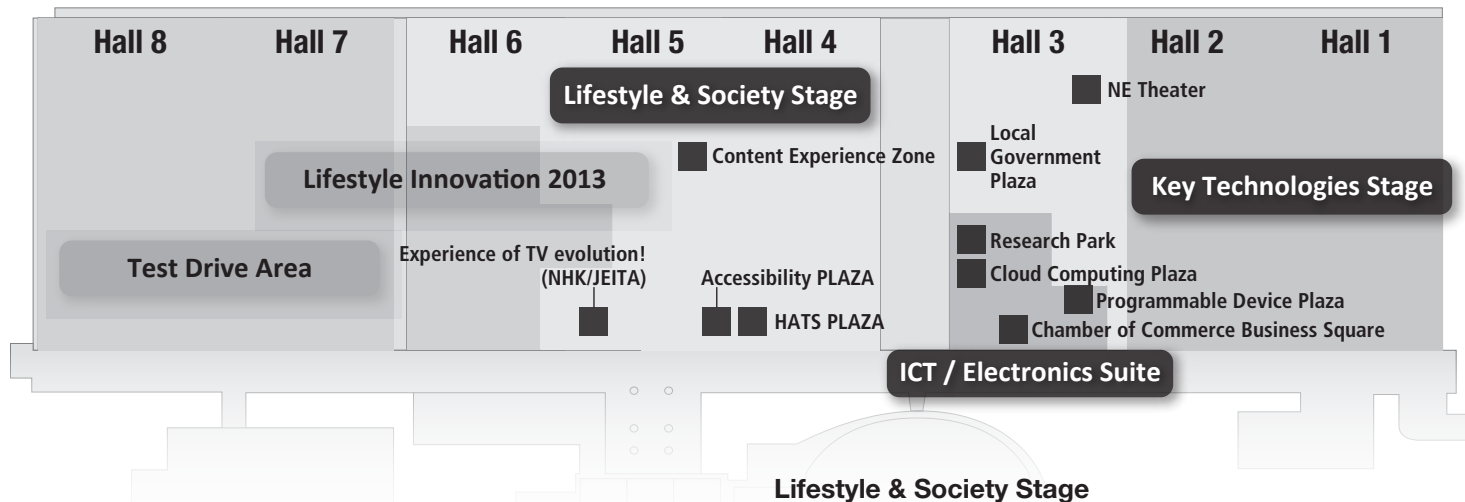
### ●CEATEC JAPAN — Feel Japanese technology's eagerness and determination to lead world markets

At the opening reception on the first day of the show, Deputy Minister Akabane of the Ministry of Economy, Trade and Industry emphasized that "We are now at a critical point that will determine whether the real economy will improve, and whether we can revive a strong Japanese economy. The activities of everyone working in IT and electronics are crucial to the success of the government's 3 arrows growth strategy."

Heeding the words of Deputy Minister Akabane, those at the forefront of Japanese technology stepped up to the plate at this year's CEATEC JAPAN. It was not so much a glitzy exhibition aimed at pleasing everyone, but an exhibition that gave you a clear sense of the recent years of the keen determination that Japanese technology companies have towards leading global markets.



## 6. SPECIAL EXHIBITS AND PROJECTS



### ■ Lifestyle Innovation 2013

(Exhibition Hall 6, \*Test Drive Area: Hall 7-8)

Exhibitors: 101

Supported by: Japan Electrical Manufacturers' Association (JEMA), Japan Automobile Manufacturers Association (JAMA)

#### "Smart" evolves from a technological concept to a lifestyle proposal

Technological developments continue to advance human lifestyles. We now have the infrastructure to get online from anywhere and at any time with our platformized digital devices. The smart revolution is advancing with IT and electronics connectable to multiple networks and demands for "smart" to move past being a technological concept and to become real-life proposals.

At CEATEC JAPAN 2013, under the themes of Smart Mobility, Smart Houses & Home Appliances, Smart Healthcare, and Smart SOHO, the special exhibit Lifestyle Innovation 2013 and its related conferences brought together the lifestyles and social experience proposals of tomorrow.

#### ① Smart Mobility

Hands-on experiences and drive demonstration areas were setup and visitors enjoyed the settings.

Also, a linkage symposium was held on Oct. 2nd (Wed.) with ITS World Congress 2013 and Tokyo Motor Show 2013.

#### ② Smart House & Home Appliance

Exhibit corner was setup with a cooperation from ECHONET Consortium.

What's more, on Oct. 4th (Fri.), a panel discussion organized by JEITA under the theme "New smart houses opened up by smart meters" was held.

#### ③ Smart Healthcare

With a cooperation from Continua Health Alliance, Digital Healthcare Plaza was staged and presented. Also, the 4th Medical Healthcare Industry Innovation Forum organized by JEITA was held on Oct. 3 (Thu).

#### ④ Smart SOHO

Smart SOHO and Contents Technology Pavilion was held as an organized exhibition.

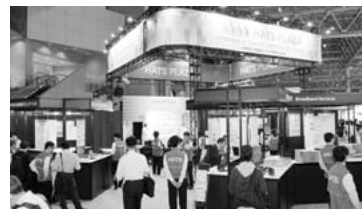


### ■ HATS PLAZA

(Exhibition Hall 4)

Exhibitors: 14

Supported by: Communications and Information network Association of Japan (CIAJ)



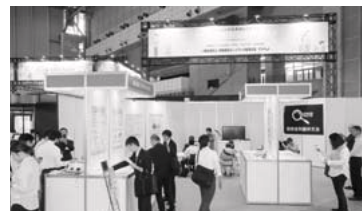
HATS Conference presented demonstrations of bidirectional communications between cutting-edge communications devices from a wide range of manufacturers, and staged presentations highlighting the importance of bidirectional communications in a fun and easy-to-understand way.

### ■ Accessibility PLAZA

(Exhibition Hall 4)

Exhibitors: 3

Supported by: Communications and Information network Association of Japan (CIAJ)



The Info-communication Access Council presented exhibits and demonstrations including a range of communication equipment and services conveniently accessible to the physically challenged and elderly.

### ■ Experience of TV evolution! (NHK/JEITA)

(Exhibition Hall 5)

Supported by: Japan Broadcasting Corporation (NHK), Japan Electronics and Information Technology Industries Association (JEITA)



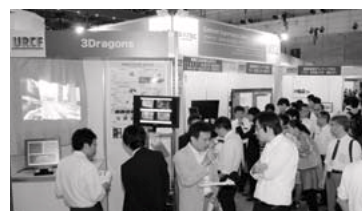
Visitors experienced TV evolutions including the next generation broadcast with ultimate video and audio "Super Hi-Vision" and Broadcast/Communication Hybrid services "Hybridcast" which launched recently.

### ■ Content Experience Zone

(Exhibition Hall 5)

Exhibitors: 16

Supported by: Ultra-Realistic Communications Forum (URCF)



These exhibits gave visitors an experience of new communications with never-before-seen levels of realism, including 3-D and multiview imaging with super-high presence technologies, five-sense/multi-perception content and telework technologies, and 3-D imaging applications and contents using a range of new technologies.



## ICT Suite

### ■Cloud Computing Plaza

(Exhibition Hall 3)

Exhibitors: 24

Supported by: Cloud Business Alliance (CBA)



The cloud computing plaza introduced the cloud in a number of different fields and in an easy-to-understand way, including energy-saving DC composition, smart device application and deployment management, business systems, and statistics utilization systems etc.

### ■Chamber of Commerce Business Square

(Exhibition Hall 3)

Exhibitors: 9

Supported by: The Tokyo Chamber of Commerce and Industry and others



The Chamber of Commerce Business Square introduced products, technologies, and services of its members.

### ■Research Park

(Exhibition Hall 3)

Exhibitors: 4



Research Park presented the IT and electronics research technologies of public and university research institutions, and promoted exchange and link-up of educational and research institutions with industry.

## Key Technologies Stage

### ■Local Government Plaza

(Exhibition Hall 3, and others)

Exhibitors: 17



Through Cooperation and partnering of regional and local governments from around the country, this exhibit offered a forum for contribution and support for bringing together and promoting regional IT and electronics industries, and provided information about leading business partnerships across regions, pioneering customer bases and expanding sales channels.

### ■NE Theater

(Exhibition Hall 3)

Supported by: Nikkei Electronics, Nikkei Monodukuri, Nikkei Automotive Technology, Digital Health Online



Throughout the entire 5 days of the exhibition, the NE Theater showcased a number of slideshow seminars including the latest electronics technologies, essential points of the next-generation healthcare equipment development, the latest electronics and trend supporting the next-generation automotive technology, and more.

## Electronics Suite

### ■Programmable Device Plaza

(Exhibition Hall 3)

Exhibitors: 10

Supported by: FPGA/PLD Programmable Device Forum



As if invincible, programmable devices continue to advance. This presentation introduced cutting-edge technologies from programmable device design to achieve application expansion through to mounting technologies and more.

## Saturday Events

### ■Electronics workshop for juniors and kids

(Exhibition Hall 3)

Participants: 208

Supported by: Wireless Power Consortium (WPC)/Gakken



Designed for elementary school children and parents with their children, this class gave kids an opportunity to experience building a device, hoping to get kids interested in electronics. Kids soldered components onto a circuit board, and took home the completed electronic models.

### ■All-Japan Robot Sumo Competition

(Exhibition Hall 3)

Host: The National Association of Principals of Technical Senior High Schools and Fujisoft Inc.



The Kanto-division High-school Tournament of All Japan Robot Sumo Tournament was once again held at the CEATEC JAPAN venue. High-school students who will be responsible for the next generation have spent a year on developing their robots, of which they are very proud. The students competed each other with their robots' performance.

### ■IT & Electronics Industrial Research Seminar for Students

(10:00~12:30 International Conference Hall, Room 201)

Participants: 154

Presented by: The Japan Electronics and Information Industries Association (JEITA), IT & Electronics personnel training committee



Offering the opportunity to speak directly to the front-line engineers, the Industrial Research Seminar gave students a venue to exchange information between industry, school personnel, and IT & electronics corporation.

## 7. AWARDS

### (1) CEATEC AWARD 2013

Two years ago in 2011, under the slogan "Safe, Secure and Smart Society Proposed by the IT and Electronics Industries," CEATEC AWARD was established to express those principles, and the award counts the third time this year.

Prize winners were selected from applicant exhibitors for their products, technologies and services through strict screening. The judging committee consisted of members representing both academic and media fields, who scrutinized documents prior to the preliminary judging on-site at the actual venue to select winners. This year winners were selected from 80 applicant exhibits.

#### ① Details of Awards

##### ■ Minister of Economy, Trade and Industry Award



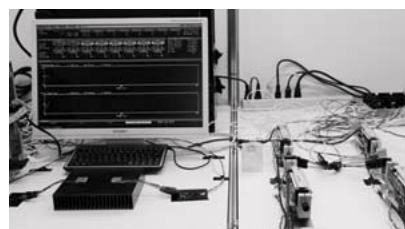
Piezo Film Speaker "Smart Sonic® Sound"  
Kyocera Corporation

##### ■ Minister for Internal Affairs and Communications Award



Next-generation Mobile Communication System (5G)  
NTT DOCOMO, Inc.

##### ■ Judges' special Award



Thermal Communication System  
Katsura Laboratory, Department of System Design Engineering, Keio University

#### ● Products Category



〈Grand Prix〉  
TOUGH PAD 4K, World's first 20-inch 4K tablet with IPS Alpha LCD panel  
Panasonic Corporation



〈Semi Grand Prix〉  
New Style Lens Cameras, the DSC-QX100 and DSC-QX10  
Sony Corporation/Sony Marketing Corporation



〈Semi Grand Prix〉  
Portable DNA Analyzer  
NEC Corporation

#### ● Network & Services Category



〈Grand Prix〉  
Electric Vehicle Charging Infrastructure  
NEC Corporation

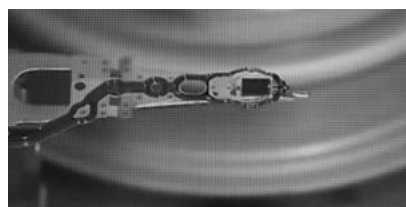


〈Semi Grand Prix〉  
Portable Headend  
DX Antenna Co., Ltd.



〈Semi Grand Prix〉  
Smart Agriculture Network System  
Nichicon Corporation

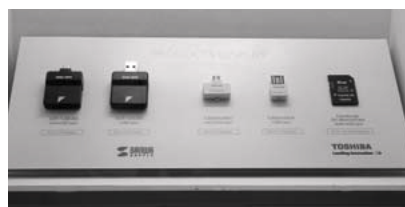
#### ● Key Technologies Category



〈Grand Prix〉  
Thermal Assisted Magnetic Recording Head  
TDK Corporation



〈Semi Grand Prix〉  
Aerial Imaging Plate  
Asukanet Co., Ltd.



〈Semi Grand Prix〉  
TransferJet-USB Adaptor  
TransferJet Consortium

#### ● Core Technologies Category



〈Grand Prix〉  
Solid Hydrogen Source Fuel Cell system  
Rohm Co., Ltd.



〈Semi Grand Prix〉  
Development of Ultra Small Size (0.25mm: 0.125mm) Chip Component  
Murata Manufacturing Co., Ltd.



〈Semi Grand Prix〉  
DC-DC converter by SiC power device  
Alps Electric Co., Ltd. / Alps Green Devices Co., Ltd. / Rohm Co., Ltd.



