

The Exhibition Focused on Wireless & Mobile Network since 1996



<http://www.wjexpo.com>

EXPO COMM WIRELESS JAPAN 2011

date: May 25-27, 2011 / venue: Tokyo Big Sight

The largest and the only specialized exhibition in

Wireless & Mobile technologies, solutions and services in Japan.



Organized by: E.J. Krause & Associates, Inc / RIC TELECOM Co., Ltd.

Concept

EXPO COMM WIRELESS JAPAN, Japan's biggest and well-known Wireless & Mobile specialized exhibition Has been focusing on "Infrastructure", "network", "Application" and "Business Solution" which are developed by wireless / mobile technologies.

EXPO COMM WIRELESS JAPAN will also continue to feature short-distance wireless technologies such as ZigBee, Bluetooth, and UWB.

Nowadays, many business users visit EXPO COMM WIRELESS JAPAN to look for the mobile service and solution. Reflecting the growing needs EXPO COMM WIRELESS JAPAN will feature mobile service and solution for business users as well. Especially "Smart Phone" "Tablet device" and "Mobile cloud" will be the keywords for business users.

If you are seeking to:

- Discover new and additional quality prospects**
- Increase your sales though face to face meetings with customers**
- Broaden your market penetration**
- Find new business opportunity**
- Expand your partner and distributor base**
- Emphasize your brand positioning**

EXPO COMM WIRELESS JAPAN will be good market place.

You will be able to have business exchange among 50,000 visitors and 220 exhibitors.

2011 outline

Date: May 25–27, 2011 10:00am to 6:00pm (last day closes at 5:00pm)

Venue: Tokyo Big Sight west Hall 2&3 and Conference tower

Organized by: EJK Japan., Ltd / RIC Telecom Co., Ltd

Endorsed 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 / The Association for Promotion of Digital Broadcasting / Communications and Information Network Association of Japan (CIAJ) / Digital Content Association of Japan / Support Center for Advanced Telecommunications Technology Research, Foundation (SCAT) / Telecom Services Association / Japan IC Card System Application Council / Japan Internet Providers Association / Japan Automatic Identification Systems Association / NPO Japan Network Security Association / Japan Cable and Telecommunications Association / Telecom Engineering Center (TELEC) / Association of Media in Digital / Shop System Study Society / Japan Chain Stores Association / Japan Department Stores Association / Japan Council of Shopping Centers

Supported by

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

Official web site >>>> <http://www.wjexpo.com>

2011 exhibit categories

Mobile terminal

Smart phone, Tablet device, Mobile phone, Net book, Handy terminal, Wireless module, e.g.

INFRASTRUCTURE TECHNOLOGY

Base station equipment, Network analyzing tool, Software, Billing, Authentication, e.g.

WIRELESS COMMUNICATION SERVICE

LTE, IMT-Advanced, WiMAX, XGP, Wireless LAN, MVNO, e.g.

DEVICE / SOFTWARE

baseband LSI, Application processor, Battery, LED, OS/Middleware, Device, Equipment, e.g.

SHORT RANGE WIRELESS

Wireless LAN, ZigBee, Bluetooth, UWB, RFID, NCF, IC Card

MOBILE CLOUD

Middleware for cloud computing, Mobile data card, Server, Application development tool, e.g.

SOLUTION for enterprise use / M2M

Mobile system integration service, module, Handy terminal, IC tag, sensing equipment e.g.

CONTENT

AR, Navigation/ Movie/ Game content, map information system, Marketing solutions, e.g.

2011 Special focus theme

We will spotlight smart phone at 2011 show !!

Co-held with Tablet device & Smartphone summit.

Good place to promote the latest business system & Applications.

Tablet device & smart phone summit will be launched in 2011.

The special theme zone will focus on **hardware and software solution for smart phone & tablet device.**

The zone consist of exhibit and seminar.

Smart phone zone **Tablet device zone**

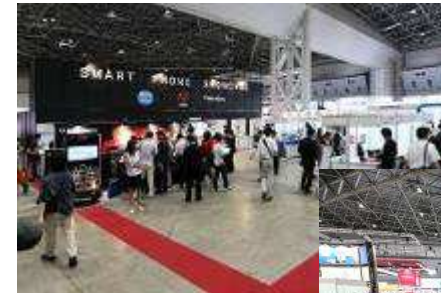
Terminal, OS, Middle ware

Business system, solution, consulting

Application market, business application, book content

Sales promotion, marketing, advertisement by mobile

Manufacturing solution, equipment, module, material



EXPO COMM WIRELESS JAPAN 2010 launched new theme zone named “Smart phone summit and showcase.”
20 companies displayed applications & solutions in the smart phone showcase.

