

EXPO COMM WIRELESS JAPAN

EXPO COMM WIRELESS JAPAN 2007

July 18-20, 2007 Tokyo Big Sight, Tokyo, Japan
10:00am to 5:30pm - Final day closes at 5:00pm-

co-held

CONTENTS NETWORK
Contents Creation &
Delivery Networking Technology EXPO

Contents Creation &
Delivery Networking
Technology EXPO 2007

W/ Mobile
with Mobile 2007

Wireless Broadband network and value added terminal create new wireless industry.

Exhibit Scope 2007

The cutting edge of wireless broadband technology and service will come together at EXPO COMM Wireless Japan. Market Wireless Broadband and intelligent terminal progress in Japan's wireless market. Take this chance to explore the latest wireless solutions and develop new business partnerships at EXPO COMM Wireless Japan.

Keyword 1

Wireless Broadband

This event introduces not only HADPA, CDMA2000 1x EV-CD Rev.A, WiMAX, Next Generation PHS, but also ZigBee, Wireless USB, UWB, Wi-Fi, etc. You can find all the latest technology at EXPO COMM Wireless Japan 2007.

Keyword 2

Intelligent Mobile Terminal

Mobile Phones, PHS, Smart Phone/PDA, Wireless LAN & Mobile Dual Terminals, one segment broadcasting, etc. Several value added Mobile Terminals will be presented here sure to influence the daily life and business scene.

Keyword 3

Various Contents Services

SNS, Blog, Music delivery, visual delivery, etc. You can explore the latest trends and business solutions toward "Mobile 2.0 world"

Keyword 4

The Latest Embedded Technology

Trends of semiconductor impact in the mobile and wireless market Furthermore, you will find the latest trends of a middleware application.



Registration

Pre-Registration is not required for people from overseas.
If you bring your business card on the day of the Expo, admission will be waived.

Official Site

<http://www.wjexpo.com>

A Guide to the SPECIAL EXHIBITION on Wireless & Mobile Technology and Services.

Mobile computing technology keeps on developing in areas such as communication, visual music players, search engines, on-line payment, games and more. In the meantime, wireless technology and service for WAN, MAN, PAN are studied with high interest. In the EXPO COMM Wireless Japan 2007 Exhibition and conference you will find cutting edge technologies including mobile terminal, WiMAX, Wi-Fi, ZigBee, UWB, HSDPA, CDMA2000 1x EV-DC Rev.A and many others.

Products category in Expo Comm Wireless Japan 2007

- ▶ HSDPA / CDMA2000 1x EV-DC Rev.A / IEEE802.11 / WiMAX / Next Generation PHS / ZigBee / UWB / Bluetooth etc...
- ▶ Embedded device and software for wireless and mobile products
- ▶ Network measurement
- ▶ Content delivery platform
- ▶ Mobile commerce
- ▶ Security, authentication
- ▶ Application, content
- ▶ Wireless and mobile service
- ▶ Enterprise solution
- ▶ Mobile Terminal, PHS and smart phone etc...