## ② CEATEC AWARD Judging Committee Members

### ■ Academic experts (No particular order)

Mr. Yuji Inoue (Chairman, Yuji Inoue, Chairman, The Institute of Electronics, Information and Communication Engineers)  
 Mr. Tokumichi Murakami (Director of Planning Office, The Institute of Electronics, Information and Communication Engineers)  
 Mr. Yasuhiro Shiraki (Auditor, The Japan Society of Applied Physics)  
 Mr. Toru Kuroda (Vice-president, Institute of Image Information and Television Engineers)  
 Mr. Toshiyuki Nakata (Vice President, Information Processing Society of Japan)

### ■ Mass Media (No particular order)

Mr. Tetsuya Muroyama (Executive Commentator, Japan Broadcasting Corporation — NHK)  
 Mr. Waichi Sekiguchi (Editorial Writer, Nikkei Inc.)  
 Mr. Tetsushi Hayashi (Chief, Electronics & Mechanical Engineering)  
 Mr. Masaya Ishida (Senior Director, Engineering Media, ITmedia Inc.)

### ■ Minister Award Selection Observer (Listed by date established)

Ministry of Internal Affairs and Communications, Japan (MIC)  
 Ministry of Economy, Trade and Industry, Japan (METI)

## ③ Announcement and Award Ceremony

### ■ MIC Award and METI Award Announcement and Award Ceremony

Date: (Tue.) 1st October, 12:00 ~  
 Venue: CEATEC JAPAN 2013 Opening Ceremony (Hotel New Otani, Makuhari)

### ■ Category Awards Announcement / Ceremony

#### ● Announcement of category award exhibits that passed the primary review

Date: (Wed.) 18th September, 11:15 a.m. ~  
 Venue: CEATEC JAPAN 2013 press conference (Sankei Hall, Otemachi)

#### ● Announcement of the Grand Prix and Semi Grand Prix for each category and the Judges' special Award

Date: (Wed.) 2nd October, 10:00 a.m.  
 Method: Press release, CEATEC JAPAN official website, posted at the entrance to the venue

#### ● Award ceremony for the Grand Prix and Semi Grand Prix for each category and the Judges' special Award

Date: (Thu.) 3rd October, 10:00 a.m. ~  
 Venue: CEATEC JAPAN 2013 Exhibition Site (Meeting Room 201, International Conference Hall)

## (2) CEATEC INNOVATION AWARDS, "As Selected by U.S. Journalists"

The CEATEC INNOVATION AWARDS, "As Selected by U.S. Journalists" were selected from technologies, products and services on show at CEATEC JAPAN and thoroughly covered at the venue by US journalists working in the IT and consumer electronics areas. Award winners were chosen for their superior innovation and potential impact on the US market. 8 US journalists covered the booths at the CEATEC JAPAN 2013 exhibition. 10 category and Grand Prix winners were selected after rigorous screening and selection. As well as the new Industrial Design Category, this year also featured the special "Smart Mobility" award presented in line with the CEATEC JAPAN 2013 theme of "Smart Innovation-Technology for Future Society in Lifestyles."

Grand Prix  
Autonomous Drive Vehicle  
Nissan Motor Co., Ltd.



### ① Details of Awards

Category	Recipient	Product
Grand Prix	Nissan Motor Co., Ltd.	Autonomous Drive Vehicle
Home Entertainment	Toshiba Corporation	REGZA TimeOn Service
Electronic Component	Sharp Corporation	MEMS-IGZO Display
Software	Sony Corporation / Sony Marketing Corporation	Info-Eye
Computing and Networking	Murata Manufacturing Co., Ltd (Joint with Ellipticlabs)	SMD Ultrasonic Sensor
Mobile Technology	Kyocera Corporation	Torque
Digital Imaging	Mastor Technology Limited	Steadicam
Smart Community	Fujitsu Limited	Plant Factory
Health & Household	NEC Corporation	Portable DNA Analyzer
Industrial Design	Sharp Corporation	Frameless Television
Smart Mobility Special Award	Nissan Motor Co., Ltd.	Autonomous Drive Vehicle

### ② The list of judges comprising the CEATEC Innovation Awards 2013 panel

Michael Kanellos — Greenbiz.com, Forbes.com (Chairman)  
 Mark Seavy — Consumer Electronics Daily  
 Tom Samiljan — Men's Journal, Travel & Leisure  
 Hubert Nguyen — Ubergizmo.com

Tim Stevens — Editor at Large, CNET  
 Richard Lai — Senior Associate Editor, Engadget  
 Auri Rahimzadeh — The Auri Group, LLC  
 Rich DeMuro — Tech Reporter, KTLA-5 TV

### ③ Award Announcement / Ceremony

Date: (Thu.) 3rd October, 12:00 a.m. ~ 13:00a.m.  
 Venue: CEATEC JAPAN 2013 Exhibition Site (Meeting Room 201, International Conference Hall)

## 8. EXHIBITORS

### ■ CEATEC JAPAN

ACCESSIBILITY PLAZA  
Mitsue-Links Co., Ltd.  
PLUSVoice Co., LTD.  
UNICOM Co., Ltd.  
Actec., LTD.  
ALPS ELECTRIC CO., LTD.  
amix. co., ltd.  
ams Japan Co., Ltd.  
AnyDATA Corporation  
Aomori Core Industrial Estate Business Establishment Promotion Council  
ArcSoft Inc.  
ART FACTORY Co., Ltd.  
Arts-eihan Co., Ltd.  
ASCII  
Association of Radio Industries and Businesses  
astrodesign  
Asukanet Co., Ltd.  
AUTOMATION REVIEW, INC.  
Bad ELF  
CeBIT  
CEIEIRD in Hokuriku  
Chang Sung Corporation  
Chiba City  
Chiba Prefecture  
China Electronic Appliance Corporation  
Changzhou Tonghui Electronic Co., Ltd.  
China Electronics Fair/China Information Technology Expo  
Dongguan city Zhongqi Electronics Technology Co., Ltd.  
HINEN ELETRONICS (Shenzhen) Co., Ltd.  
Hollyland (China) Electronics Technology Corporation Limited  
Huizhou HEG Technology Co., Ltd.  
IBE Electronics Co., Ltd.  
Lumi Legend Corporation  
NINGBO KEPO ELECTRONICS CO., LTD.  
SHENZHEN HELLO TECH ENERGY CO., LTD.  
SHENZHEN JINGHUA DISPLAYS CO., LTD.  
Shenzhen Ketaili Technology Co., Ltd.  
Shenzhen WJM Silicone&Plastic Electronic Co., Ltd.  
Well Ascent Electronic Ganzhou Co., Ltd.  
Yuehua Holding Group Co., Ltd.  
Yuyao lede computer silience&technology. Co., Ltd.  
ZheJiang Hiye Electronics CO., Ltd.  
CHLORTROL LTD.  
CHRONIX Inc.  
CIVIC MEDIA CO., LTD.  
CLOVER DISPLAY LIMITED  
Coming Plastic Co., Ltd.  
Kisomo innovation corp.  
Computer Software Association of Japan  
Computer System Technology Co., Ltd.  
Contents Experience Zone  
Ultra-Realistic Communications Forum  
ASTRODESIGN, Inc  
Chukyo TV. Broadcasting co., LTD.  
FA. SYSTEM ENGINEERING Co., LTD.  
Hirose Tanikawa Lab., the University of Tokyo  
KEISOKU GIKEN CO., LTD.  
Kyoto Univercity  
Nagoya University  
Newsight Japan Ltd.  
Oki Electric Industry Co., Ltd.  
Saito Hideo Lab, Keio University  
Sharp Corporation  
3Dragons, LLC,  
Tokyo University of Agriculture and Technology  
University of Fukui  
Visual Media Lab, University of Tsukuba  
COSMO SOUND Co., Ltd.  
CWB Group  
Cybermoids Co., Ltd.  
DAIKEN CHEMICAL Group  
DAISHINKU CORP.  
DC POWER LTD.  
Dempa Publications, Inc.  
DENSO CORPORATION  
DX Antenna Co., Ltd.  
ECOPRO ICT JAPAN CO., LTD.  
eJigen Inc.  
Yokohama National University, VBL  
PieCake, Inc.  
Electronic Journal, Inc.  
ERNI Electronics GmbH  
Eventregist Co., Ltd.

Experience of TV evolution !  
FIRSTOHM  
FORUM8 Co., Ltd.  
Foster Electric Co., Ltd.  
Fox, inc.  
Fraunhofer HHI  
Fujikom Corporation  
FUJIKOWA INDUSTRY CO., LTD.  
Fujikura Ltd.  
Fujitsu Limited  
FUKUI BYORA  
GeneLite Inc.  
Global Cyber Group Co., Ltd.  
HAMAI ELECTRIC LAMP CO., LTD.  
HAMAMATSU PHOTONICS K.K.  
HATS PLAZA  
• PBX Group  
FUJITSU LIMITED  
Hitachi, Ltd.  
NEC  
OKI  
• MM Group (HDTV)  
Neix, Inc.  
Nippon Telegraph and Telephone Corporation  
• FAX Group  
CIAJ Image Data Communication & Facsimile Committee  
• 10G-EPON Group  
FUJITSU LIMITED  
Hitachi, Ltd.  
Mitsubishi Electric Corporation  
OKI  
PMC-Sierra JAPAN K.K.  
Sumitomo Electric Industries, Ltd.  
• TTC Group  
The Telecommunication Technology Committee  
Higashihirshima City  
Hitachi Metals, Ltd.  
Hoganas Japan K.K.  
HOKURIKU ELECTRIC INDUSTRY CO., LTD.  
HONG KONG TRADE DEVELOPMENT COUNCIL  
HORIC CORPORATION  
Hosiden Corporation  
Huawei Japan  
HU-BRAIN, INC.  
HYPERSYNES INTERNATIONAL LIMITED  
IBIS Quality Framework (JEITA EC CENTER EDA STANDARD WG)  
Icrex CO., LTD.  
Icsil Co., Ltd. / Roinos Co., Ltd.  
ICT RESORT OKINAWA (Nago City, Ginoza Village)  
Nago City  
Ginoza Village  
IFA/Messe Berlin GmbH  
IM Co., Ltd.  
INCOM Co., Ltd.  
Information Processing Society of Japan  
INNOBIZ ASSOCIATION  
DAE KYOUNG IND. CO., LTD.  
GT CO., LTD.  
DICAPAC CO., LTD.  
LIBERO SYSTEM CO., LTD.  
CNS LINK CO., LTD.  
SPRINGWAVE CO., LTD.  
SEJU ENGINEERING CO., LTD.  
ILSUNG IND.  
Intel K.K.  
INTERNATIONAL CES  
IPEVO (Rainu, Inc.)  
ITTI COMPANY LIMITED  
JAPAN AUTOMATIC MACHINE CO., LTD.  
Japan Aviation Electronics Industry, Limited  
Japan Electronics & Information Technology Industries Association  
JAPAN FEDERATION OF ELECTRONIC PARTS DISTRIBUTORS & DEALERS  
JIANGHAI JAPAN CO., LTD.  
NANTONG JIANGHAI CAPACITOR CO., LTD.  
JIPDEC  
Jorte Inc.  
JUNSGTECH CO., LTD.  
KAGA HIGHTECH CO., LTD.  
Katsura Laboratory, Department of System Design Engineering, Keio University  
Knowles Electronics Japan, K.K.  
KOA CORPORATION  
KODENSHI CORP.  
KONG HONG CORPORATION LIMITED  
KORINS INC.  
KTL Corporation

KYOCERA Corporation  
Kycocera Chemical Corporation  
KYOCERA Connector Products Corporation  
KYOCERA Display Corporation  
KYOCERA OPTEC CO., LTD.  
KYOCERA SLC Technologies Corporation  
Kyoto-Shisaku. Com  
Leister Technologies KK  
Logic Research Co., Ltd.  
MAC EIGHT CO., LTD.  
MASPRO DENKOH CORP.  
MASTOR TECHNOLOGY LTD.  
media bridge inc.  
Merci Corporation  
Mik Denshi Kohgyo Co., Ltd.  
Mitsubishi Electric Corporation  
MITSUMI ELECTRIC CO., LTD.  
MOTOYA CO., LTD.  
Murata Manufacturing Co., Ltd.  
Nagasaki Prefectural Government  
Isahaya electronics corporation  
LANCARD.COM inc.  
Ariyasu Auto  
Proje Company Limited  
Nanaboshi Electric Mfg. Co., Ltd.  
National Instruments Japan Corporation  
NEC Corporation  
NEC TOKIN Corporation  
New Energy and Industrial Technology Development Organization  
NGK INSULATORS, LTD.  
NHK Media Technology, INC.  
NHK SPRING CO., LTD.  
NICHICON CORPORATION  
NIHON DEMP KOGYO CO., LTD.  
NIHON MARUKO CO., LTD.  
Nikkei Business Publications, Inc.  
Nikkei Inc.  
NIPPON ANTENNA Co., Ltd.  
NIPPON CHEMI-CON CORPORATION  
Nippon Electric Glass Co., Ltd.  
NISOU CO., LTD.  
NISSAN CHEMICAL INDUSTRIES, LTD.  
NLT Technologies, LTD.  
NORITAKE ITRON CORP.  
NORITAKE CO., LIMITED  
NS Solutions Corporation  
NSM Initiatives LLC  
NTT DOCOMO, Inc.  
OhmSha, Ltd.  
Okitsumo Incorporated  
Yamashita Materials Corporation  
OMRON Corporation  
OMRON HEALTHCARE Co., Ltd.  
Osaka Business & Investment Center  
OTAX CO., LTD.  
Owitech Corporation/SHUN HING SPRING LIMITED  
OZ CREATIVE Co., Ltd.  
Panasonic Corporation  
PENTEEL CO., LTD.  
Philips Electronics Japan, LTD.  
PIONEER CORPORATION  
Plott Corporation  
POCONS CO., LTD.  
Pure Gear Japan Inc.  
Ray Tron, INC.  
RCL DISPLAY LTD.  
Rohde & Schwarz Japan K.K.  
ROHM Co., Ltd.  
AGLED Co., Ltd.  
Kionix, Inc.  
LAPIS Semiconductor Co., Ltd.  
Rovi Corporation  
RUBYCON CORPORATION  
RUSHRUN Corporation  
RYOSAN COMPANY LIMITED  
San Technology, Inc.  
SANWA SUPPLY INC.  
SEIDIO, INC.  
SHARP CORPORATION  
Shiga Industry Attraction Council / Shiga Prefecture  
SOLAR JOURNAL  
Sonostar Inc.  
SONY Corporation / SONY Marketing Corporation  
STANLEY ELECTRIC CO., LTD.  
SUMIDA CORPORATION