2010 exhibitor survey report

Q; What was purpose of your exhibit?

- Top answer: finding potential customers.
- 2nd: sales promotion of established product
- 3rd: promotion of technology
- 4th: lifting corporate brand
- 5th: researching on trend

Q; Were you satisfied with exhibit result?

- Yes, very satisfied..... 13%
- Yes, satisfied..... 57%
- Normal..... 15%
- A bit unsatisfied..... 13%

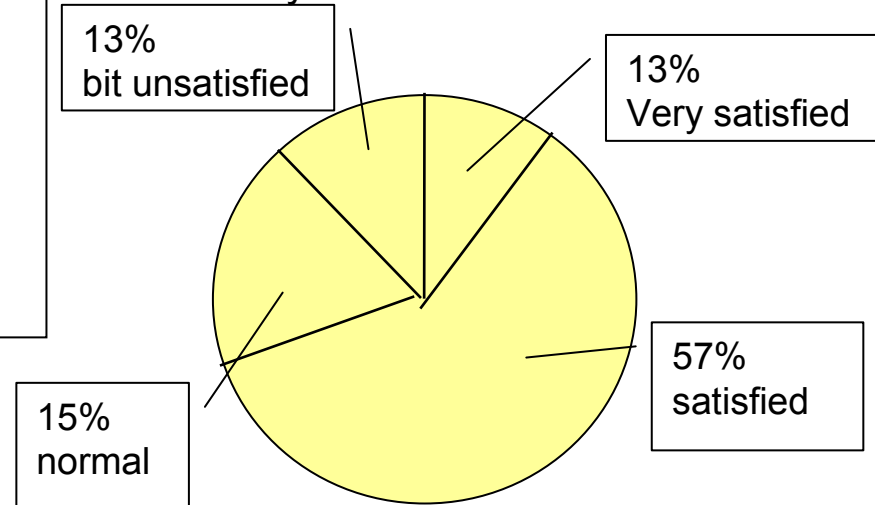
Why did you satisfy?

- Top answer: having visitors more than expected
- 2nd: could find potential customers
- 3rd: could contact with target visitors
- 4th: could promote new products
- 5th: could support existing customers

The exhibition promotes active business exchange between professional visitors and exhibitors.

70% of exhibitors were satisfied with exhibit result.

Were you satisfied with exhibit result?



2010 visitor's company name

Great opportunity to strengthen your business relationships in Japan.

2010 visitor's company name:

Carrier

e-access, Willcom, NTT Communications, NTT docomo, NTT Broadband Platform, KDDI, Softbank Mobile, UQ Communications, NTT, SK telecom, France telecom, e.g.

Terminal vender

NEC, NEC Casio Mobile communications, SHARP, SONY, Panasonic Mobile Communications, Toshiba, Fujitsu, OKI, Canon, e.g.

AV equipment vender / Automobile

Canon, Pioneer, Panasonic, Kenwood, SHARP, Hitachi, Toyota, Nissan, Honda, Denso, e.g.

System Integrator

NEC, NEC soft, NTT comware, IBM, HP, NetOne systems, e.g.

Digital content

Sony Computer Entertainment, Sega, Navitime, Kodansha, Toppan, DNP, Bandai Namco networks, Recruit, e.g.

Retailer, mobile shop/ dealer

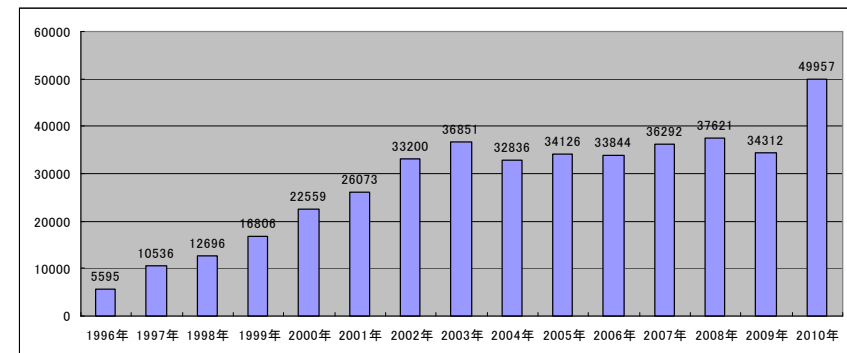
Ion, NEC Mobiling, Kanematsu Communications, Bic camera, Marubeni telecom, Yamada denki, Yodobashi camera e.g.