Exhibitor list

As of 12.June.2007

- | | | | |
|--|---|--|---|
| <ul style="list-style-type: none"> ■ A.I. Corp. ■ ABIT Corporation ■ Actix Ltd. ■ Airpoint Co.,Ltd ■ Alvarion Japan K.K. ■ Andrew Corp. ■ Antenna Ltd. ■ Artiza Networks, Inc. ■ BCN Inc. ■ BN TECHNOLOGY CORPORATION ■ Broadcom Corporation ■ Broadleaf Co., Ltd ■ C&S Technology Inc. ■ Colubris Networks Japan K.K. ■ Computer Graphic Arts Society ■ CONTEC CO., LTD. ■ Cornes Dodwell Ltd. ■ Crossbow Japan Ltd. ■ DEMPATIMES CO., LTD. ■ DENSO TOKYO CORPORATION ■ Diamond-Friedman Co., Ltd. ■ E2 Publishing Corp. ■ ecash corporation ■ Eizo Shimbun Inc. ■ EMOBILE Ltd. ■ Extricom ■ FA SYSTEM ENGINEERING CO.,LTD ■ FOCUS Enhancements Japan K.K. ■ Futaba Corporation ■ Global IP Solutions, Inc. ■ Hamamatsu Photonics K.K. ■ himico Solutions, Inc. ■ Hitachi Plant Technologies, Ltd. ■ HTC Nippon Corporation ■ Huawei Technologies Co.,Ltd. | <ul style="list-style-type: none"> ■ iAnywhere Solutions, K.K. ■ IBS Japan Co.,Ltd. ■ Icera Inc. ■ idags co.,Ltd./NALLATECH ■ Impress R&D ■ Incom Co., Ltd. ■ Index Corp. ■ Industry-Academia-Government of YOKOSUKA CITY ITS 21 ■ Keihin Electric Express Railway Co., Ltd. ■ The University of Electro-Communications ■ The University of Tokyo ■ We Are Engineering Inc. ■ Yokosuka City ■ Infineon Technologies Japan K.K. ■ Inter Solution Marketing Inc. ■ IRI Commerce and Technology, Inc. ■ ITmedia Inc. ■ KDDI Corp. ■ KITAMURA MANUFACTURING CO., LTD. ■ Koden Electronics Co., Ltd. ■ KT ■ Lightwell Co., Ltd. ■ Medical Electronic Science Institute Co., Ltd. ■ Meritech Co., Ltd. ■ Microwave Absorbers Inc. ■ MITSUBISHI ELECTRIC ENGINEERING CO.,LTD. ■ Mobikyo K.K. ■ Mobile Technika Inc., ■ MORITO Co., LTD ■ MULTISOUP CO.,LTD. ■ Nagano Japan Radio Co.,Ltd ■ NEC Corp. ■ NEC Engineering, Ltd. ■ Nihon Openware Systems K.K. | <ul style="list-style-type: none"> ■ Nihon Sonus Networks K.K. ■ Nikkei Business Publication, Inc. ■ Noise Out Company ■ Nordic Semiconductor ASA/Germin ■ NTT DoCoMo, Inc. ■ Oki Electric Industry Co.,Ltd. ■ Panasonic Mobile Communications Co.,Ltd. ■ Qimonda Japan K.K. ■ QUALCOMM Inc. ■ RAILWAY INFORMATION SYSTEMS CO., LTD. ■ Red Bend Software Japan K.K. ■ RedDot Wireless Inc./NICCHO ELECTRONICS Corp./TOMUKI Corp./MICROTEK Inc. ■ Reed Business Information Japan K.K. ■ REPIC Corp./HUBER+SUHNER AG ■ RIC TELECOM Co., Ltd. ■ Ryoden Trading Co.,Ltd./Integration Associates, Inc. ■ SHARP Corp. ■ Skyley Networks, Inc./Uniband Electronic Corporation (UBEC) ■ Soliton Systems K.K. ■ Sony Ericsson Mobile Communications Japan, Inc. ■ Sophia Mobile, Ltd./Sophia Research Institute, Ltd./Sophia Systems Co., Ltd. ■ Spansion Japan Ltd. ■ Spectec Computer Co.,Ltd. ■ Star Game's Corp. ■ SUSUMU CO.,LTD ■ TapRoot Systems, Inc. ■ TATA Consultancy Services Japan Limited ■ Teknetworks, Ltd ■ Tektronix Japan, Ltd. ■ Telecom Engineering Center ■ Texas Instruments Japan Ltd. ■ TIVR Communications Pvt Ltd | <ul style="list-style-type: none"> ■ TOKIMEC INC. ■ TOSHIBA Corp./Toshiba Solutions Corp./Toshiba Matsushita Display Technology Co.,Ltd. ■ TOYO Corporation ■ Trolltech ■ UAT CORPORATION ■ UbiNavi Co., Ltd. ■ UNIADDEX, Ltd. ■ WILLCOM, Inc. ■ Wireless Technologies, Inc./Bluenext Japan Ltd. ■ Wisair Ltd. ■ Wiseknot Inc. ■ YOKOYAMA COLTD ■ YOZAN Inc. ■ YRP R&D Promotion Committee ■ ZERO—SUM,LTD ■ ZigBee Alliance / ZigBee SIG Japan ■ Ad-Sol Nissin Corp. ■ Atmel Japan K.K ■ Digi International K.K. ■ Ember Corporation ■ Freescale Semiconductor Japan Ltd. ■ Hitachi, Ltd., WirelessInfo Venture Company/Hitachi, Ltd., Systems Development Laboratory/Technology Alliance Group, Inc. ■ IMI Japan ■ Jennic Ltd ■ NEC Engineering, Ltd. ■ Oki Electric Industry Co.,Ltd. ■ OS Technology, Inc. ■ RadioPulse Inc. ■ Renesas Technology Corp. ■ Texas Instruments Japan Ltd. ■ TÜV Rheinland Japan Ltd. |
|--|---|--|---|