SUNLIKE DISPLAY TECH CORP.  
 Suntec Software (Shanghai) Co., Ltd.  
 SUWA Optronics Co., Ltd.  
 SUZHOU IE-TECH CO., LTD.  
 System Technology-I Co., Ltd.  
 TABUCHI ELECTRIC CO., LTD.  
 TAC SYSTEM, INC.  
 TAIWAN ELECTRICAL AND ELECTRONIC MANUFACTURERS' ASSOCIATION  
 AJATO CO., LTD.  
 BIZLINK INTERNATIONAL CORPORATION  
 CHILISIN ELECTRONICS CORP.  
 ELKA INTERNATIONAL LTD.  
 GI FAR TECHNOLOGY CO., LTD.  
 GLORY MARK ELECTRONIC LTD.  
 HI-LIGHT ELECTRONIC CO., LTD.  
 HONOLA CO., LTD.  
 JENJAAN QUARTEK CORPORATION  
 JOINT TECH ELECTRONIC INDUSTRIAL CO., LTD.  
 JOULES MILES CO., LTD.  
 KING WINS TECHNOLOGY CO., LTD.  
 LENO O ELECTRONICS CO., LTD.  
 MAX ECHO TECHNOLOGY CORPORATION  
 MING CHIANG PRECISION CO., LTD.  
 ONCQUE CORPORATION  
 SFI ELECTRONICS TECHNOLOGY INC.  
 SHUN KUANG CO., LTD.  
 TAITTE COMPONENTS CO., LTD.  
 T-GLOBAL TECHNOLOGY CO., LTD.  
 TOPCOM TECHNOLOGY CO., LTD.  
 TRANS ELECTRIC CO., LTD.  
 UNISONIC TECHNOLOGIES CO., LTD.  
 VIKING TECH CORPORATION  
 WELL BUYING INDUSTRIAL CO., LTD.  
 WINSTAR DISPLAY CO., LTD.  
 YFC-BONEAGLE ELECTRIC CO., LTD.  
 YOKETAN CORPORATION  
 TAIWAN EXTERNAL TRADE DEVELOPMENT COUNCIL  
 TAIYO INDUSTRIAL CO., LTD.  
 TAIYO YUDEN CO., LTD.  
 TAJIMI ELECTRONICS CO., LTD.  
 TAMURA CORPORATION  
 TANITA Corporation  
 TDK Corporation  
 TE Connectivity Group  
 DEUTSCH JAPAN LIMITED  
 Tyco Electronics Japan G.K.  
 TECHNICAL Co., Ltd.  
 TECHNO BRAIN COMPANY., LTD.  
 Tektronix  
 Teledyne LeCroy Japan  
 Telit Wireless Solutions  
 The Core System Co., Ltd.  
 THE INSTITUTE OF ELECTRONICS, INFORMATION AND COMMUNICATION ENGINEERS  
 THE NIKKAN KOGYO SHIMBUN LTD.  
 THINK LABORATORY Co., Ltd.  
 TOKAI COMMUNICATION INDUSTRY CO., LTD.  
 TOKYO WELD CO., LTD.  
 Tokyo Coil Engineering Co., Ltd.  
 TOSHIBA CORPORATION  
 TOYO ELECTRIC CORP.  
 TransferJet Consortium  
 Tripod Works CO., LTD.  
 ULIS  
 UNION TECHNOLOGY MANAGEMENT LIMITED  
 Yamato Co., Ltd.  
 YAMATO Electronic Co., Ltd.  
 Yangzhou Yangjie Electronic Technology Co., Ltd.  
 Zhongshan Longde S&T Technology Co., Ltd.  
 ZOXC CO., LTD.

## ■ICT Suite/Electronics Suite

ANRITSU CORPORATION  
 BSEF Japan  
 Chamber of Commerce Business Square  
 Business Mentor Corp.  
 GRAPS Co., Ltd.  
 Japan Media Systems Corporation  
 PC Support Ya  
 PRAGE  
 SELTECH Corporation  
 SIS Co., Ltd.  
 TSUZUKI TECHNO SERVICE Co., Ltd.  
 Xware Corporation

Cloud Computing Plaza  
 Ascentech K.K.  
 ASPEX Inc.  
 Chuo System Corporation  
 Cloud Business Alliance  
 Computer Institute of Japan, Ltd.  
 DOVA CORPORATION  
 Eugrid  
 EWM Japan, Ltd  
 FIT Pacific, Inc.  
 Future Facilities K.K.  
 IPCORE laboratory inc.  
 Kyokuanet. co., ltd.  
 M.Soft Co., Ltd.  
 Net One Systems Co., Ltd.  
 NEURONET Inc.  
 Nihon CLOUDFILING Corp.  
 NIPPON SYSTEMWARE CO., LTD.  
 NTT Communications  
 QualitySoft Corp.  
 SmileWorks, Inc.  
 Tsukaeru.net co., Ltd.  
 Vanten/Ganbatte365  
 Web Service Development Inc  
 Communications and Information Network Association of Japan  
 MIRAIT Corporation  
 NAKAYO TELECOMMUNICATIONS, INC.  
 Ricoh Company, Ltd.  
 Seed Planning, Inc.  
 SOFTFRONT  
 TAKACOM CORPORATION  
 TSUZUKI DENKI Co., LTD.  
 Cybernet Systems Co., Ltd.  
 DA FORTUNE (INTERNATIONAL) COMPANY LIMITED  
 IT Verification Industry Association  
 KBB, I&D Corp.  
 MOUBIC  
 National Institute of Information and Communications Technology  
 ACROSS Solutions, INC.  
 Advanced Telecommunications Research Institute International  
 /ATR-Promotions Inc./ATR-Trek Co., Ltd.  
 /ATR Learning Technology Corporation/Vstone Co., Ltd.  
 Agrifuture  
 Dueller Corporation  
 GClue, Inc.  
 Gootech Co., Ltd./NIPPON ALEPH CORPORATION  
 Quatre-i Science co., ltd.  
 ShuR Group  
 SofnetJapan Corporation  
 Yokosuka Telecom Research Park, Inc.  
 /Ubiquitous Computing Technology Corporation"  
 OHTAMA CO., LTD.  
 Programmable Device Plaza  
 Agilent Technologies Japan, Ltd.  
 Aldec Japan K.K.  
 KONDO ELECTRONICS INDUSTRY CO., LTD.  
 Mentor Graphics Japan Co., Ltd.  
 Non-Profit Organization FPGA Consortium  
 CYPRESS SEMICONDUCTOR CORP.  
 Kumamoto University  
 Mitsubishi Electric Micro-Computer Application Software Co., Ltd.  
 TAIYO KOGYO CO., LTD.  
 Verification Technology., Inc.  
 Research Park  
 Intelligent Information System (IIS) research center  
 Joint R&D group of Kyoto Univ., Univ. of Electro-Communications, and Kobe Digital Labo Inc.  
 Kanagawa Institute of Technology, Department of Information and  
 Computer Sciences, i-Android club  
 Kenjiro Kimura reseach group, Graduate School of Science, Kobe University  
 SANSHIN ELECTRIC CO., LTD.  
 SHINKOWA co., ltd.  
 SINFONIE ELECTRONICS co., ltd.  
 SB Creative Corp.  
 Seiko Instruments Inc.  
 Seiwa Co., Ltd.  
 Softfront  
 SONNET GIKEN CO., LTD.  
 SUNGWO MOBILE  
 TAKITEK K.K.  
 GT Contact., Ltd.  
 THE NIHONKOGYO SHIMBUN Co., Ltd.  
 TOYODA GOSEI CO., LTD.  
 TSUZUKI DENKI CO., LTD.  
 YRP R&D Promotion Committee / Broadband Wireless Forum

## ■Lifestyle Innovation 2013

Clarion Co., Ltd.  
 Digital Healthcare Plaza  
 Continua Health Alliance  
 A&D Company, Limited  
 Alive Inc.  
 BiosPyxis Corporation  
 CORE Corporation  
 FUJISOFT Inc.  
 Intel Corporation  
 MOM Technology Co., Ltd.  
 MTI Ltd.  
 Nippon Telegraph and Telephone Corporation  
 Nordic Semiconductor ASA  
 NTT Resonant Inc.  
 OMRON HEALTHCARE Co., Ltd.  
 Oracle Corporation Japan  
 PLANEX COMMUNICATIONS Inc.  
 RENAISSANCE Inc.  
 Renesas Electronics Corporation  
 Ryoyo Electro Corporation  
 SFK Medical Corporation  
 SHARP Corporation  
 Sony Corporation  
 Texas Instruments Japan Semiconductor Limited  
 TOSHIBA Corporation  
 WellnessData Inc.  
 YUWA Inc.  
 ECHONET Consortium  
 ACCESS CO., LTD.  
 Anritsu Engineering  
 Computer Engineering & Consulting, Ltd.  
 FUJITSU KANSAI-CHUBU NET-TECH LIMITED  
 I-O DATA DEVICE, INC.  
 Japan Electrical Safety and Environment Technology Laboratories  
 Kanagawa Institute of Technology  
 Kawamura Electric Inc.  
 KYOCERA Corporation  
 Mediotec. Co., Ltd.  
 NIPPON SYSTEMWARE CO., LTD.  
 Nippon Telegraph and Telephone East Corporation  
 NISSIN SYSTEMS Co., Ltd.  
 OKI  
 SANDEN Corporation  
 Smart Power System  
 Sony Computer Science Laboratories, Inc.  
 TSP Co., Ltd.  
 Ubiquitous Corporation  
 XXCAL Japan Inc.  
 GLOBAL YOUTH FESTA  
 Honda Motor Co., Ltd.  
 Internet Television Inc./EVC inc.  
 ITS Japan  
 The Japan Organizing Committee of ITS WORLD CONGRESS TOKYO 2013  
 JEITA/Smart Drive Technology  
 •ITS Committee  
 Alpine Electronics, Inc.  
 Clarion Co., Ltd.  
 DENSO CORPORATION  
 FUJITSU LIMITED  
 FURUNO ELECTRIC CO., LTD.  
 Hitachi, Ltd.  
 Japan Radio Co., Ltd.  
 Mitsubishi Electric Corporation  
 Mitsubishi Heavy Industries, Ltd.  
 Murata Manufacturing Co., Ltd.  
 NEC Corporation  
 Oki Electric Industry Co., Ltd.  
 Panasonic Corporation  
 TOSHIBA CORPORATION  
 YAZAKI Energy System Corporation  
 ITS Service Promotion Association ORG.  
 InternetITS Consortium  
 Japan Automobile Research Institute  
 •Car Electronics Committee  
 Alpine Electronics, Inc.  
 Clarion Co., Ltd.  
 DENSO CORPORATION  
 FUJITSU TEN LIMITED.  
 Harman International Industries, Incorporated  
 JOHNSON CONTROLS, K.K.  
 JVC KENWOOD Corporation  
 Mitsubishi Electric Corporation  
 Panasonic Corporation  
 PIONEER CORPORATION  
 KELC ELECTRONICS SYSTEM CO., LTD.  
 Mazda Motor Corporation  
 Micom Car Rally  
 Renesas Micom Car Rally Organizing Committee  
 Japan Micom Car Rally Organizing Committee  
 Renesas Electronics Corp.  
 Renesas Solutions Corp.  
 NISSAN MOTOR CO., LTD.  
 TOKYO FM BROADCASTING CO., LTD.  
 TOYO LABEL CO., LTD.  
 TOYOTA MOTOR CORPORATION  
 TOYOTA HOUSING CORPORATION  
 VEHICLE INFORMATION AND COMMUNICATION SYSTEM CENTER  
 VESTEC JAPAN  
 Wireless Power Consortium

## 9. CONFERENCE

### (1) Attendees of the CEATEC JAPAN 2013 Conferences

Tracks / Sessions		Attendees	
<b>K</b>	Keynote Speeches	15	5,092
<b>G</b>	Guest Speeches	2	1,319
<b>SP</b>	Special Session	7	3,619
<b>CS</b>	Conference Sponsor Sessions	6	783
<b>TR</b>	Trend Sessions	9	996
<b>IS</b>	Industrial System Sessions	11	779

Tracks / Sessions		Attendees	
<b>ST</b>	Standards/Standardization/Certification System Session	3	274
<b>MB</b>	Mobile Session	6	546
<b>NW/ES</b>	New Technology and Product Seminars/Exhibitor Seminar	22	1,563
<b>EC</b>	Electronic Component/Device Session	1	165
<b>ENV</b>	Environment Session	1	107
<b>CP</b>	Consumer Products Session	2	295

Tracks / Sessions		Attendees	
<b>HA</b>	HATS/Accessibility Session	3	305
<b>GK</b>	Industrial Research Seminar	1	154
<b>IEEE</b>	IEEE GCCE2013	28	636
<b>ICT</b>	ICT Innovation Forum	9	382
<b>IEICE</b>	The Institute of Electronics, Information and Communication Engineers	8	1,008
Total		134	18,023