2010 visitor survey report

50,000 visitors were recorded in 2010.
Great opportunity to expand your business in Japan.

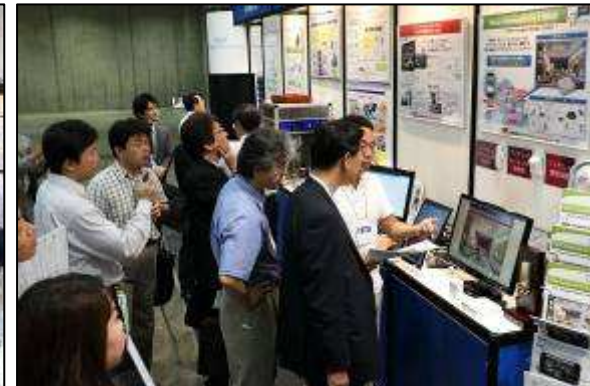
The number of visitor

14th of July 15,624 (last year was 8,303)
15th of July 16,796 (last year was 12,435)
16th of July 17,537 (last year was 13,574)
Total 49,957 (last year was 34,312)



The number of exhibitor

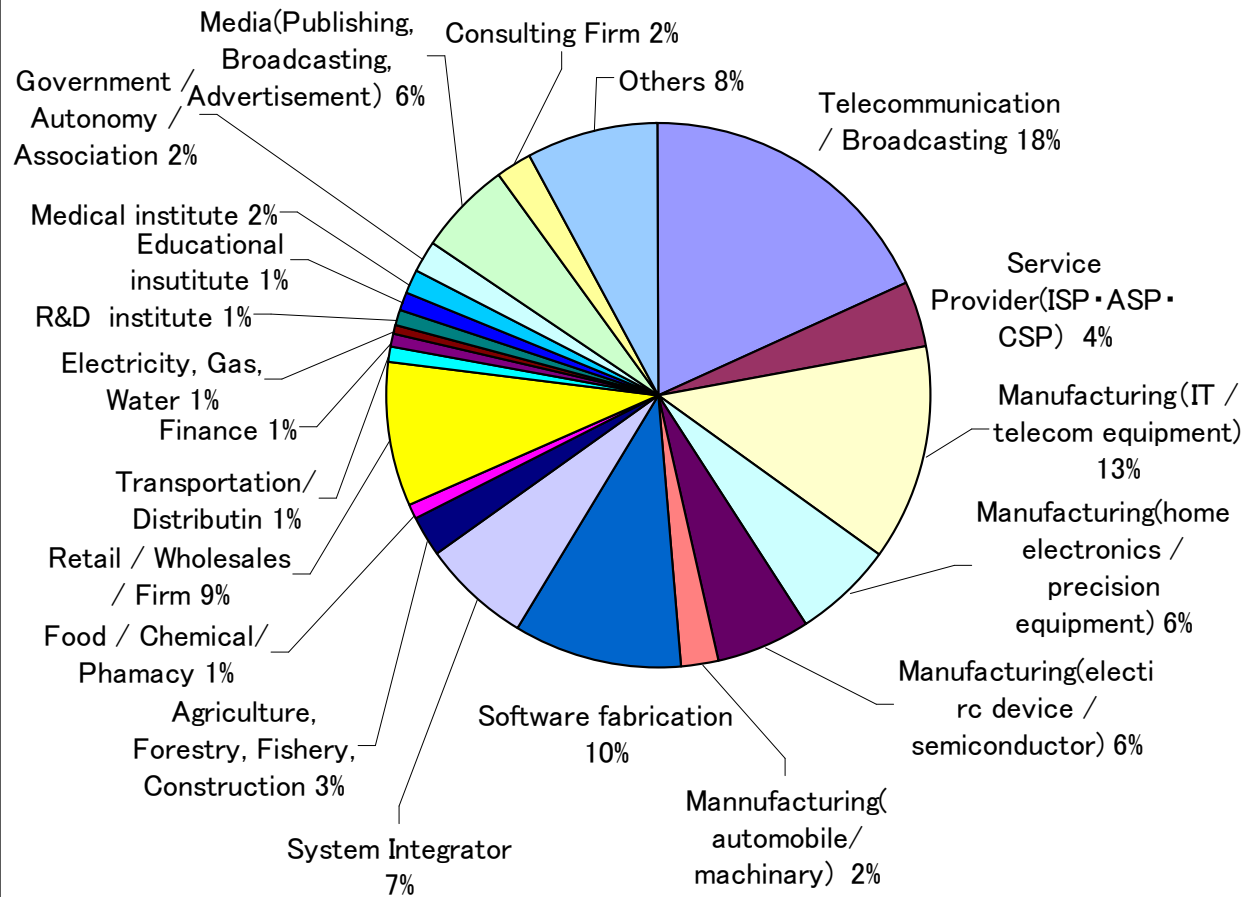
EXPO COMM WIRELESS JAPAN: 147 companies
Mobile Power: 74 companies
Total: 221 companies (last year was 146 companies)