Organizer : RIC TELECOM Co., Ltd. / EJK Japan, Ltd.

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 Industry Consortium Japan / NPO Japan Network Security Association / Next Generation Electronics Commerce Promotion Council of Japan (ECOM) / Digital Content Association of Japan / Japan Internet Providers Association / Japan Automatic Identification Systems Association / The Institute of Administrative Information Systems / The association for Promotion of Digital Broadcasting / Support Center for Advanced Telecommunications Technology Research / Communications and Information Network Association of Japan (CIAJ)

Supported By : Mobile Content Forum (MCF) / Mobile Computing Promotion Consortium (MCPC) / ITS Japan / Internet ITS Consortium / Korea Culture & Content Agency / ZigBee Alliance ZigBee SIG-J

■ co-held

official site : www.orga-techno.com

ORGATECHNO 2007

Ultimate ORGATECHNO
"Computer controlled by thought"

ORGATECHNO 2007 introduces ongoing neo-futuristic frontier technologies called ultimate ORGATECHNO that link device and living being (i.e. cell phone with transfers emotion), and also presents information processing/telecommunication. New age will dawn carried by technology; for example, people enjoy computer games just by thinking in their mind without touching computer. Conference zone gives you glimpse into the future gathering various technologies such as nanotechnology, biotechnology and of course information technology. Exhibition and business seminar zone will give you a hint for the research and development on organic/bio- materials beyond the past concept. Don't miss the chance to see a challenge of ORGATECHNO.



CONTACT ➡ EJK Japan, Ltd.

Akasaka-daiichi Bldg., 4-9-17, Akasaka, Minato-ku, Tokyo 107-0052 Japan
TEL : +81-3-5772-1321 FAX : +81-3-5772-1324 e-Mail : wj-info@ejk-japan.co.jp

WIRELESS CONFERENCE 2007

At the conference, key representatives from telecommunication carriers as well as major mobile manufacturers from both domestic and overseas markets will be presenting. EXPO COMM WIRELESS JAPAN provides a diverse conference program covering various topics including Next Generation Wireless, 4G and Next Generation Network, and Mobile Devices.

