



## NEWS RELEASE

The largest and the only major exhibition that specializes in Wireless & Mobile Network.

This show is the decision center for the Wireless Market in Asia with over 50,000 industry professionals and over 160 exhibitors.

### EXPO COMM WIRELESS JAPAN 2010

Date :14<sup>th</sup> to 16<sup>th</sup> of July, 2010 10:00am to 6pm ( Final day closed at 5:00pm)

Venue: Tokyo Big Sight East hall 1& 2

Price: Free

EXPO COMM WIRELESS JAPAN 2010 (<http://www.wjexpo.com>)

Tokyo Big Sight, Tokyo, Japan, July 14-16, 2010

TOKYO, May 21, 2010

EJK Japan, Ltd. (Minato-ku, Tokyo, President: Naozumi Kozuka) and RIC Telecom Co., Ltd. (Bunkyo-ku, Tokyo, President: Masazumi Tsuchioka) and will host the EXPO COMM WIRELESS JAPAN exhibition and conference at Tokyo Big Sight in Tokyo, Japan, July 14-16, 2010. This event specializing in wireless and mobile network technologies is the 15<sup>th</sup> annual presentation of EXPO COMM WIRELESS JAPAN. The 2010 event will showcase business development with wireless technologies, services and solutions. It will involve over 160 exhibitors and is expected to attract 50,000 visitors.

Next Generation Wireless Networks and Long Term Evolution (LTE) will be in service in Japan by the year 2010. With high speed wireless capabilities and high-efficiency infrastructure, LTE has the most advanced wireless network services for users and for operators. Leading LTE providers will exhibit at the EXPO COMM WIRELESS JAPAN 2010.

EXPO COMM WIRELESS JAPAN 2010 will clarify smart phone trends through the conference and exhibition. The event covers the landscape of New OS, Android e.g., advance high-functional mobile terminals, Mobile networks, WiMAX, Wireless LAN, Bluetooth, ZigBee, RFID, and various platforms that permeate business and industry.

For example, handy terminals, remote monitoring camera, medical equipment embedded in wireless communication modules are some of the many examples of sophisticated wireless communication technologies that increase efficiency throughout the enterprise community.. The co-located exhibition "Mobile Power" will be launched to showcase the advantages of wireless communications technology at all levels of business and industry

■ EXPO COMM WIRELESS JAPAN2010 / Mobile Power 2010 major products

The latest technologies, services and solutions in wireless and mobile communication

<Wireless Network technologies>

3<sup>rd</sup> Generation mobile phone / LTE / WiMAX / Wireless LAN / Wi-Fi / Home network ICT / ZigBee / Bluetooth / Near Field Communication

<Mobile terminal>

Mobile phone / Smart phone / mobile handy terminal

<Wireless modules / devices / embedded solutions>

Mobile communication module / processor / semi-conductor / RF module / software / OS / M2M systems

<Mobile services / Mobile contents>

Video / mobile marketing tool / GPS / SEM • SEO / content delivery platform

<Internet ITS Consortium demonstration area>

Ambulance and freight car displays., connected to Command and Control Centers by wireless communication. Real time information about patients' medical conditions and present health status can be reported via wireless networks.

■ Co-located event "Mobile Power 201"

Mobile Power offers you case-study and utilization of mobile solutions.

Many mobile communication modules are installed into many machines.

According to the results, wireless / mobile systems are operated in medical care field, vending machine, logistics and offices for efficiency work. M2M (machine to machine) solutions expand market.

Mobile Power 2010 will display wireless solutions and systems promoting the utilization of wireless technologies for various industries.

■ Major exhibitors include:

NTT docomo, KDDI, NEC, Kyocera, Fujitsu, ZTE, Ericsson, SHARP, ZigBee alliance, Digi International, NTT PC Communications, Hitachi and a community of 150 exhibitors.

■ Smart phone summit 2010

The summit features global big trend "smart phone" developed by OS and User interface.

The summit discusses smart phone development and the future from various points of view.

Ticket price: Free

Language: Japanese only

■ LTE summit 2010

NTTdocomo will launch LTE service in late 2010.

The summit gathers network vendors who lead LTE technologies and present technical strategy.

Ticket price: Free

Language: Japanese only

■Key note speech

Present class of major Japanese mobile operators such as NTTdocomo, KDDI, Softbank Mobile, e-mobile, UQ Communications will deliver lecture and announce business strategies and concepts for the future.

Ticket price: paid

Language: Japanese only

■Giga bit wireless forum

Home network as typified by Wireless HD or Wireless LAN e.g. this forum will discuss various Wireless Personal Area Network standardization trend.

Date: 14<sup>th</sup> of July

Ticket price: paid

■Smart Grid wireless communication forum

Focusing on Smart Grid and Wireless technology to improve energy conversation.

The forum will describe standardization trend and applications of smart metering.

Date: 15<sup>th</sup> of July

Ticket price: paid

■The latest mobile content technical forum

The forum will pick up various technical innovations to spur content and application development such as AR, e-book e.g.

Date: 16<sup>th</sup> of July

Ticket price: paid

EXPO COMM WIRELESS JAPAN 2010 outline

■Date: 14<sup>th</sup> to 16<sup>th</sup> of July, 2010 10:00am to 6:00pm (final day closed at 5:00pm)

■Venue: Tokyo Big Sight east hall 1&2 / Conference tower (<http://www.bigsight.jp/>)

■admission charge: admission free

■Organizer: RIC TELECOM Co., Ltd. / E.J .KRAUSE & ASSOCIATES, Inc.

■Endorse By

Ministry of Internal Affairs and Communications / The ITU Association of Japan Inc / Association of Radio Industries & Business / Telecommunications Carriers Association / Internet Association Japan / YRP R&D Promotion Committee / ASP SaaS Industry Consortium / NPO Japan Network Security Association / Next Generation Electronic Commerce Promotion Council of Japan (ECOM) / Digital Content Association of Japan / Japan Internet Providers Association / Japan Automatic Identification Systems Association / Japan IC Card System Application Council / Japan Cable and Telecommunications Association / The Institute of Administrative Information Systems / The association for Promotion of Digital Broadcasting / Telecom Engineering Center (TELEC) / Support Center for Advanced Telecommunications Technology Research,

Foundation (SCAT) / Communications and Information Network Association of Japan (CIAJ) / Association of Media in Digital / SHOP SYSTEM STUDY SOCIETY / Japan Chain Stores Association / JAPAN DEPARTMENT STORES ASSOCIATION

■Supported By

Mobile Computing Promotion Consortium (MCPC) / Mobile Content Forum (MCF) / Mobile Marketing Solution Association (MCPC) / Japan Marketing Association (JMA) / ZigBee Alliance / ZigBee SIG-J /

■expected exhibitor: 160 companies

■expected visitor: 50,000 visitors

Source: E.J. Krause & Associates, Inc. Japan

Greatly appreciated if you send us a copy of article when you carry this news release..

■Refarence

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