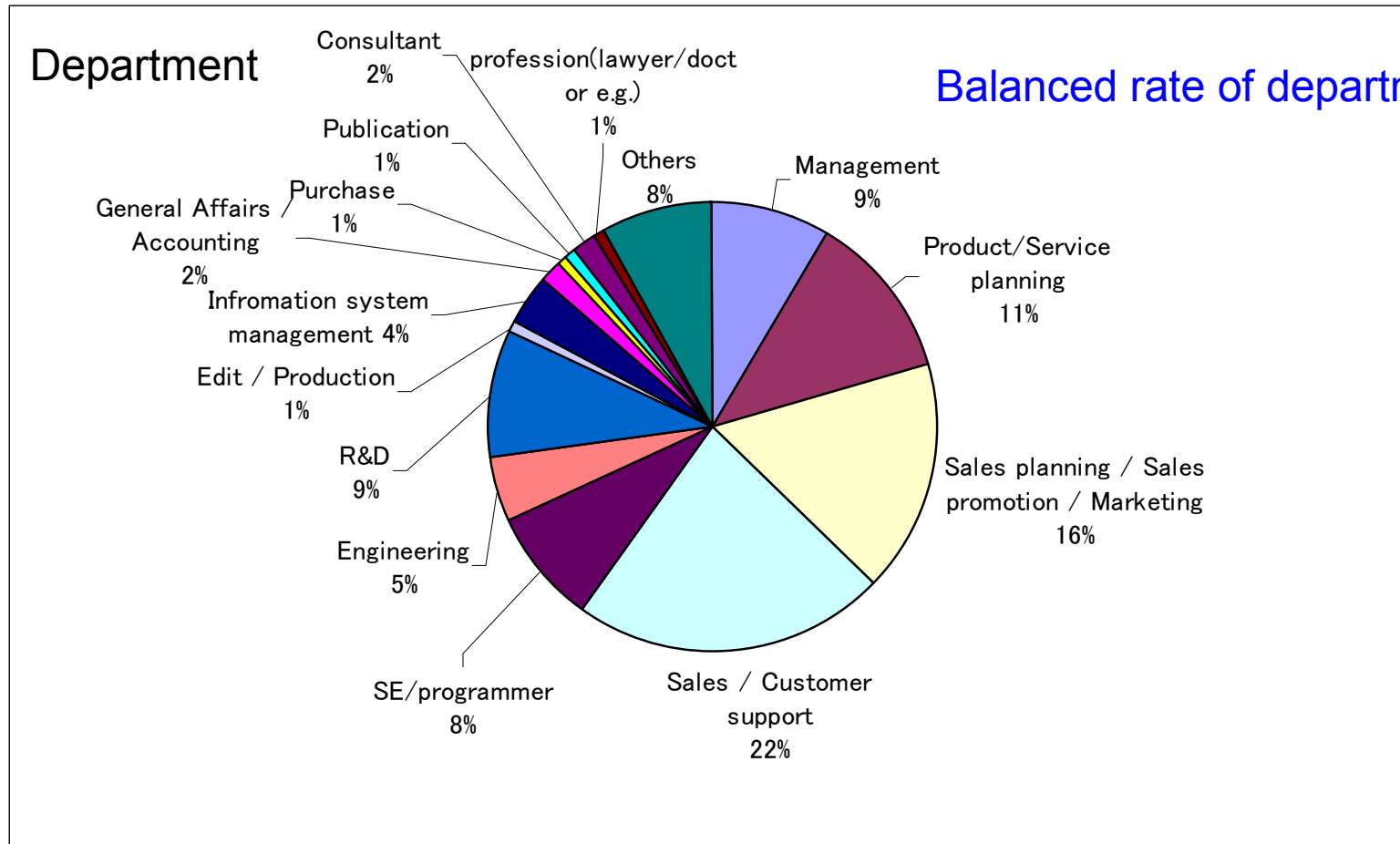
2010 visitor survey report

industry

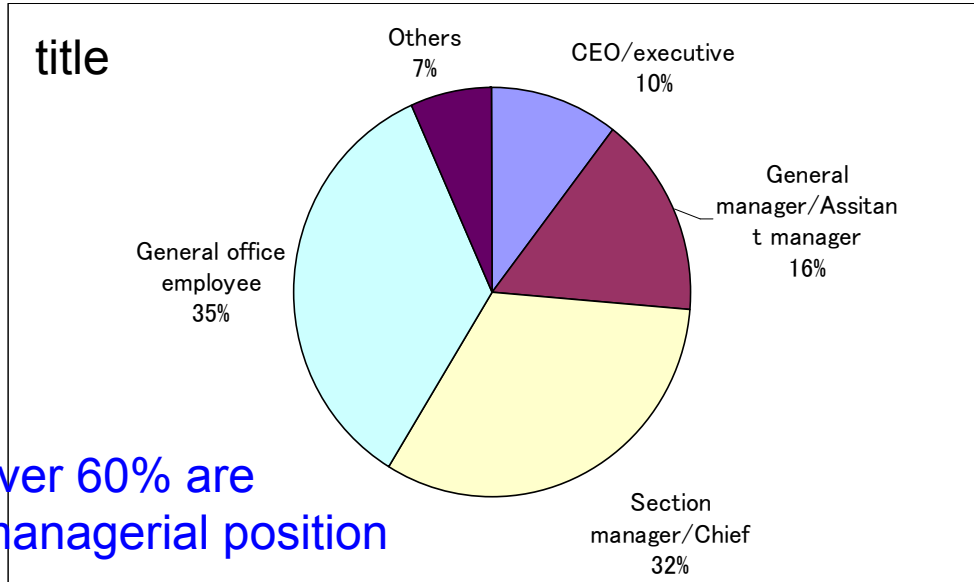
Coming wide range of industry



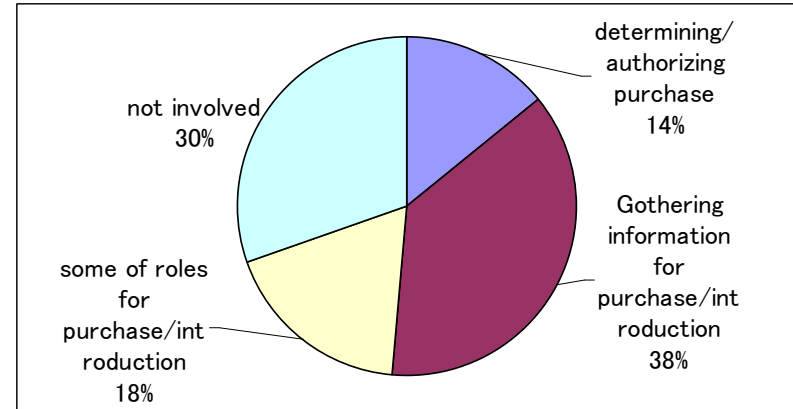