As of 12.June.2007

| A course | | Mobile/Wireless Telecommunications Business Strategy | | | | Available in Japanese only | | | |
|-------------|-----|--|--|--|---|--|--|---|--|
| Venue | | Reception Hall B | Seminer ticket price | | 31,500JPYen - one day pass - | Registration | | We accept ticket purchase on site by JPYen only | |
| 18 (WED) | A-0 | 9:50-10:00 | Welcome Address | | Ministry of Internal Affairs and Communication, Japan | | | | |
| | A-1 | 10:00-10:45 | 『DoCoMo2.0』 -Future Evolution and Challenge- | | NTT DoCoMo, Inc. | President and CEO | | Masao Nakamura | |
| | A-2 | 10:55-11:40 | Message for Market Leaders of FMC Period! The Full Picture of Ubiquitous Solution Business | | KDDI CORPORATION | President and Chairman | | Tadashi Onodera | |
| | A-3 | 11:50-12:35 | | | | | | | |
| | A-4 | 12:45-13:30 | 「Mobile and PC, Mobile and Fixed」Convergence toward the New Era - Forefront of WILLCOM presents opened and only one strategy- | | WILLCOM, Inc. | President | | Masaki Kikugawa | |
| | A-5 | 14:00-14:45 | Revolution of EMMobile Broadband : Broadband is Mobiled | | EMOBILE Ltd. | Founder, Chairman & CEO | | Dr. Sachio Senmoto | |
| | A-6 | 14:55-15:40 | 2.5GHz Telecommunication Service creates Revolution of Mobile Broadband | | ACCA Networks Co.,Ltd. | President and Representative Director | | Yoshio Sakata | |
| | A-7 | 15:50-16:35 | WiMAX changes Japan's Mobile Broadband | | YOZAN Inc. | Chairman | | Sunao Takatori | |
| | A-8 | 16:45-17:30 | Mobile phones of SHARP from now to the future | | SHARP CORPORATION | Product Business; Information and Communication Systems Business | | Masafumi Matsumoto | |

| B course | | Next Generation Wireless Technology and Mobile Development in Todays Market. | | | | | | | | | |
|-------------|-----|--|--|----------------------|---|--------------------------------|---------------------------------------|---|--------------|-----------------------|--|
| Venue | | Reception Hall B | | Seminer ticket price | | Free | | Registration | | no necessarily | |
| 19 (THU) | B-1 | 10:00-10:45 | | | Available in English | Broadcom Corporation | | Vice President, Research & Development | | Edward H. Frank, PhD. | |
| | B-2 | 10:55-11:40 | OPEN WiMAX for both Developed and Emerging Economics | | Available in English | Alvarion Ltd. | | Corp. Vice President Strategy, Alvarion Ltd. Vice President Marketing, WiMAX Forum Chair: Marketing Working Group | | Mohammad S. Shakouri | |
| | B-3 | 11:50-12:35 | Promote All-IP in Wireless Strategy | | Available in English | Sonus Networks, Inc. | | Chairman & CEO | | Hassan Ahmed | |
| | B-4 | 13:00-13:45 | Making Wireless Global, Affordable and Personal | | Available in English | Texas Instruments Incorporated | | Senior Vice President and general manager of Wireless Terminal Business Unit | | Greg Delagi | |
| | B-5 | 13:55-14:40 | Business Strategy of Qualcomm, Looking ahead to Future of Mobile Broadband | | QUALCOMM JAPAN Inc. | | President | | Jun Yamada | | |
| | B-6 | 14:50-15:35 | | | HTC Nippon | | | | | | |
| | B-7 | 15:45-16:30 | Sony Ericsson designs User Experience | | Sony Ericsson Mobile Communications Japan, Inc. | | President and Representative Director | | Yukio Kubota | | |

| C course | | IEEE802 Wireless Technology Forum | | | | Available in Japanese only | |
|-------------|-----|-----------------------------------|--|------------------------------|---|--|-------------------|
| Venue | | Room#102 | Seminer ticket price | 31,500JPYen - one day pass - | Registration | We accept ticket purchase on site by JPYen only. | |
| 18 (WED) | C-1 | 10:00-10:50 | IEEE802 Wireless Technology Leading Edge Trend | | Chiba University, Graduate School of Advanced | Integration Science, Ubiquitous Communication and Networking | Shirou Sakata |
| | C-2 | 11:00-11:50 | IEEE802.11n standardization update and discussion of its market deployment. | | Qualcomm, CDMA Technologies | Sr. Director of Technical Marketing | Eiji Takagi |
| | C-3 | 12:00-12:50 | Expanding Wireless LAN: IEEE802.11 roadmap and the reorganization of 5GHz band | | Atheros Communications, K.K. | Sr. Director of Strategic Marketing, Officer | Dr. Tomoki Ohsawa |
| | C-4 | 14:00-14:50 | | | NEC | Central Research Laboratories, System Platform Research Laboratories. | Shinichi Morimoto |
| | C-5 | 15:00-15:50 | IEEE802.16e (Mobile WiMAX) the newest trend | | KDDI CORPORATION | Head of Wireless Broadband System Development Section Technology Strategy Department, Network Engineering Division | Toshikazu Yokai |
| | C-6 | 16:00-16:50 | Mesh Routing (IEEE802.11s) Trend | | Thinktube Inc., | President | Takayuki Kaiso |
| | C-7 | 17:00-17:50 | | | NEC | ITS Business Development Center Expert | Takeshi Yamamoto |