### (2) Program

#### Keynote Speeches (Simultaneous Japanese-English Interpretation available)

Keynote Speeches Media Partners **THE WALL STREET JOURNAL.**

Oct. 1 <sup>st</sup> (Tue.)		
<b>K-01</b>	14:00-14:45	Convention Hall AB, International Conference Hall 2F
<b>Strategies for the Japanese software industry toward the realization of the Growth Policies</b> <b>- Thinking about roles of the public and private sectors to realize the world's most advanced IT society -</b> Chairman, Computer Software Association of Japan, President, OBIC BUSINESS CONSULTANTS CO., LTD. <b>Mr. Shigefumi Wada</b>		
<b>K-02</b>	15:00-15:45	Convention Hall AB, International Conference Hall 2F
<b>Total Storage Innovation and Total Energy Innovation to Lead Future Growth</b> Vice Chairman of the Board, Toshiba Corporation <b>Mr. Norio Sasaki</b>		
<b>K-03</b>	16:00-16:45	Convention Hall AB, International Conference Hall 2F
<b>Enriching Life through ICT &amp; Electronics - Technology to Customers -</b> Chairman, Sharp Corporation <b>Mr. Takashi Okuda</b>		

Oct. 2 <sup>nd</sup> (Wed.)		
<b>K-05</b>	10:00-11:00	Convention Hall B, International Conference Hall 2F
<b>Communication Technology will become Infrastructure for Smart society</b> Executive Vice President Member of the Board of Directors, Communication Business Unit, Murata Manufacturing Co., Ltd. <b>Mr. Norio Nakajima</b>		
<b>K-06</b>	11:30-12:30	Convention Hall B, International Conference Hall 2F
<b>Dispersed Generation System with Renewable Energy, V2H system and Devices for Power Electronics Applications</b> Director / Operating Officer, NECST Project, NICHICON CORPORATION <b>Mr. Tadahiro Yamaguchi</b>		
<b>K-07</b>	12:45-14:45	Convention Hall B, International Conference Hall 2F
<b>Smart SOHO: Need to change mind! Workplace changes in social interaction from the organization</b> Moderator: Corporate Officer, Gocro, Inc. <b>Mr. Atsuo Fujimura</b> Panelists: Founder, Office KOROBOCL <b>Mr. Kazufu Hotta</b> President, Cybozu, Inc. <b>Mr. Yoshihisa Aono</b> CEO, Founder, NetLearning, Inc. <b>Mr. Toru Kishida</b> CEO, Toor, Inc. <b>Mr. Yoshio Takaeda</b>		
<b>K-08</b>	15:00-17:00	Convention Hall B, International Conference Hall 2F
<b>Next-generation Smartphone OS</b> Moderator: Senior Consultant, InfoCom Research, Inc. <b>Mr. Sigeyuki Kishida</b> Panelists: Director, Technology Planning Group Product Department, NTT DOCOMO INC. <b>Mr. Ryoichi Roy Sugimura Ph.D</b> Chair of the Board Directors, Mozilla Japan <b>Ms. Satoko Takita</b> Co-Chief Technology Officer, ACCESS CO., LTD. <b>Mr. Michimasa Uematsu</b> Chief Executive Officer, ACCESS Seoul		

Oct. 3 <sup>rd</sup> (Thu.)		
<b>K-09</b>	10:00-11:00	Convention Hall B, International Conference Hall 2F
<b>Japan's Growth Strategy by ICT</b> Director-General of the Global ICT Strategy Bureau, Global ICT Strategy Bureau, Ministry of Internal Affairs and Communications <b>Mr. Yasuo Sakamoto</b>		
<b>K-10</b>	11:30-12:30	Convention Hall B, International Conference Hall 2F
<b>NTT Group's Activities Towards Becoming a Value Partner</b> Representative Director and Senior Executive Vice President, CTO and CIO, Nippon Telegraph and Telephone Corporation <b>Mr. Yasuyoshi Katayama</b>		
<b>K-11</b>	13:00-14:00	Convention Hall B, International Conference Hall 2F
<b>Becoming Your Partner for Smart Life: Our Endeavors To Create New Values - Our Endeavors To Create New Values -</b> Senior Executive Vice President, Member of the Board of Directors, NTT DOCOMO, INC. <b>Mr. Fumio Iwasaki</b>		

<b>K-12</b>	14:30-16:30	Convention Hall B, International Conference Hall 2F
<b>The 4th Medical and Healthcare Industry Innovation Forum</b> 14:30-15:10 <b>Health Policy and Medical Devices Policy</b> Health Policy Bureau, Ministry of Health, Labour and Welfare <b>Mr. Hidehito Sekino</b> 15:10-15:50 <b>Medical Device Software, current discussion in international standardization</b> Medical Device Development and Regulation Research Center, Director and Professor, School of Engineering, The University of Tokyo <b>Mr. Ichiro Sakuma</b> 15:50-16:30 <b>Demands to the government for medical device industry expansion to overseas market</b> Chairman, The Japan Federation of Medical Devices Associations (Chairman & Representative Director, Terumo Corporation) <b>Mr. Koji Nakao</b>		

Oct. 4 <sup>th</sup> (Fri.)		
<b>K-13</b>	10:00-11:00	Convention Hall B, International Conference Hall 2F
<b>Home is Where the Technology is</b> Managing Director, IEEE Standards Association <b>Mr. Konstantinos Karachalios</b>		
<b>K-14</b>	11:30-12:30	Convention Hall B, International Conference Hall 2F
<b>The world of medical devices that semiconductor changes</b> Managing director, Member of the Board Quality, Business Creation, ROHM Co., Ltd. <b>Mr. Hidemi Takasu</b>		
<b>K-15</b>	13:00-14:00	Convention Hall B, International Conference Hall 2F
<b>Declaration to create the world's most advanced IT nation</b> Government Chief Information Officer, National Strategy Office of Information and Communications Technology, Cabinet Secretariat <b>Mr. Koichi Endo</b>		
<b>K-16</b>	14:30-16:30	Convention Hall B, International Conference Hall 2F
<b>Smart House Innovation triggered by smart metering</b> Director, Information Economy Division Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry <b>Mr. Kiyoshi Sawaki</b> Vice Chair, JSCA Smart House/Building Standardization and Business Promotion Study Group (Kanagawa Institute of Technology) <b>Prof. Masao Isshiki</b> Vice Chair, JSCA Smart House/Building Standardization and Business Promotion Study Group (Keio University) <b>Mr. Masaki Umejima</b> General Manager, Power System Engineering Center, Power Grid Company, Tokyo Electric Power Company <b>Mr. Hiroshi Okamoto</b> General manager – Smart Grid Technology, Social Infrastructure Systems Company, Transmission & Distribution Systems Div., Toshiba Corporation <b>Dr. Hideki Hayashi</b> Managing Officer, Eco Solutions Company, Panasonic Corporation <b>Mr. Yoshinobu Takegawa</b> Chairman, Echonet Consortium <b>Mr. Mototaka Taneya</b>		

#### Guest Speech

(Simultaneous Japanese-English Interpretation available)

Oct. 1 <sup>st</sup> (Tue.)		
<b>G-01</b>	10:00-12:30	Convention Hall AB, International Conference Hall 2F
<b>The Era of 4K/8K Has Begun!</b> Moderator: Professor, Meiji University <b>Ms. Kaoru Arakawa</b> Panelists: NHK Science & Technology Research Laboratories (STRL) <b>Mr. Touru Kuroda</b> Sky Perfect JSAT Corporation <b>Mr. Masao Nito</b> Korean Broadcasting System <b>Mr. Yim Zungkon</b> NIPPON TELEGRAPH AND TELEPHONE CORPORATION <b>Mr. Masahiko Kawazoe</b> SONY Corporation <b>Mr. Keiichiro Shimada</b> TOSHIBA CORPORATION <b>Mr. Seiji Yasuki</b> Panasonic Corporation <b>Mr. Hideyuki Oka</b>		
<b>G-02</b>	13:00-13:45	Convention Hall AB, International Conference Hall 2F
<b>The Evolution of Mobile Computing</b> Senior Vice President, GM of PC Client Group PC Client Group, Intel Corporation <b>Mr. Kirk Skaugen</b>		



## 10. NUMBER AND ANALYSIS OF VISITORS

### (1) No. of Visitors

	Tue. Oct.1	Wed. Oct.2	Thu. Oct.3	Fri. Oct.4	Sat. Oct.5	Total
Registrants/Japan	13,406	20,969	26,869	34,039	18,667	113,950
Registrants/Overseas	197	323	289	401	177	1,387
Registrants/Press	1,035	191	191	223	110	1,750
Exhibitor-related	5,573	5,114	4,725	4,670	4,179	24,261
Total	20,211	26,597	32,074	39,333	23,133	141,348

### (2) Visitor Attributes

Industry type	(%)
Electronics, Information and communication manufacturer/Section	16.9
Electronic device manufacturer/Section	11.4
Car/Vehicle manufacturer	3.5
Medical machinery manufacturer	0.7
General/Precision machinery manufacturer	5.8
Other manufacturer	7.4
Software developer and system integrator	4.7
Communication service provider	3.2
Application service provider/Web creator	1.5
Broadcasting/Picture service	2.8
Information processing	2.1
Investigation/Consulting	1.4
IT business-trade	3.9
IT business-distribution and sales	2.1
Energy	0.7
Finance/Securities/Insurance	1.2
Publication/Advertisement/Printing	2.8
Construction/Real estate	1.4
Other service	4.1
Government office/Organization	1.6
School/Research institute	2.0
Other business	4.0
Other	7.4
Student	7.7

Gender	(%)
Male	90.0
Female	10.0

Age	(%)
Under 10	0.1
10-19	3.5
20-29	17.6
30-39	22.5
40-49	26.9
50-59	20.0
60-69	7.6
Over 70	1.7

Interest		(%)
Lifestyle & Society Stage		42.6
Key Technologies Stage	Semiconductors, Devices Zone	15.8
	Electronic Components Zone	18.0
	Power Source, Materials, Manufacturing Equipment Zone	7.4
ICT Suite/ Electronics Suite	ICT Suite	9.6
	Electronics Suite	6.7

Occupation type	(%)
Management/General affairs/Accounting	10.5
Consulting	1.7
Purchasing	1.8
R & D	17.4
System management/Maintenance	1.7
Design	12.1
Production/Testing	1.9
Operation	0.8
Investigation/Planning/Marketing	8.9
Public information/Advertisement	1.1
Sales	19.6
Other occupation	5.6
Other	8.6
Student	8.3

Managerial position	(%)
Owner/Director/Board member	9.2
Manager	28.0
Other	62.8



## 10. NUMBER AND ANALYSIS OF VISITORS

### (3)Results of Visitor Questionnaire

The questionnaire from the Internet was held after the exhibition.  
Visitors were classified according to their objective (Stage), and this data has been collated as follows.

	Lifestyle & Society Stage	Key Technologies Stage	ICT Suite / Electronics Suite	Lifestyle Innovation 2013	Conference	TOTAL
Where did you travel from? (%)						
Hokkaido	0.4	0.4	0.4	0.2	0.4	0.5
Tohoku	2.1	2.3	2.3	2.0	2.3	2.0
Saitama	10.0	9.5	9.5	9.8	10.7	9.8
Chiba	16.2	15.8	15.9	14.1	14.0	16.6
Tokyo	29.2	28.8	28.8	29.5	26.0	29.8
Kanagawa	22.6	22.3	22.5	23.8	22.5	21.7
Ibaraki, Tochigi and Gunma	4.6	5.1	5.8	5.4	4.5	4.7
Hokuriku, Koshin-etsu	2.3	2.5	1.5	1.4	1.9	2.3
Tokai	4.8	4.9	5.0	6.0	6.4	4.8
Kinki	5.6	5.8	5.5	5.5	8.3	5.8
Chugoku	0.7	0.7	1.0	1.0	1.4	0.6
Shikoku	0.3	0.4	0.4	0.4	0.4	0.3
Kyushu, Okinawa	0.8	1.1	1.1	0.8	0.8	0.9
Overseas	0.2	0.3	0.3	0.1	0.4	0.3
Have you attended previous CEATEC JAPAN, JES or COM-JAPAN exhibitions? (multiple answers accepted) (%)						
First visit to the show	23.4	22.7	25.3	27.2	25.0	22.8
CEATEC JAPAN 2012	47.9	46.4	46.1	46.1	50.1	47.4
CEATEC JAPAN 2011	45.2	43.8	43.0	42.2	44.3	44.8
CEATEC JAPAN 2000~2010	52.7	53.2	51.1	50.4	51.5	52.7
Japan Electronics Show(JES)&COM JAPAN	29.9	32.2	28.2	28.9	28.5	30.2
What kind of ticket did you enter with? (%)						
Invitation (complimentary)	9.2	8.6	9.4	9.6	11.7	9.4
Invitation ticket for today	0.1	0.1	0.0	0.1	0.0	0.1
Simplified registration system for the exhibition on Saturday	1.8	1.9	1.6	1.8	1.4	1.8
Prior registration via the web	89.0	89.5	89.0	88.5	87.0	88.8
Are you involved with purchasing (procurement) in your company? (%)						
Make decisions on purchases for own work	12.6	12.7	12.6	12.5	12.1	12.9
Provide opinions and guidance for purchases for own work	27.6	27.5	28.9	27.5	29.5	27.1
Gather information for study regarding purchases for own work	28.5	29.2	28.9	30.6	28.2	28.2
NA	31.2	30.6	29.6	29.3	30.2	31.7
Are you involved in product development? (%)						
Determine directives for product development	11.6	12.2	13.2	12.6	12.1	11.7
Provide opinions and guidance for product development	29.6	31.3	30.8	30.4	33.3	29.9
Gather information for study regarding product development	25.5	26.4	25.3	24.8	27.1	25.4
NA	33.3	30.1	30.7	32.2	27.5	33.0
What is the primary purpose of your visit? (multiple answers accepted) (%)						
Information on products and technologies	86.6	87.9	87.8	88.5	87.6	85.7
Understanding industry trends	77.0	78.1	78.6	79.3	84.7	76.7
Information on competing companies	21.8	23.7	21.9	23.0	21.4	21.8
Advance studies for possible product introduction	9.0	10.3	10.3	10.2	10.9	9.0
Business discussions	1.8	2.1	2.3	1.8	2.7	2.1
Opening business channels	5.3	6.3	7.0	6.8	5.2	5.6
Interchange and strengthening links with customers	5.8	6.7	6.6	6.8	6.6	6.1
General areas of interest	53.6	53.3	55.8	57.5	51.1	52.1
Other	3.9	4.2	4.9	5.6	5.2	4.0