2010 visitor survey report



2010 visitor survey report

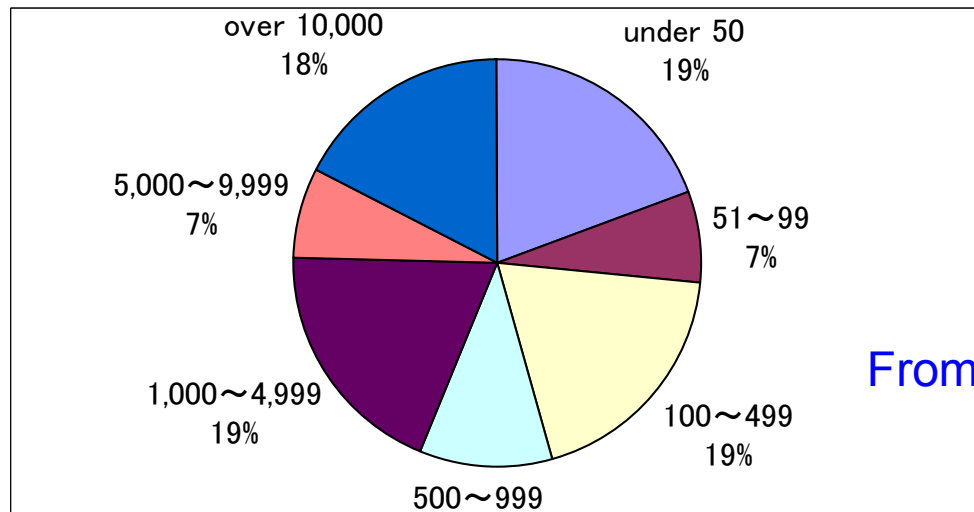


Over 60% are managerial position



How do you get involved when introducing new products/services?

