



Experience the Future of Digital and Environmental Tech at CEATEC JAPAN 2010 - Organizing Committee announces this year's topics -

The CEATEC JAPAN Organizing Committee has announced that **CEATEC JAPAN 2010**, one of the world's most comprehensive exhibitions of cutting-edge information technology (IT) and electronics, will be held at Makuhari Messe in Chiba Prefecture from **Tuesday, October 5, to Saturday, October 9, 2010**.

This year again promises a wide variety of stimulating, thought-provoking and entertaining contents under the theme of *Digital Harmony - Technologies for Comfortable and Eco Living*, and the Organizing Committee forecasts approximately 200,000 visitors during the five-day period of the show.

The CEATEC JAPAN Organizing Committee comprises three of Japan's leading industry organisations:

- Communications and Information network Association of Japan (CIAJ)
- Japan Electronics and Information Technology Industries Association (JEITA)
- Computer Software Association of Japan (CSAJ)

What's Hot at CEATEC JAPAN 2010

- Smart Grid Innovation 2010 & 3D Theatre

The Smart Grid, a next-generation system using IT to efficiently manage the demand and supply of electricity, is gathering attention as a new market. This year's CEATEC JAPAN show will promote a Japan-style Smart Grid system featuring environmental technologies related to green IT, saving, creating and storing energy, the Smart House, electric vehicles (EVs) and social infrastructures. In addition, a 3D theater introducing cities of the near-future coupled with smart grids will be unveiled. At the same time, the test driving EVs will be conducted.

- Get it! Digital Eco House (NHK/JEITA booth)

With only 9 months remaining until the full transition to digital TV broadcasting, broadcastings are about to enter the new stage. By making a comparison between analogue and digital systems, we will showcase some methods for installing the terrestrial digital TV and introduce the attractive digital broadcasting services. In addition, we will also visualize the energy-saving effects that digitization will bring and set up an environmentally-friendly exhibit so that visitors will see the Digital Eco House.

- Digital Network Stage

This area will let visitors experience the growing range of new network technologies entering the marketplace, such as WiMAX (Worldwide Operability for Microwave Access) and LTE (Long Term Evolution), also called the 3.9G mobile telephone network.

- CEATEC Suite

The CEATEC Suite has been established in 2010 as a special B2B zone responding effectively to the specific needs of the industries' vendors and users. Unlike any program seen in a Japanese trade show before, this area will focus only on advancing business opportunities for participants.

Institute of Electronics, Information and Communication Engineers (simultaneous event)

A conference by the Institute of Electronics, Information and Communication Engineers (IEICE) will be held concurrently with CEATEC JAPAN 2010 under the theme of new medical technologies made possible by cloud computing, information and communications technologies. CEATEC JAPAN visitors will be able to attend this event free of charge.

This year, Premium Time, a special advance opening for members of the media and special guests, will be expanded from the morning of the first day of the show to the entire day (10:00 am to 5:00 pm) on Tuesday, October 5. Entrance will also be completely free of charge on Saturday, October 8, the final day of the show.

For more information, please visit CEATEC JAPAN at www.ceatec.com