| D course | 4G & Next Generation Network Form | | | | | Available in Japanese only |
|----------|-----------------------------------|-------------|---|--|---|--|
| | Venue | Room#102 | Seminer ticket price | 31,500JPYen - one day pass - | Registration | We accept ticket purchase on site by JPYen only. |
| 19 (THU) | D-1 | 10:00-10:50 | Mobile Telecommunication System Future Trend -from 3G to IMT-Advanced- | Nippon Ericsson | Vice President & Chief Technology Officer | Masanobu Fujioka |
| | D-2 | 11:00-11:50 | Development Structure and Trial Efforts toward NTT DoCoMo 4G -Super3G and IMT-Advanced- | NTT DoCoMo, Inc. | Vice President managing Director of Radio Access Network Development Department | Seizo Onoe |
| | D-3 | 12:00-12:50 | Reality and future trend of CDMA2000 technology | KDDI CORPORATION | Technical Standards and Spectrum Division, Industry Relation Department Standard Strategy Section | Tomoyuki Tamura |
| | D-4 | 14:00-14:50 | Next Generation PHS generates development trend and future trend | WILLCOM, Inc. | Development Department Manager | Hiroshi Kawai |
| | D-5 | 15:00-15:50 | IEEE802.20 Standardization Updates and Technical Overview | QUALCOMM JAPAN Inc. | Engineer, Staff/Manager | Kazuhiro Ishida |
| | D-6 | 16:00-16:50 | IEEE802.21 generated trend and detail. Future Trend | National Institute of Information and Communications Technology New Generation Wireless Communications Research Center | | Masahiro Kuroda |
| | D-7 | 17:00-17:50 | What is UMB? -Full Picture of Next Generation Mobile Broadband Technology- | QUALCOMM JAPAN Inc. | Business Development / Director | Hirofumi Kawabata |

| E course | Bluetooth Forum | | | | | Available in Japanese only |
|----------|-----------------|--------------------------------------|--|---------------------|---|----------------------------|
| | Venue | Seminer Room by East Hall 3 Entrance | Seminer ticket price | Free | Registration | no necessarily |
| 18 (WED) | E-1 | 10:10-10:50 | Introduction to Bluetooth SIG and the latest technology update | Bluetooth SIG, Inc. | Technical Marketing Manager, Japan | Takaharu Hongo |
| | E-2 | 11:00-11:40 | Bluetooth Technology Road Map | CSR, Ltd. (Japan) | Chief Engineer | Shoji Tominaga |
| | E-3 | 11:50-12:30 | RF performance test of Bluetooth Device | Anritsu Corporation | Microwave Measurement Div. -Europe Product Marketing Engineer | Hiroshi Fukumoto |
| | E-4 | 12:40-13:20 | | | | |