About 70% are involved in decision making.

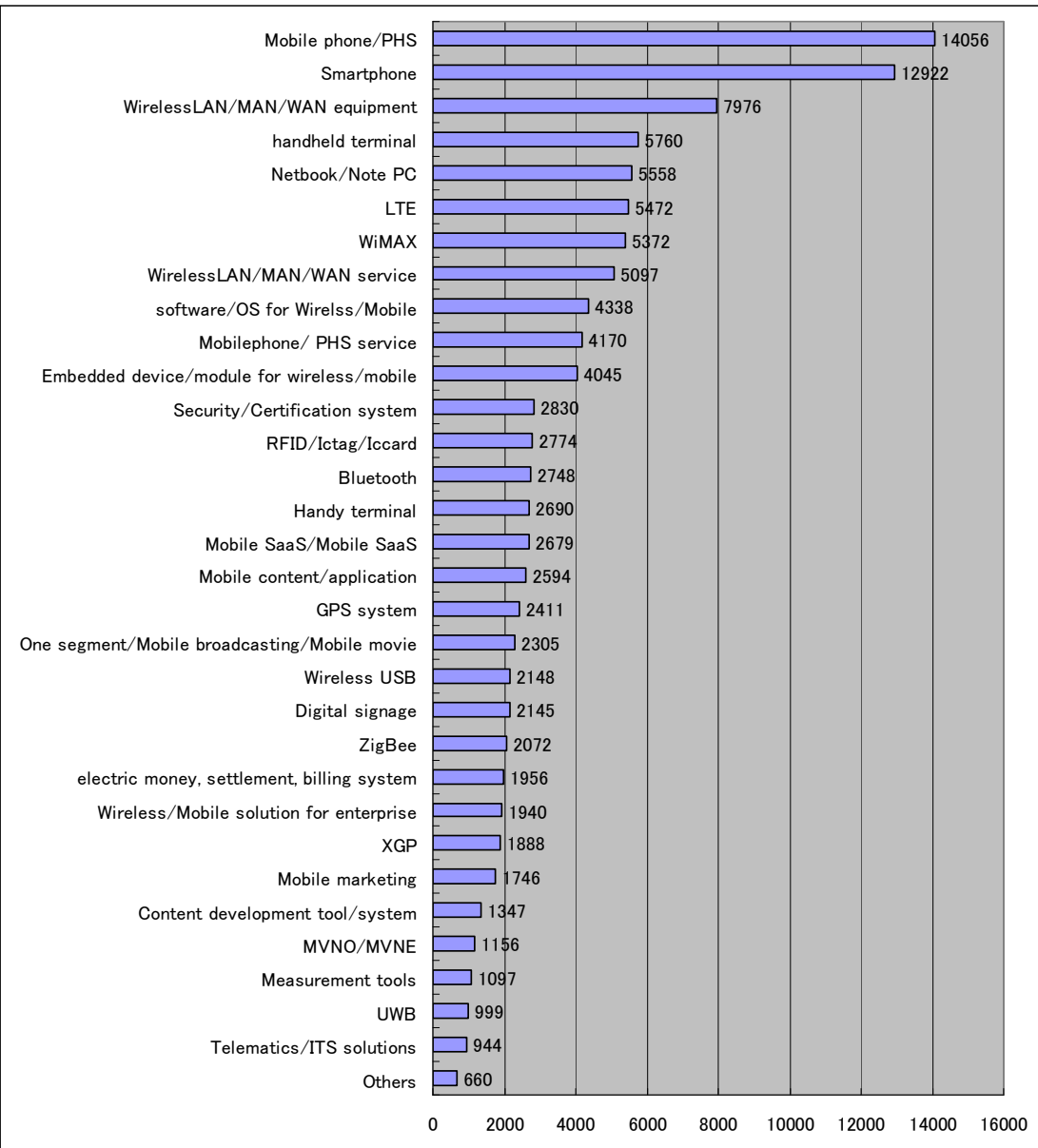


From big firm to small office

Number of employee

2010 visitor survey report

Field of interest
which visitors are interested in



Media Achievements in 2010

A lot of TV, web, paper media report exhibit product news.