### ●Please rate your level of satisfaction

	Lifestyle & Society Stage	Key Technologies Stage	ICT Suite / Electronics Suite	Lifestyle Innovation 2013	Conference	TOTAL
Information on products and technologies (%)						
Very satisfied	21.7	21.5	22.2	22.1	21.4	21.3
Somewhat satisfied	56.7	57.6	56.6	56.7	59.4	56.7
Neither agree nor disagree	13.5	13.0	13.4	13.3	11.7	13.7
Somewhat dissatisfied	6.3	6.1	6.1	6.4	4.9	6.1
Very dissatisfied	2.0	2.0	1.5	1.6	2.9	2.0
Understanding of industry trends (%)						
Very satisfied	20.9	20.4	21.9	22.0	24.6	20.5
Somewhat satisfied	57.2	58.0	56.2	56.7	57.0	57.0
Neither agree nor disagree	15.7	15.7	15.9	14.8	12.5	16.2
Somewhat dissatisfied	4.6	4.6	4.7	4.8	3.6	4.5
Very dissatisfied	1.6	1.6	1.4	1.4	2.4	1.7
Information on competing companies (%)						
Very satisfied	10.3	10.3	10.2	9.6	8.6	10.1
Somewhat satisfied	29.0	29.4	28.2	28.2	26.4	29.2
Neither agree nor disagree	44.9	44.9	46.1	46.1	50.9	44.7
Somewhat dissatisfied	10.0	9.8	9.5	9.7	7.4	9.8
Very dissatisfied	6.1	5.7	6.0	6.3	6.6	6.1
Advance studies for possible product introduction (%)						
Very satisfied	9.0	8.8	8.9	9.0	7.8	9.0
Somewhat satisfied	19.9	20.5	19.9	18.5	19.3	20.0
Neither agree nor disagree	52.8	53.3	53.5	54.6	56.0	53.0
Somewhat dissatisfied	11.2	10.5	10.7	11.1	9.6	10.9
Very dissatisfied	7.0	6.7	7.0	6.9	7.2	7.1
Business discussions (%)						
Very satisfied	10.4	10.0	9.7	9.8	9.0	10.3
Somewhat satisfied	13.0	13.1	12.8	12.4	11.7	13.0
Neither agree nor disagree	54.1	54.6	55.2	55.8	57.9	53.9
Somewhat dissatisfied	12.5	12.4	12.3	12.2	11.7	12.4
Very dissatisfied	10.0	10.0	9.8	9.9	9.6	10.2
Opening business channels (%)						
Very satisfied	10.4	9.9	9.7	9.7	8.8	10.2
Somewhat satisfied	15.4	16.3	16.7	15.6	15.4	15.9
Neither agree nor disagree	51.9	52.0	52.0	53.2	54.8	51.8
Somewhat dissatisfied	12.6	12.7	12.7	12.1	11.9	12.7
Very dissatisfied	9.4	9.3	9.1	9.3	9.1	9.5
Interchange and strengthening links with customers (%)						
Very satisfied	10.8	10.9	10.7	10.8	9.6	10.9
Somewhat satisfied	19.6	20.5	20.0	18.9	21.5	19.8
Neither agree nor disagree	48.9	48.8	49.2	50.8	50.4	48.9
Somewhat dissatisfied	11.3	11.0	11.1	10.7	10.0	11.3
Very dissatisfied	9.1	8.7	8.8	8.7	8.4	9.2
General areas of interest (%)						
Very satisfied	27.4	27.2	27.3	29.1	28.7	26.6
Somewhat satisfied	48.6	48.5	49.6	48.4	50.8	48.9
Neither agree nor disagree	14.0	14.6	13.7	13.6	12.0	14.6
Somewhat dissatisfied	6.5	6.5	6.8	6.2	5.4	6.5
Very dissatisfied	3.4	3.3	2.7	2.6	3.4	3.4

### ●Please rate your level of satisfaction of the areas you visited

	Lifestyle & Society Stage	Key Technologies Stage	ICT Suite / Electronics Suite	Lifestyle Innovation 2013	Conference	TOTAL
Lifestyle & Society Stage (%)						
Very satisfied	15.4	15.1	15.0	16.6	15.2	15.4
Somewhat satisfied	52.8	52.2	53.5	53.8	56.7	52.8
Neither agree nor disagree	21.4	21.8	22.5	20.8	20.1	21.4
Somewhat dissatisfied	7.6	7.9	6.6	6.7	5.1	7.6
Very dissatisfied	1.9	1.8	1.3	1.3	2.3	1.9
Don't know	0.9	1.1	1.2	0.9	0.6	0.9



	Lifestyle & Society Stage	Key Technologies Stage	ICT Suite / Electronics Suite	Lifestyle Innovation 2013	Conference	TOTAL
<b>Key Technologies Stage (%)</b>						
Very satisfied	12.8	12.0	13.3	13.9	12.0	12.0
Somewhat satisfied	46.6	47.0	48.2	46.8	50.0	47.0
Neither agree nor disagree	29.5	29.5	28.3	27.8	28.6	29.5
Somewhat dissatisfied	6.7	6.6	6.3	7.3	6.4	6.6
Very dissatisfied	1.2	1.2	1.1	1.2	1.3	1.2
Don't know	3.1	3.6	2.9	3.0	1.8	3.6
<b>ICT Suite/Electronics Suite (%)</b>						
Very satisfied	10.2	10.1	9.8	9.8	10.8	9.8
Somewhat satisfied	44.5	43.7	44.8	45.6	45.2	44.8
Neither agree nor disagree	33.7	34.6	34.2	33.0	33.8	34.2
Somewhat dissatisfied	7.7	7.4	7.6	7.7	7.4	7.6
Very dissatisfied	1.1	1.1	1.0	1.2	0.9	1.0
Don't know	2.8	3.1	2.6	2.8	1.8	2.6
<b>Lifestyle Innovation 2013 (%)</b>						
Very satisfied	12.0	11.4	11.3	11.7	11.5	11.7
Somewhat satisfied	49.0	47.5	49.9	49.2	51.5	49.2
Neither agree nor disagree	30.3	31.5	30.1	30.4	29.5	30.4
Somewhat dissatisfied	5.7	6.0	5.5	5.8	4.6	5.8
Very dissatisfied	1.5	1.7	1.4	1.4	1.6	1.4
Don't know	1.6	1.8	1.8	1.5	1.3	1.5
<b>Conference (%)</b>						
Very satisfied	22.8	21.7	21.8	23.3	23.1	23.1
Somewhat satisfied	45.7	45.9	44.3	43.3	45.8	45.8
Neither agree nor disagree	18.4	19.9	21.2	20.0	18.4	18.4
Somewhat dissatisfied	8.9	8.7	8.6	9.5	8.3	8.3
Very dissatisfied	3.6	2.8	3.1	3.0	3.5	3.5
Don't know	0.6	1.0	0.9	1.0	0.8	0.8

### ●What is your impression of CEATEC JAPAN?

	Lifestyle & Society Stage	Key Technologies Stage	ICT Suite / Electronics Suite	Lifestyle Innovation 2013	Conference	TOTAL
<b>One of Japan's leading exhibitions in the IT field (%)</b>						
Definitely true	47.7	47.4	46.4	47.8	50.9	47.2
I think so	37.4	37.2	38.9	37.0	35.0	37.3
Neither agree nor disagree	9.0	9.3	9.1	9.2	7.2	9.3
I don't really think so	3.6	3.6	3.6	3.6	4.3	3.5
Definitely not	1.6	1.8	1.6	2.1	1.4	1.8
Don't know	0.7	0.8	0.4	0.3	1.4	1.0
<b>A global exhibition valuable for gathering and conveying information (%)</b>						
Definitely true	21.3	20.9	20.6	21.0	21.0	21.2
I think so	37.4	37.6	37.6	35.9	38.3	37.2
Neither agree nor disagree	23.9	23.3	25.2	24.5	23.5	23.8
I don't really think so	11.5	11.8	11.7	12.5	10.9	11.6
Definitely not	4.5	4.9	4.1	5.3	4.5	4.7
Don't know	1.3	1.4	0.8	0.8	1.9	1.5
<b>Fosters the dreams of the near future (%)</b>						
Definitely true	29.4	28.8	28.4	29.3	29.7	28.7
I think so	46.4	45.4	48.2	47.6	46.6	46.3
Neither agree nor disagree	15.8	17.1	16.3	16.2	15.3	16.3
I don't really think so	6.1	6.0	5.1	5.2	6.2	6.0
Definitely not	2.0	2.2	1.8	1.8	1.6	2.2
Don't know	0.3	0.5	0.1	0.0	0.6	0.6
<b>Valuable for directly experiencing future issues (%)</b>						
Definitely true	15.2	15.6	15.4	15.4	16.9	15.0
I think so	36.8	36.3	38.8	38.8	37.9	36.5
Neither agree nor disagree	31.5	31.7	31.3	31.9	29.7	31.8
I don't really think so	11.6	11.5	10.4	9.8	11.1	11.5
Definitely not	2.9	3.0	2.9	2.8	2.7	2.9
Don't know	1.9	1.9	1.3	1.3	1.7	2.2

	Lifestyle & Society Stage	Key Technologies Stage	ICT Suite / Electronics Suite	Lifestyle Innovation 2013	Conference	TOTAL
<b>Helps build relationships between exhibitors and visitors (%)</b>						
Definitely true	11.8	12.3	12.3	12.0	11.3	11.7
I think so	34.5	34.9	36.0	36.5	36.5	33.9
Neither agree nor disagree	33.5	33.2	33.6	33.7	33.6	33.8
I don't really think so	12.2	12.0	11.2	10.7	11.8	12.2
Definitely not	3.7	3.8	3.3	3.3	2.7	3.8
Don't know	4.3	3.9	3.6	3.7	4.1	4.5
<b>Provides ample information on the newest products and technologies (%)</b>						
Definitely true	33.1	33.0	33.1	33.7	33.4	32.6
I think so	48.4	48.0	49.6	48.1	47.4	48.2
Neither agree nor disagree	12.4	12.8	11.9	12.7	12.4	12.9
I don't really think so	4.1	4.3	3.8	3.5	3.9	4.1
Definitely not	1.4	1.3	1.4	1.5	2.3	1.5
Don't know	0.7	0.6	0.3	0.4	0.6	0.8
<b>Provides a comprehensive look at industry trends (%)</b>						
Definitely true	27.9	27.8	28.3	28.5	29.7	27.6
I think so	49.0	48.3	49.5	49.3	48.7	48.6
Neither agree nor disagree	15.9	16.9	15.9	15.9	14.2	16.5
I don't really think so	4.9	4.8	4.4	4.3	4.3	4.8
Definitely not	1.4	1.5	1.3	1.3	2.1	1.5
Don't know	0.9	0.7	0.7	0.7	1.0	1.1
<b>Driver of the trend toward " Smart Innovation " (%)</b>						
Definitely true	17.8	17.2	18.7	19.0	19.4	17.0
I think so	38.7	38.6	41.4	41.1	39.2	39.1
Neither agree nor disagree	30.4	31.2	28.4	29.0	30.1	30.4
I don't really think so	7.3	7.1	6.5	5.5	5.2	7.3
Definitely not	2.8	3.0	2.9	2.7	3.3	2.9
Don't know	3.0	2.8	2.1	2.7	2.7	3.2
<b>Valuable for product purchasing and ordering (%)</b>						
Definitely true	12.7	12.9	11.7	12.4	11.1	12.4
I think so	33.7	34.0	33.6	32.1	36.7	33.8
Neither agree nor disagree	35.2	34.7	36.5	37.3	35.5	35.0
I don't really think so	9.3	9.4	9.8	9.8	8.2	9.5
Definitely not	2.3	2.5	2.3	2.0	1.9	2.5
Don't know	6.7	6.6	6.2	6.4	6.6	7.0
<b>Valuable for product and technology development (%)</b>						
Definitely true	17.7	18.0	17.5	17.0	17.5	17.8
I think so	45.3	46.2	46.1	46.5	45.4	45.0
Neither agree nor disagree	25.3	25.0	25.8	25.8	25.0	25.5
I don't really think so	5.3	5.1	5.2	4.9	5.4	5.3
Definitely not	1.6	1.4	1.7	1.7	1.9	1.6
Don't know	4.8	4.2	3.7	4.1	4.7	4.8
<b>Valuable for opening new business channels (%)</b>						
Definitely true	11.1	11.3	11.2	11.2	10.5	11.1
I think so	29.7	31.3	32.3	30.7	33.4	30.5
Neither agree nor disagree	38.4	37.7	37.5	39.1	36.1	37.5
I don't really think so	10.4	9.5	9.5	9.2	9.5	10.3
Definitely not	3.0	3.1	2.9	3.2	3.1	3.1
Don't know	7.3	7.1	6.6	6.6	7.4	7.5