| F course | | ZigBee Forum | | | | | |
|----------|------|--------------------------------------|---|----------------------------|---|--|-----------------------|
| Venue | | Seminer Room by East Hall 3 Entrance | | Seminer ticket price | Free | Registration | no necessarily |
| 19 (THU) | F-1 | 10:30-10:55 | Greeting: ZigBee Forum | Available in Japanese only | ZigBee SIG Japan | Chairman | Koichi Sakanashi |
| | F-2 | 11:00-11:40 | Wireless Sensors and Control Networks : Enabling New Opportunities | Available in English | ZigBee Alliance | Chairman | Bob Heile |
| | F-3 | 11:45-12:25 | The ZigBee Technical Overview | Available in English | Texas Instruments | Software - Low Power Wireless Technical Director | Don Sturek |
| | F-4 | 12:30-13:10 | ZigBee Foundations, an introduction to the ZigBee Network and Security | Available in English | Integration Associates | Engineer | Ian Marsden |
| | F-5 | 13:15-13:55 | ZigBee Product Certification / ZigBee Product Testing | Available in English | Daintree Networks TÜV Rheinland of North America | President International Transmitter Program Manager | Bill Wood John Lin |
| | F-6 | 14:00-14:40 | ZigBee for Energy Management and Efficiency | Available in English | ZigBee Alliance | Vice President of Marketing | Brent Hodges |
| | F-7 | 14:45-15:10 | Case Study: ZigBee Systems for environmental monitoring in historic buildings | Available in Japanese only | Jennic Ltd | Senior Field Application Engineer | Takatoshi Kitajima |
| | F-8 | 15:15-15:40 | | Available in English | Radio Pulse | Korea Global Sales & Marketing | Andy Eom |
| | F-9 | 15:45-16:10 | Wireless sensor network platform by NEC Engineering | Available in Japanese only | NEC Engineering, Ltd. | Manager Market Planning Department Sales & Marketing Division | Kazumasa Saito |
| | F-10 | 16:15-16:40 | Business Strategy of Sensor Networks | Available in Japanese only | Oki Electric Industry Co.,Ltd. | Sensor Network Venture Unit SE Manager | Kenichi Imaizumi |
| | F-11 | 16:45-17:15 | ZigBee Total Solution supported by Renesas | Available in Japanese only | Renesas Solutions Corp. | Department Manager Application Engineering Department 3 Application Engineering Division 1 | Takashi Furumura |

| G course | Broadcom Day | | | | | 20 (FRI) |
|----------|--------------|----------|----------------------|------|--------------|----------------|
| | Venue | Room#102 | Seminer ticket price | Free | Registration | no necessarily |

| H course | Mobile OS Technology | | | | | Available in Japanese only | 20 (FRI) |
|----------|----------------------|----------|----------------------|------------------------------|--|----------------------------|----------|
| | Venue | Room#605 | Seminer ticket price | 21,000JPYen - one day pass - | We accept ticket purchase on site by JPYen only. | | |

| I/J course | Wireless Embedded Technology Forum | | | | | Available in Japanese only | I/19 (THU) • J/20 (FRI) |
|------------|------------------------------------|----------|----------------------|------|--------------|----------------------------|-------------------------|
| | Venue | Room#605 | Seminer ticket price | Free | Registration | no necessarily | |

| K/L/M course | Mobile & Wireless Network Technology / Business Enterprise Solutions | | | | | Available in Japanese only | K/18 (TUE) • L/19 (THU) • M/20 (FRI) |
|--------------|--|----------|----------------------|------|--------------|----------------------------|--------------------------------------|
| | Venue | Room#101 | Seminer ticket price | Free | Registration | no necessarily | |

| N course | Mobile Broadcasting Forum | | | | | Available in Japanese only | 20 (FRI) |
|----------|---------------------------|----------|----------------------|------------------------------|--|----------------------------|----------|
| | Venue | Room#102 | Seminer ticket price | 21,000JPYen - one day pass - | We accept ticket purchase on site by JPYen only. | | |

| P/Q course | Workshop | | | | | | P/18 (TUE) • Q/20 (FRI) |
|------------|----------|--------------------------------------|----------------------|------|--------------|----------------|-------------------------|
| | Venue | Seminer Room by East Hall 3 Entrance | Seminer ticket price | Free | Registration | no necessarily | |