【TV】

Broadcasting Station	Program name	Remark
NHK	NEWS WATCH 9	Famous news program in prime time
NHK	Biz Spo	New and sport news program in prime time
NIPPON TELEVISION	Boom in SUPER	Famous news and information program in morning
FUJI TELEVISION	Mezamashi TV / Tokudane	Famous news and information program in morning
TV TOKYO	WORLD BUSINESS SATELLITE	Famous business trend program in prime time
NIKKEI CNBC	NEWS ZONE	Business and economic program
MXTV	TOKYO MX NEWS	News program

【Newspaper】 Asahi shinbun, Yomiuri shinbun, Mainichi shinbun, MAINICHI RT-Tokyo, Tokyo shinbun, Nikkei sangyo shinbun, sankei shinbun, Fuji Sankei Business I, SANKEI EXPRESS, Nikkan Kogyo shinbun, Yukan Fuji, Chunichi shinbun, Hokuriku chunichi shinbun, Nippon Joho sangyo shinbun, Eizo shhinbun,, Jotsu shinbun, Nikken tekko shinbun, Handotai sangyo shinbun, Dempa shinbun, Tokyo IT shinbun, others

【Magazine】 Nikkei Personal computer, Nikkei NET WORK, Nikkei New media, Nikkei electronics, Auto review, OPTCOM、OHM、Top promotion, interface, BCN, Toyo keizai, Weekly diamond, ASCII, others

【WEB】 CNET Japan, ITmedia, ITmedia pro mobile, ITmedia+D mobile, ITmediaGames, ITmedia News, Livedoor news, excite news, carview news, Yohoo news, Mobile Watch, INTERNET Watch, RBB TODAY, business network.jp, Nikei BP net, Nikkei Trendy net, asahi.com, Minichi jp, ASCII.jp、Tech On、MSN sankei news, Nikkei shinbun, EE Times JAPAN, others

Exhibitor list in 2010

Number of exhibitor at EXPO COMM WIRELESS JAPAN2010: 147

Number of exhibitor at Mobile Power2010: 74

Total number: 221 companies (146 companies in 2009)

<<EXPO COMM WIRELESS JAPAN 2010>>

ISB, Adobe Systems, Ad-Sol Nissin, AINIX, ALTIMA / GainSpan / Quantenna Communications, mmunications, Anhui OSS, ATMEL AUTOMOTIVE GMBH, Axstone, BCN, BeatCraft, BEST SYSTEM (HK) LIMITED/Tech-Vision Electronics, BizMobile, BRILLIANT SERVICE, Broadleaf, Broadband Wireless Forum, Canon Communications Japan, Cerevo, CETECOM JAPAN, COMPUTECH, Computer Engineering & Consulting, ComWorth, Couei, CSE, DBG HOLDINGS, Denki Kogyo, DENSO, Dialogic Japan, Digi International / PALTEK / INTERNIX / OKAMOTO ELECTRONICS, Dynastream Innovations, eflow, E-Globaledge, Ember, Enea, EnOcean, ESUKEI, Fujitelecoms, FUJITSU, FURUNO ELECTRIC, GM3, G-Mode / NURI Telecom, GN Netcom, GREENPEAK TECHNOLOGIES, HAFT Technology, Hitachi Kokusai Electric, Huawei Technologies Japan, iAnywhere Solutions, i-BROADCAST, IDG Japan, Information Services International-Dentsu, NSIGHT ENTERPRISE, InsightSiP, Internet Initiative Japan, IP Netfusion, Ipros, ITS21, Japan Android Group, Japan Communications, Japan Radio, JOHOSANGYO SHINBUNSHA, Johospace, JSK, Kanematsu Communications, KDDI, Keihin Electric Express Railway, KITAMURA MANUFACTURING, Koozyt, KOZO KEIKAKU ENGINEERING, KYOCERA, M2Ware, MCCI, MERCI,Meritech, MITSUBISHI ELECTRIC ENGINEERING, MITSUBISHI ELECTRIC INFORMATION NETWORK, Mobile Computing Promotion Consortium, Mobile Create, Mobile Techno, MULTISOUP, NEC BIGLOBE, NEC CASIO Mobile Communications, NEC / NEC Engineering, NEC Networks & System Integration, NexM Communications / InfoGin, Nihon Dengyo Kosaku, Nikkei Business Publications, Nippon Ericsson, Nippon Light Metal, Nordic Semiconductor, NTT DOCOMO, NTTPC Communications, OTSL, Para.TV, R stream, Radio Frequency Systems, Radio Pulse, Radrix, RAILWAY INFORMATION SYSTEMS, Research In Motion Japan, RIC TELECOM, RUSHRUN, Sangyo Times, Sharp, SHOP SYSTEM STUDY SOCIETY, Shoshin, Sisvel Japan, Skyley Networks, SoftBank Creative, Soliton Systems, STARNET, Taosoftware, Tellabs, TENDA, THE TELECOM ECONOMIC NEWS, The University of Electro-Communications, The University of Tokyo, TOKAI VISION, Tokyo Cosmos Electric / FUJITSU NAGANO SYSTEMS ENGINEERING / Jennic, TOKYO KEIKI, TOMEN Electronics / taoglas / sierra wireless, TOPPAN FORMS, Trump, TUV Rheinland Japan, UbiNavi, WILLCOM, Wireless Design, Wireless Technologies / BLUENEXT JAPAN, WORKSTUDIO, YOKOSUKA CITY, YRP R&D Promotion Committee, ZTE