	Lifestyle & Society Stage	Key Technologies Stage	ICT Suite / Electronics Suite	Lifestyle Innovation 2013	Conference	TOTAL
<b>What is your overall opinion of CEATEC JAPAN 2013? (%)</b>						
Very satisfied	19.6	19.3	20.8	20.3	21.6	19.0
Somewhat satisfied	57.8	57.9	57.8	57.3	60.4	58.0
Neither agree nor disagree	9.7	10.1	9.1	10.0	7.8	10.3
Somewhat dissatisfied	10.6	10.5	10.6	10.7	8.2	10.5
Very dissatisfied	2.3	2.1	1.7	1.7	2.1	2.2
<b>Do you plan to visit CEATEC JAPAN 2014? (%)</b>						
Definitely yes	73.9	73.9	72.4	73.7	75.3	73.7
Undecided	24.7	24.8	26.4	25.6	22.9	24.8
Do not plan to attend	1.4	1.3	1.2	0.7	1.7	1.5



## 11. PUBLICITY / ADVERTISING

### (1)Media Press Releases

- ① Distribution of notices announcing the start of a call for exhibitors (February 7th)
- ② Distribution of Exhibition overview announcement (July 18th)
- ③ Press conference on day preceding start (September 18th / Sankei Plaza,Otemachi)
- ④ Media Convention  
In a trial first for this year, 405 members of the press visited the venue for the Media Convention held from 3 to 7 PM on September 30. Plenty of publicity resulted including TV, newspapers and on the web the day before opening.
- ⑤ Distribution of CEATEC AWARD 2013 Winners Announced for the Minister of International and Communications Award and The Minister of Economy, Trade and Industry Award (October 1st)
- ⑥ Distribution of CEATEC AWARD 2013 Category Grand Prix and Semi Grand Prix Announced (October 2nd)
- ⑦ Distribution of final report (October 5th)

### (2)Exhibitor Press Releases Featured on CEATEC JAPAN 2013 Official Website

Japanese: 28, English:4 \*As of October 31st, 2013

### (3)Exhibitor Press Releases Using the CEATEC JAPAN 2013 Press Release Distribution

English (including other European languages): 14, Japanese: 17, Chinese: 9

### (4)No. of Press Visitors

- ① Press conference on day preceding start (9/18): 158
- ② Media Convention (9/30): 405
- ③ Attendees (10/1-10/5): 1,750 (foreign: 78)

### (5)No. of Print Media Articles

	No. of Articles
Before the Show	184
During the Show	339
After the Show	170
Exhibitors and Others	219
Total	912

\*As of November 22nd, 2013

### (6)No. of Web Media Articles

	No. of Articles
Domestic	5,800
Overseas	7,253
Total	13,053

\*April - October, 2013

### (7)No. of Articles in the Japanese Press (Main appearances in newspapers while the show commenced)

Insertion	Media	Title
Oct. 1	The Nikkei Shimbun	Electronics find a new opportunity in "smart cars" — CEATEC opens today. Major components and parts makers compete for safety.
	The Asahi Shimbun	Electronic components play major role targeting smartphones and EVs — latest electronics & IT show CEATEC JAPAN
	The Mainichi Shimbun (Osaka)	CEATEC opens today — focus on 4K TVs
	The Yomiuri Shimbun	Strengthened linkage between automotive and IT. CEATEC opens today. Autonomous driving cars make an appearance.
	The Yomiuri Shimbun (Osaka)	Intensified "Smart CEs" — CEATEC opens today. TVs center on 4K.
	The Yomiuri Shimbun (Chiba)	Digital electronics show CEATEC in Chiba. Appeal to the corporate advance promotion.
	The Sankei Shimbun	Saw the future of IT. CEATEC opens today.
	The Sankei Shimbun	High-value added strategy on TVs. Sony and Panasonic exhibits 4K OLED TVs. CEATEC opened.
	Sankei Express	CEATEC opens today. Booming 4K — high-value added catch-up.
	Seikyo Shimbun	One of Asia's largest electronics tradeshow — CEATEC opens today.
	Sports Aichi	Latest IT exhibition at Makuhari Messe.
	Local newspapers throughout Japan (Kyodo distribution)	Focus on new displays. CEATEC opens today.
	Local newspapers throughout Japan (JJI distribution)	CEATEC opens today. One of Asia's largest electronics tradeshow.
	Nikkei Sangyo Shimbun	Next-generation is a gold mine. Big business opportunity for electronics parts and components manufacturers.
	Nikkei Sangyo Shimbun	CEATEC opens today. DOCOMO exhibits "wearables".
	Nikkei Sangyo Shimbun	Robot-cars instead of smartphones at CEATEC 2013. Next-gen cars are a gold mine.
	Nikkan Kogyo Shimbun	Smart Innovation as a theme — exhibition by 587 companies. CEATEC opens today.
	Fuji Sankei Business i	Catch-up with 4K + OLED — CEATEC opens today.
	Dempa Shimbun	CEATEC opens today. Creating Smart society. Makers exhibit the latest products and technologies.
	Specialty industry newspapers	CEATEC opens today in Makuhari. Smart Innovation, and more.
	The Nikkei Shimbun (evening edition)	Tradeshow CEATEC opens. "4K" TVs compete. DOCOMO exhibits eyewearable devices.
	The Asahi Shimbun (evening edition)	Latest in medical care and automotive. CEATEC opens today.
	The Mainichi Shimbun(evening edition)	Consumer electronics and cars link-up. CEATEC opens today.
	The Sankei Shimbun (evening edition, Osaka)	CEATEC JAPAN opens today. Feel like being a terminator? Eyewearables appear too.
	The Tokyo Shimbun (evening edition)	Next-generation vehicles compete. CEATEC opens.
	The Tokyo Shimbun (evening edition)	Pay close attention to autonomous driving cars — CEATEC opens.
Oct. 2	The Nikkei Shimbun	Majority of over 50-inch TVs turn 4K
	The Asahi Shimbun	CEATEC — "automatic" for curves, even for passing. Nissan exhibits car of the future.
	The Mainichi Shimbun	CEATEC opens. Linking people and electronics through smartphones.
	The Yomiuri Shimbun (Osaka)	Spotlight on next-generation cars. CEATEC opens. "Electronics tradeshow" takes on new dimensions.
	The Sankei Shimbun	Appeal "Smart electronics" — CEATEC opens
	The Tokyo Shimbun	Fusion of automobiles and electronics — CEATEC opens. Making use of IT.
	Sankei Express	CEATEC opens. Focus on 4K TVs, auto driving cars.
	Seikyo Shimbun	CEATEC, the electronics & IT tradeshow, opens. Featuring wearable devices.
	The Sekai Nippo	CEATEC opens. Focus on body wearable terminals.
	Shimbun Akahata	Asian electronics under one roof — CEATEC in Chiba.
	The Japan Times	CARE CHAIR CEATEC, Asia's largest electronics trade show. ...
	The Japan News	Carmakers at center stage at info tech trade show
	Local newspapers throughout Japan (Kyodo distribution)	Latest IT and electronics come together — tradeshow CEATEC opens.
	Nikkei Sangyo Shimbun	CEATEC 2013: "4K" features compete
	Nikkei Sangyo Shimbun	CEATEC 2013: Big moment for wearable parts
	Nikkei Sangyo Shimbun	CEATEC 2013: Just as smooth as conventional cars
	Nikkan Kogyo Shimbun	CEATEC opens — participation by 587 exhibitors
	Nikkan Kogyo Shimbun	CEATEC 2013 "Cars that connect" seeking enjoyment, advancement of safe and secure technologies
	Nikkan Kogyo Shimbun	CEATEC 2013 (vol. 1): Electronics industry makes a comeback — Smart Houses
	Nikkan Kogyo Shimbun	Collaboration with electronics — expectation for CEATEC
	Nikkan Kogyo Shimbun (Osaka)	CEATEC JAPAN opens. Business opportunity for wearables — glasses- and watch-type information terminals.

Insertion	Media	Title
Oct. 2	Fuji Sankei Business i	CEATEC opens. Strengthened linkage with cloud. Electronics manufacturers compete on Smartness of consumer electronics
	Dempa Shimbun	CEATEC JAPAN opens. Japanese manufacturers appeal their latest technologies
	Dempa Shimbun	CEATEC JAPAN: Three sponsor chairmen deliver talk
	Dempa Shimbun	CEATEC Awards: Minister of MIC award goes to DOCOMO. Minister of METI award goes to Kyocera.
	Specialty industry newspapers	CEATEC 2013 — Seeing an array of Smart Electronics exhibitions, and more.
Oct. 3	The Asahi Shimbun	Automotive makers participate one after another at CEATEC. Deepening linkage with consumer electronics and IT.
	Mainichi Children's Newspaper	Boil water with a motorcycle? CEATEC opens in Chiba.
	The Sekai Nippo	Cars make presence in the electronics and IT fields at CEATEC. Auto driving and "electronic unicycles" make appearance.
	The Japan Times	Driving systems in spotlight at high-tech fair
	Local newspapers throughout Japan (Kyodo distribution)	Synergy of the latest IT and automobiles. CEATEC opens.
	Nikkei Sangyo Shimbun	CEATEC 2013 Major components & devices makers focus on healthcare-related fields.
	Nikkei Sangyo Shimbun	CEATEC 2013 autonomous driving. Nissan eye offer from other makers.
	Nikkei Sangyo Shimbun	Undefined landing site of 8K broadcasting — will it follow the footsteps of "analog"?
	Nikkan Kogyo Shimbun	CEATEC 2013 (vol. 2): Electronics industry makes a comeback — 4K and 8K TVs
	Fuji Sankei Business i	From CEATEC — a new type of see-through display
	Dempa Shimbun	CEATEC: Category grand prix awards selected.
	Specialty industry newspapers	CEATEC JAPAN 2013 — proposals of EVs, houses, new public transportation system linked with IT, and more.
Oct. 4	The Sankei Shimbun	"I forgot the name!" DOCOMO exhibits glasses-type device.
	The Japan Times	High-def 4K taking center stage this year
	Int'l Herald Tribune	A Google Glass alternative
	Local newspapers throughout Japan (Kyodo distribution)	CEATEC — increased presence of automotive manufacturers. Autonomous driving and even electronic unicycles make appearance.
	Nikkei Sangyo Shimbun	CEATEC. Chinese team stands out. Anticipating the rise of domestic electronics makers.
	Dempa Shimbun	CEATEC JAPAN 2013. Major instrumental manufacturers appeal core products to develop new market.
	Specialty industry newspapers	Technologies contributing to create smart society gather under one-roof, and more.

### (8)Results of TV Coverage in Japan

Airdate	Broadcaster	Program Name	Time	CEATEC
Mon., Sept. 30	NHK	Yu'udoki Network (Relay)	16:50-18:00	3'38
		Shotoken Network	18:10-19:00	6'14
		NHK News 7	19:00-19:30	4'26
		NEWS WEB	23:30-24:00	1'03
	NTV	PON!	10:25-11:25	0'46
		NNN Straight News	11:30-11:45	1'07
		Hirunandesu	11:55-13:55	1'09
		Joho Live Miyane-ya	13:55-15:50	2'18
		news every	16:53-19:00	5'21
		NEWSZERO	22:54-23:58	0'34
	TBS	Hiruobi!	11:00-13:50	1'26
		N Sta	15:50-19:00	7'29
	Fuji TV	FNN Speak (Relay)	11:30-12:00	2'52
		Super News	16:50-19:00	5'57
	TV Asahi	Wide Scramble	11:25-13:05	1'00
		Super J Channel	16:53-18:53	0'36
	TV Tokyo	Mplus 11	11:13-11:35	0'24
		L4YOU! Plus	15:35-16:00	2'11
		NEWS Answer	16:52-17:20	2'57
		World Business Satellite	23:00-23:58	10'23
	TV Chiba	NEWS Chiba 930	21:30-21:55	7'22
	CNBC	NEWS CORE	21:00-22:00	7'01
		NEWS CORE (Repeat)	24:00-24:45	7'01
	Tue., Oct. 1	NTV	Oha!4	04:00-05:50
ZIP!			05:50-08:00	4'21
TBS		Mino Monta's Asa Zuba!	05:30-08:30	11'37
		Hiru Obi!	11:00-13:50	12'41
Fuji TV		Meza New	04:00-05:25	1'45
		Mezamashi TV	05:25-08:00	6'42
		Toku Dane!	08:00-09:55	5'24
TV Asahi		Good! Morning	04:55-08:00	9'09
		Super J Channel	16:53-18:53	2'56
TV Osaka		Yukan Channel	18:13-18:30	3'03
BS JAPAN	BS News, Nikkei Plus 10	22:00-22:54	10'09	
Wed., Oct. 2	NTV	Sukkiril!	08:00-10:25	8'06
	TV Asahi	Good! Morning	04:55-08:00	0'57
	Hiroshima Home TV	J Station	16:50-18:56	2'37
Thu., Oct. 3	RCC Broadcasting	NEWS 6	18:15-18:56	2'10
Sat., Oct. 5	TBS/MBS	Shittoko!	08:00-09:25	6'00
Sun., Oct. 6	TV Asahi	Hodo Station Sunday	10:00-11:45	10'00
	TV Tokyo	Hitto no Himitsu	12:25-12:49	1'26
Wed., Oct. 9	RCC Broadcasting	NEWS 6	18:15-18:56	5'01
Thu., Oct. 10	Nagoya TV	UP	18:15-18:56	0'17
Sat., Oct. 12	CS353	CLICK	15:30-16:00	15'22
	BBC World News			
Sun., Oct. 13	CS353	CLICK (Repeat)	15:30-16:00	15'22
	BBC World News			
Sun., Oct. 20	NHK	News	18:00-18:10	1'00
	BS Asahi	Teiban.tv	11:00-12:00	45'08
Sat., Oct. 26	CNBC	Channel Japan	09:00-10:00	12'01
			18:00-19:00	12'01
Sat., Nov. 16	BS JAPAN	Digital TV Life	18:00-18:54	43'30
Mon., Nov. 25	NHK BS-1	great gear	03:00-03:30	12'12

\*As of November 15th, 2013



**(9)Results of TV Coverage Overseas** (Main Broadcasts)**●WORLDWIDE: BBC WORLD (British Time)** Note: Also includes Asia (and Japan).

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC
Wed., Oct. 2	BBC WORLD	"Live" News by LJ (reporter)	11:30 -	4'00
	BBC WORLD	"Live" News by Spenser (reporter)	15:30 -	3'52
Sat., Oct. 19	BBC WORLD	"Click" (CEATEC 2013)	08:30 - 09:00	15'22
	BBC WORLD	"Click" (CEATEC 2013) (Repeat)	16:30 - 17:30	15'22
Sun., Oct. 20	BBC WORLD	"Click" (CEATEC 2013) (Repeat)	04:30 - 05:00	15'22
	BBC WORLD	"Click" (CEATEC 2013) (Repeat)	13:30 - 14:00	15'22

"Click" is a highly popular IT-oriented program broadcast around the world by BBC World Service, and broadcast within the United Kingdom by the British Broadcasting Corporation (BBC) on BBC2 and News Channel/Breakfast. The BBC distributes a program digest in the video-on-demand format from its website free of charge, which can be viewed at any time and in any location around the world.

**●WORLDWIDE: NHK WORLD/jitv (Japan International Broadcasting Television)** (Japan Time)

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC
Mon., Nov. 18	NHK WORLD/jitv	"Great Gear"	23:30 - 23:58	12'12
Tue., Nov. 19	NHK WORLD/jitv	"Great Gear" (Repeat)	03:30 - 03:58	12'12
	NHK WORLD/jitv	"Great Gear" (Repeat)	07:30 - 07:58	12'12
	NHK WORLD/jitv	"Great Gear" (Repeat)	11:30 - 11:58	12'12
	NHK WORLD/jitv	"Great Gear" (Repeat)	15:30 - 15:58	12'12
	NHK WORLD/jitv	"Great Gear" (Repeat)	19:30 - 19:58	12'12

1) Japan International Broadcasting Inc. (JIB) is a 24-hour broadcast in English delivered globally through NHK.

2) NHK World/jitv reaches 156.4 million households in 130 countries and regions globally (5.33 million in the US; 82.34 million in Europe; 41.83 in the Middle East and Africa; 420,000 in Oceania; and 15.38 million in Asia (April 2012 survey)).

**●USA: KTLA-5 (Los Angeles) Network**

Airdate	Broadcaster	Program name	Area	Aired time on CEATEC
Wed., Oct. 2	KTLA5	Good Day LA	Los Angeles, CA	3'10 x 3
	CW33 / KDAF	Eye Opener DFW	Dallas/Fort Worth, TX	3'10 x 2
	CW39	Eye Opener	Houston, TX	3'10 x 2
	CW39	Eye Opener	Miami, FL	3'10 x 2
	CW11	Eye Opener	St. Louis, MO	3'10 x 2
	FOX2	FOX2 News in the Morning	St. Louis, MO	3'10 x 2
	FOX13	FOX13 News Good Day Utah	Salt Lake City, UT	3'10 x 2
	FOX59	FOX59 Morning News	Indianapolis, IN	3'10 x 2
	FOX61 / WDSI	FOX CT Morning Show	Hartford, CT	3'10 x 2
	WXMI / FOX17	FOX17 Morning News	Grand Rapids, MI	3'10 x 2
	KWGN / Cw2(ch-2)	Daybreak	Denver, CO	3'10 x 2
	CW11	PIX Morning News	New York, NY	3'10 x 2
	CLTV	ChicagoLand News	Chicago, IL	3'10 x 2
	MGN	Morning News	Chicago, IL	3'10 x 2
	Freedom 43	Rise & Shine	Oklahoma City, OK	3'10 x 2
	NBC4	Today	Oklahoma City, OK	3'10 x 2
	WITI / FOX6NOW	Wake-Up News	Milwaukee	3'10 x 2
	KSWB / FOX5	Morning News	San Diego	3'10 x 2
	KCPQ / Q13FOX	Q13FOX News This Morning	Seattle	3'10 x 2
	KTXL / FOX40	FOX40 Live	Sacramento	3'10 x 2
	WGNO / ABC26	Morning News	New Orleans	3'10 x 2
	WJW / FOX8	FOX8 News	Cleveland	3'10 x 2
Fri., Oct. 4	KTLA5	Good Day LA	Los Angeles	2'40 x 3
	CW33 / KDAF	Eye Opener DFW	Dallas/Fort Worth, TX	2'40 x 2
	CW39	Eye Opener	Houston, TX	2'40 x 2
	CW39	Eye Opener	Miami, FL	2'40 x 2
	CW11	Eye Opener	St. Louis, MO	2'40 x 2
	FOX2	FOX2 News in the Morning	St. Louis, MO	2'40 x 2
	FOX13	FOX13 News Good Day Utah	Salt Lake City, UT	2'40 x 2
	FOX59	FOX59 Morning News	Indianapolis, IN	2'40 x 2
	FOX61 / WDSI	FOX CT Morning Show	Hartford, CT	2'40 x 2
	WXMI / FOX17	FOX17 Morning News	Grand Rapids, MI	2'40 x 2
	KWGN / Cw2(ch-2)	Daybreak	Denver, CO	2'40 x 2
	CW11	PIX Morning News	New York, NY	2'40 x 2
	CLTV	ChicagoLand News	Chicago, IL	2'40 x 2
	MGN	Morning News	Chicago, IL	2'40 x 2
	Freedom 43	Rise & Shine	Oklahoma City, OK	2'40 x 2
	NBC4	Today	Oklahoma City, OK	2'40 x 2
	WITI / FOX6NOW	Wake-Up News	Milwaukee	2'40 x 2
	KSWB / FOX5	Morning News	San Diego	2'40 x 2
	KCPQ / Q13FOX	Q13FOX News This Morning	Seattle	2'40 x 2
	KTXL / FOX40	FOX40 Live	Sacramento	2'40 x 2
	WGNO / ABC26	Morning News	New Orleans	2'40 x 2
	WJW / FOX8	FOX8 News	Cleveland	2'40 x 2

KTLA 5 broadcast results: October 2 (Wednesday): CEATEC 2013: live broadcast + report (1) 05:15am, 7:50am, 9:30am (U.S. west coast time) October 4 (Friday): CEATEC 2013: report (2) 05:15am, 7:50am, 9:30am (U.S. west coast time).

\* All reports televised on KTLA-5 were independent broadcasts (2 to 3 times daily) in KTLA-5 timeslots, including time differences.

**●USA: NBC National**

Airdate	Broadcaster	Program name	Aired area	Aired time on CEATEC
Fri., Oct. 4	NBC	Today Show	USA	1'02

**●USA: NBC Sports Network / Cable TV (MAV TV and TUFF TV) (Eastern Time)**

Airdate	Broadcaster	Program name	Aired area	Aired time on CEATEC
December	NBC	"Hard Drive"	NBC Sports Network /	4'00
	MAV TV	"Hard Drive"	Cable TV (MAV TV, TUFF TV):	4'00
	TUFF TV	"Hard Drive"	39.4 million viewing households	4'00

Automobiles and latest automobile electronics technologies reported on high-viewership program "Hard Drive." This program is a special 13-part series (30 min each) beginning at the end of November, reaching 40 million households in the US mainly through NBC Sports Network (aired 3 times weekly) and MAV TV, TUFF TV cable networks, and reaching 3 million households in Canada through satellite and the CAVE TV cable network.

**●Canada: CAVE TV Network (USA : Eastern Time)**

Airdate	Broadcaster	Program name	Aired area	Time	Aired time on CEATEC
Wed., Nov. 21	CAVE TV	"Hard Drive"	CAVE TV: 3 million viewing households	07:30 - ,14:00 - ,23:00 -	4'00

CAVE TV: Canadian satellite and network (3 million viewing households)

**●USA: Link TV (Eastern Time)**

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC
Late November(Fri.)	Link TV	Earth Focus	19:00-19:30	13'00
(Mon.)	Satellite : DirecTV,	CEATEC 2013 report-1	10:30-11:00 (Repeat)	13'00
(Tue.)	Dish Network		00:30-01:00 (Repeat)	13'00
(Wed.)	Cable : LA36		13:00-13:30 (Repeat)	13'00
(Thu.)	(Los Angeles, CA),		21:00-21:30 (Repeat)	13'00
December(Fri.)	MNN (New York, NY),	Earth Focus	19:00-19:30	13'00
(Mon.)	KRCB (Bay Area, CA)	CEATEC 2013 report-2	10:30-11:00 (Repeat)	13'00
(Tue.)	eaTV (San Francisco, CA)		00:30-01:00 (Repeat)	13'00
(Wed.)	Website: LinkTV.org		13:00-13:30 (Repeat)	13'00
(Thu.)			21:00-21:30 (Repeat)	13'00

Link TV is a noncommercial satellite TV station featuring both domestic and international productions under a range of perspectives and themes mainly televised to more than 33 million households in the US on DirecTV and Dish Network. Programs selected from Link TV are also televised through 220 cable stations in New York, Los Angeles and San Francisco (to more than 22 million viewing households). Programs can also be viewed through the LinkTV.org website.

**●USA: Spanish-language network station - MundoFox, NTN24 (Eastern Time)****①MundoFox**

Airdate	Broadcaster	Program name	Aired area	Time	Aired time on CEATEC
Wed., Oct. 9	MundoFox	"Noticias" (daily newscast)	55 branch stations in 22 US states plus Mexico City	17:43 -	1'25

MundoFox is a Spanish-language network station in the US. This new network station was established as a joint-venture between Fox International News Channel and RCN television of Colombia in South America on 13 April 2012. The station reaches 3.4 million viewing households through 55 branch stations in 22 US states plus Mexico City. A list of stations is available at [http://en.wikipedia.org/wiki/List\\_of\\_MundoFox\\_affiliates](http://en.wikipedia.org/wiki/List_of_MundoFox_affiliates)

**②NTN24**

Airdate	Broadcaster	Program name	Aired area	Time	Aired time on CEATEC
Fri., Oct. 4	NTN24	Informativo NTN	Satellite: Dish Network, DirecTV	12:20 -	2'08
	NTN24	Informativo NTN (Repeat)	Cable: Compact, Cablevision, Verizon, Time Warner, AT&T, Cox Comm, Charter, Insight, NCTC, Frontier, SureWest, iFiber Comm, Urban Comm	18:18 -	2'08
Fri., Oct. 11	NTN24	CTS Salud Ciencia et Tecnologia		22:00 -	2'15
Sat., Oct. 12	NTN24	CTS Salud Ciencia et Tecnologia (Repeat)		03:00 -	2'15

NTN24 (Nuestra Tele Noticias 24 Horas) is a 24-hour Spanish-language news channel broadcast in North and South America. NTN24 features news, current affairs, sports and entertainment programs, and can be viewed from Alaska all the way to Patagonia on satellite and cable. ntn24news.co also provides online news productions in English in the US. NTN24 has a total viewership of 9,001,772, (3,436,895 in the US; 915,000 in Europe (Spain); 212,170 in Central America; 4,437,707 in South America).

**●Central America: NTN24 (USA: Eastern Time)**

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC	Viewing households
Fri., Oct. 4	NTN24	Informativo NTN CEATEC2013	12:20 -	2'08	Mexico: 9,779 Caribe: 142,832
	NTN24	Informativo NTN CEATEC2013 (Repeat)	18:18 -	2'08	Costa Rica: 21,233 El Salvador: 10,824
Fri., Oct. 11	NTN24	CTS Salud Ciencia et Tecnologia	22:00 -	2'15	Honduras: 9,754 Panama: 12,682
Sat., Oct. 12	NTN24	CTS Salud Ciencia et Tecnologia (Repeat)	03:00 -	2'15	Guatemala: 5,066

**●South America: NTN24, MundoFox (USA: Eastern Time)**

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC	Viewing households
Fri., Oct. 4	NTN24	Informativo NTN	12:20 -	2'08	Argentina: 1,447,483
	NTN24	Informativo NTN	18:18 -	2'08	Colombia: 824,487
Wed., Oct. 9	MundoFox	"Noticias" (daily newscast)	17:43 -	1'25	Chile: 71,203, Ecuador: 218,468
Fri., Oct. 11	NTN24	CTS Salud Ciencia et Tecnologia	22:00 -	2'15	Peru: 253,621, Uruguay: 63,196
Sat., Oct. 12	NTN24	CTS Salud Ciencia et Tecnologia (Repeat)	03:00 -	2'15	Venezuela: 1,559,250

**●Europe (France): LCI (French Time)**

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC
Fri., Oct. 4	LCI (La Chaîne Info)	Morning News - Live -	07:50	5'00
Sun., Oct. 6	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ①	13:10-	11'06
	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ①(Repeat)	20:10-	11'06
Mon., Oct. 7	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ①(Repeat)	15:40-	11'06
Tue., Oct. 8	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ①(Repeat)	16:10-	11'06
Wed., Oct. 9	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ①(Repeat)	16:40-	11'06
Thu., Oct. 10	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ①(Repeat)	15:40-	11'06
Sun., Oct. 13	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ②	13:10-	9'44
	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ②(Repeat)	20:10-	9'44
Mon., Oct. 14	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ②(Repeat)	15:40-	9'44
Tue., Oct. 15	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ②(Repeat)	16:10-	9'44
Wed., Oct. 16	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ②(Repeat)	16:40-	9'44
Thu., Oct. 17	LCI (La Chaîne Info)	Plein Ecran - CEATEC 2013 ②(Repeat)	15:40	9'44

La Chaîne Info LCI is a French cable news channel that operates under France's largest broadcaster TF-1, and is a 24-hour news network with viewership of more than 7.2 million providing news across France and in French-speaking regions.