<<Mobile Power 2010>>

A&D Company, Apple Clip, Citrix Systems Japan, Cybozu, DDL, e-Jan Net, EMOBILE, Futaba, GS1 Japan, Hitachi, IBM Japan, IBS Japan, iND, Intel, Internet ITS Consortium, Kozo Keikaku Engineering, KYOCERA COMMUNICATION SYSTEMS, Microsoft, Mobile Audio Promotion Initiative (MAPI), Naviportal, NI CONSULTING, NTTPC Communications, Ocean Bridge, OSASI Technos, OSK, Otsuka Business Service, Otsuka, Pirkus, SOFTBANK MOBILE, Sumisho Computer Systems, SUNCORPOTATION, SYSTEM OPERATIONS, Takachiho Koheki, TEPCO UQUEST, UNI-LABO, UPR, V-Cube, YASHIMA, YDK.

Conference program in 2010

33course 166 session was held.

<<EXPO COMM WIRELESS JAPAN 2010>>

14th of July

- <Key note> Mobile carrier's business strategy
- Giga bit wireless forum
- The latest mobile market 1
 - Mobile market foresight and SNS/Twitter forum
- Business strategy of mobile phone shop and dealer
- iPhone/iPad application developer's forum
- Mobile marketing forum

15th of July

- Content business strategy of mobile carriers
- Mobile solution forum
- smart phone business seminar by Adobe
- Wireless technology for Smart grid
- The latest mobile market 2
 - ID and settlement system
- ZigBee forum
- Advances in USB~The latest USB solution
- exhibitor presentation

16th of July

- <Key note> Developing mobile/wireless new market
- Mobile content technical forum
- Android application development seminar
- Mobile content / marketing seminar
- Nokia Siemens Networks private seminar

14th to 16th, July

- NTT docomo & KDDI special seminar

<<Smart phone summit2010>>

14th of July

- Smart phone session 1
- Android session

15th of July

- Smart phone executive conference
- Smart phone session 2

16th of July

- Smart phone session 3

<<LTE summit 2010>>

15th of July

- LTE executive conference
- LTE & 4G wireless telecomm service foresight

<<Mobile Power2010 session>>

14th of July

- Mobile Power session 1
- Mobile solution for enterprise

15th of July

- work style efficiency improvement forum
- Mobile Power session 2

16th of July

- ITS special forum
- Mobile solution seminar
- Mobile Power session 3

Exhibit fee

All of fee are included in tax.

Raw Space:

456,750 JPY / 9sqm (exhibit space for 9 sqm or 18sqm)

425,250 JPY/ 9sqm (exhibit space for more than 18sqm)

Package Booth: 576,450 JPY / 9sqm

Package booth including; exhibit space, White wall, Carpet, Company Signboard, registration counter, chair(2),Fluorescent light, 800W ac adapter, trash box, booth cleaning during the exhibition




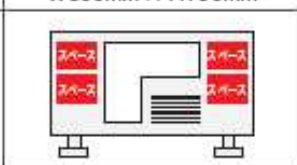




Sponsorship Seminar: This is your presentation opportunity.

Price: 525,000JPY/ 1slot

- Time: 50 minutes long
- Seat: 120 seated
- Registration: Audience require pre-registration through official web site.
- Audience data: audience data will be given to speaker after the exhibition.
- Equipment: presentation equipments is included in price.(PA and screen)
- Promotion: It is promoted in “Attendee Flyer” “Official Web site” “e-mail campaigns”

Sponsorship menu

In hall banner	Registration box	Registration bag	Floor map on site	Visitor badge	Official web banner
¥1,470,000 W4300mm × H3000mm	¥525,000 W1180mm × H9500mm	¥1,627,500 W220mm × H125mm	¥157,000 W300mm × H150mm	¥525,000 W90mm × H30mm	¥105,000 W150pixel × H60pixel
					

■ Contact Information

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