### ●Europe (United Kingdom ): BBC (British Time)

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC
Sat., Oct. 12	BBC News Channel	Click – CEATEC 2013	01:30 – 02:00	15'22
	BBC News Channel	Click – CEATEC 2013 (Repeat)	03:30 – 04:00	15'22
	BBC Breakfast	Click – CEATEC 2013 (Repeat)	06:45 – 07:15	15'22
	BBC News Channel	Click – CEATEC 2013 (Repeat)	12:30 – 13:00	15'22
Sun., Oct. 13	BBC News Channel	Click – CEATEC 2013 (Repeat)	04:30 – 05:00	15'22
	BBC Breakfast	Click – CEATEC 2013 (Repeat)	07:45 – 08:15	15'22
	BBC News Channel	Click – CEATEC 2013 (Repeat)	11:30 – 12:00	15'22
	BBC News Channel	Click – CEATEC 2013 (Repeat)	15:30 – 16:00	15'22
	BBC News Channel	Click – CEATEC 2013 (Repeat)	22:45 – 23:15	15'22
Mon., Oct. 14	BBC 2	Click – CEATEC 2013 (Repeat)	10:35 – 11:05	15'22

"Click" is a highly popular IT-oriented program broadcast around the world by BBC World Service, and broadcast within the United Kingdom by the British Broadcasting Corporation (BBC) on BBC2 and News Channel/Breakfast. The BBC distributes a program digest in the video-on-demand format from its website free of charge, which can be viewed at any time and in any location around the world.

### ●Europe (Spain): NTN24 (USA: Eastern Time)

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC	Viewing households
Fri., Oct. 4	NTN24	Informative NTN CEATEC2013	12:20 -	2'08	Spain: 915,500
	NTN24	Informative NTN CEATEC2013 (Repeat)	18:18 -	2'08	
Fri., Oct. 11	NTN24	CTS Salud Ciencia et Tecnologia	22:00 -	2'15	
Sat., Oct. 12	NTN24	CTS Salud Ciencia et Tecnologia (Repeat)	03:00 -	2'15	

### ●Middle East: BBC Persian TV (British Time)

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC
Fri., Oct. 18	BBC Persian TV	Farsi Click - CEATEC 2013	14:00 – 14:30	13'35
Sat., Oct. 19	BBC Persian TV	Farsi Click - CEATEC 2013	06:00 – 06:30	13'35
Sun., Oct. 20	BBC Persian TV	Farsi Click - CEATEC 2013	16:00 – 16:30	13'35
Mon., Oct. 21	BBC Persian TV	Farsi Click - CEATEC 2013	08:00 – 08:30	13'35
Tue., Oct. 22	BBC Persian TV	Farsi Click - CEATEC 2013	13:00 – 13:30	13'35
Wed., Oct. 23	BBC Persian TV	Farsi Click - CEATEC 2013	08:00 – 08:30	13'35
Thu., Oct. 24	BBC Persian TV	Farsi Click - CEATEC 2013	06:00 – 06:30	13'35

This is a sister program of the popular BBC program "Click." BBC delivers to the roughly 100 million Persian speakers in the Middle East in Iraq, Afghanistan, Uzbekistan and Tajikistan with Persian-speaking staff dispatched to those regions. Broadcasts are available through the Hotbird, Eutelsat, Telestar and Eurobird satellites.

### ●Asia: CNBC Asia(Singapore time), CNBC TV18 (New Delhi time)

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC
Sun., Oct. 27	CNBC Asia (all Asian regions)	Japan Channel	09:00 – 10:00	12'01
		Japan Channel (Repeat)	18:00 – 19:00	12'01
	CNBC TV18 (India)	Japan Channel	14:00 – 15:00	12'01

Produced by TBS and Nihon Keizai Shimbun, Channel Japan is an Asian-oriented program broadcast internationally (in English) through CNBC Asia (all Asian regions), CNBC TV18 (India) and Nikkei CNBC (Japan) offering the latest news on the Japanese economy, culture, trends and technologies.

### ●Asia: Phoenix Television (Hong Kong)

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC
Thu., Oct. 17	Phoenix Television	Trendy Guide (Report①)	21:50 – 22:15	11'15
Fri., Oct. 18	Phoenix Television	Trendy Guide (Report①) (Repeat)	03:30 – 03:55	11'15
	Phoenix Television	Trendy Guide (Report①) (Repeat)	09:55 – 10:20	11'15
	Phoenix Television	Trendy Guide (Report②)	21:50 – 22:15	11'10
	Phoenix Television	Trendy Guide (Report②) (Repeat)	03:30 – 03:55	11'10
Sat., Oct. 19	Phoenix Television	Trendy Guide (Report②) (Repeat)	08:00 – 08:55	11'10
	Phoenix Television	Trendy Guide (Report③)	21:50 – 22:15	10'10
Thu., Oct. 24	Phoenix Television	Trendy Guide (Report③)	03:30 – 03:55	10'10
Fri., Oct. 25	Phoenix Television	Trendy Guide (Report③) (Repeat)	09:55 – 10:20	10'10

Phoenix Television is Mandarin language television broadcast to the Chinese mainland, Hong Kong, Taiwan and regional Chinese language viewers (through Cambodian Central Chinese Television, MetroTV/Da Ai TV Indonesia, ntv7 8TV in Malaysia, Channel 8 Channel U Channel NewsAsia in Singapore, and the Thai TV5(BBTV) CH7 Da Ai TV Thailand).

Phoenix Satellite Television's "Trendy Guide" established 15 years ago is one of its most popular programs among viewers.

As one of the station's longest running programs, "Trendy Guide" is broadcast every day from Monday to Friday, and is structured with a focus on a range of topics, including fashion, interior design, cutting-edge technologies, travel, food and dining, lifestyles and the latest automobile information. "Trendy Guide" is Phoenix Chinese Channel's representative program disseminating the latest trends, technologies and lifestyles.

### ●Asia (India): TV Today Network (Indian Time)

Airdate	Broadcaster	Program name	Time	Aired time on CEATEC	Viewer
Mon., Oct. 7	TV Today Network	Headlines Today	13:23 -	1'25	around 50 million viewer in India
		Headlines Today (Repeat)	18:48 -	1'25	

Along with Network 18 and NDTV (Hindi broadcast), TV Today Network is a leading Indian 24-hour English-Hindi news channel that boasts viewership of around 50 million. "Headlines Today" is a news program compiled from 4 specialist news channels targeting young urban dwellers.

### (10)Newspaper Advertising

Media	Date of insertion
Dempa Shimbun	Sept. 25
Automation Review	Sept. 25
The Nikkei Shimbun	Sept. 27
The Dempa Times	Sept. 30
Eizoshimbun	Sept. 30
Dempa Shimbun	Oct. 1
The Nikkan Kogyo Shimbun	Oct. 1
The Tsushin Kogyo Shimbun	Sept. 9, 16, 23, 30

### (11)Magazine Advertising

Media	Date of insertion
SOLAR JOURNAL	Jul. 16
Robocon Magazin	Aug. 15
ProductNavi	Aug. 29
Nikko Forum	Aug. 30
OHM	Sept. 5
Electronic Journal	Sept. 15
Journal of IEICE	Oct. 1
ExpoTODAY	Sept. 28, Oct. 5

### (12)Mailmagazine Advertising

Media	Date of insertion
Automation Review	Sept. 18
G Maga	Sept. 19
ExpoTODAY	Sept. 19
Johoko no Shohosen (Special Edition)	Sept. 20
ProductNavi	Sept. 25
SOLAR JOURNAL	Sept. 25
Eizoshimbun	Sept. 26
Event & Seminar	Sept. 27
Nikkei Electronics NEWS Special Mail	Sept. 17, 24
BIT	Sept. 19, 26
Nikkei BP Gijutsu Zaisen	Sept. 10, 13, 19, 26
Nikkei BP Targeting Mail	Sept. 24
Nikkei BP Nikkei Electronics NEWS	Sept. 10, 12, 18, 20, 24, 26

### (13)Online Advertising

Media	Date of insertion
Automation Review	Sept. 1 ~ Oct.5
InComm	Sept. 1 ~ Oct.5
Electronic Journal	Sept. 1 ~ Oct.5
The Dempa Times	Sept. 1 ~ Oct.5
SOLAR JOURNAL	Sept. 1 ~ Oct.5
Eizoshimbun	Sept. 1 ~ Oct.5
Tech-On!	Sept. 10 ~ Oct.5
Tech-On! Special Site	Sept. 10 ~ Oct.5
Digital Health Online	Sept. 10 ~ Oct.5
BIT	Sept. 17 ~ Oct.5

### (14)MAIL MAGAZINE

#### ■CEATEC JAPAN OFFICIAL MAIL MAGAZINE

The CEATEC JAPAN OFFICIAL MAIL MAGAZINE is distributed Friday each week to both people on the database of past attendees, and those preregistered for the event.

①Numbers distributed to: Approx. 150,000

②Frequency distributed:11

### (15) CEATEC News

Starting with Volume 1 on July 1st, this newsletter was rapidly distributed featuring highlights of CEATEC JAPAN, as well as information about exhibitors and other topical information.

Featured articles Japanese: 106 English:31

### (16) Creation of Printed PR Tool

Complimentary tickets, invitations, mailers (J, E): Distributed to exhibitors, concerned parties, and the media

Venue map: Distributed to all attendees during the event

## 12. CEATEC JAPAN OFFICIAL WEBSITE



〈CEATEC JAPAN OFFICIAL WEBSITE〉

## (1) No. of Sessions

Month	No. of Sessions
July	55,290
August	73,597
September	307,788
October	435,669
Total	872,344

Note: Session refers to a number of clicks a visitor makes within a set period of time at the website. A session starts when a visitor comes to the website and ends either when the browser application is closed or no action taken for a certain period of time.

## (2) Language settings for users who accessed the site (top 5 listed)

Language	(%)
Japanese	92.07%
English	4.94%
Chinese	1.53%
Korean	0.60%
French	0.19%

\*As of October 31st, 2013

## (3) Access (Classification by Countries / Up to 20th Place)

Rank	Access	(%)	Rank	Access	(%)
1	Japan	94.40%	11	France	0.13%
2	United States	1.15%	12	Thailand	0.09%
3	China	0.91%	13	Canada	0.08%
4	Taiwan	0.62%	14	Russia	0.07%
5	South Korea	0.58%	15	Malaysia	0.06%
6	Hong Kong	0.21%	16	Australia	0.05%
7	India	0.18%	17	Philippines	0.05%
8	United Kingdom	0.17%	18	Brazil	0.04%
9	Singapore	0.15%	19	Viet Nam	0.04%
10	Germany	0.14%	20	Italy	0.03%

## (4) Popular pages on the official website

(Access ranking for each page)

## ■ Japanese

Rank	Page title	Page view
1	How to registration	246,091
2	Search by Exhibitor Name	112,935
3	Admission	94,963
4	Exhibition Theme / Exhibit Outline	66,215
5	Exhibitor Search	64,405
6	Exhibit Information	57,366
7	Floor MAP	50,909
8	Conference Calendar	48,761
9	Lifestyle & Society Stage	48,013
10	Exhibit Outline	47,113

## ■ English

Rank	Page title	Page view
1	Search by Exhibitor	2,089
2	Exhibition Topics	1,795
3	Exhibitor Directory	1,572
4	Admission	1,559
5	Key Technologies Stage	1,548
6	Exhibition Theme	1,462
7	Search by Exhibitor	1,454
8	Lifestyle & Society Stage	1,422
9	Search by Product	1,413
10	Innovation Awards 2013 Winners	1,361

## (5) CEATEC JAPAN 2013 Exhibitors' Own Site List

CEATEC JAPAN has assembled a collection of feature websites created by the exhibitors themselves. Providing a link to these sites from the official website promotes effective information dissemination and produces a bandwagon effect.

Posted links: 19

No. of Accesses: 6,648

\*As of October 31st, 2013



## (6) Social Networking

Following from last year, CEATEC JAPAN 2013 operated official Twitter and Facebook sites. Linked with the official website, these social networking services provided efficient guidance to the exhibition in advance as well as real-time announcements about the vibe at the venue.

## ■ Twitter

Twitter was used to publicize a range of information including CEATEC News and exhibition information prior to the event along with official website updates, and provide event guidance while prompting visitors to use pre-register admission system. Through active communications with users and proactively tweeting back to the followers, Twitter was utilized as an interaction channel that also provided user support aspect. Real-time announcements introducing exhibition booths and the vibe at the venue and so forth were also made.

No. of Twitter followers (max.): 2,603

No. of CEATEC JAPAN-related tweets: 50,020  
(Sep. 1~Oct. 31, 2013)

\*Search Criteria: Tweets including "CEATEC" as content



〈CEATEC JAPAN Official Twitter〉

## ■ Facebook

Facebook was also used to publicize a range of information including CEATEC News and exhibition information prior to the event along with official website updates, and provide event guidance while prompting visitors to use pre-registration system. Articles were periodically posted on Facebook and the number of "likes" increased dramatically.

During the exhibition period, effective publication of the vibe at the venue was made by posting photographs and links on the Facebook page. Additionally, proactive dissemination of information to prospective visitors was made through exhibition booths and updates, along with linking the with official Twitter account.

No. of "Like": 4,837

(As of October 31st, 2013)

Number of official site accesses from the Facebook page: 6,863  
(Jul. - Oct., 2013)



〈CEATEC JAPAN Official Facebook〉

Cutting-Edge IT & Electronics Comprehensive Exhibition

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