

## The First Event Focusing on Digital Signage Technology in Japan

Digital signage is a rapidly growing advertising media in Japan. Dubbed as a next generation advertising platform, it combines still images, motion pictures and information via digital-networking and display technology.

Digital Signage Japan is the first trade show in Japan to specifically target this market and provides the opportunity to meet buyers from the retail, hospitality, financial, transportation and public sector.



### Event Profile

Event: **Digital Signage Japan 2010**

Venue: Makuhari Messe (Chiba, Japan)  
Exhibition Hall 6

Date: 9th June (Wed) - 11th June (Fri) 2010

Number of Visitors:

**140,000\*** (expected)

\* including co-located events

Co-located events:

Interop Tokyo 2010, IMC Tokyo 2010,  
Mobile&Wireless Tokyo Preview

Event Structure:

Exhibition, Keynotes, Special Session,  
Educational Conference

Organized by :

NANO OPT MEDIA, Inc. F2F Forum Company  
Digital Signage Consortium

### Categories of Exhibiting Products

- Digital Signage System
- Video Content Production Products & Services
- Digital Advertising Production
- Content Delivery System & Services
- Set-up Services
- Plasma Displays
- Flat Screens
- LCD, LED Displays
- Networking Products & Services
- Satellite Communication System & Services
- AV System
- Software & Application
- System Integration

### Who will you meet at Digital Signage Japan?

- ✓ Enterprise Users (Finance/Public Facilities/Retail/Transport/Hospitality/Construction/Education/Entertainment/etc)
- ✓ Manufacturers
- ✓ Advertising Agencies
- ✓ Film/Video Production Companies
- ✓ Internet Business Enterprises
- ✓ Trading Firms
- ✓ System Integrators
- ✓ Broadcasters
- ✓ Carriers/ISP



## Digital Signage Japan 2010 Steering Committee

### Executive chairman

Ichiya Nakamura, Ph.D.	Chairman, Digital Signage Consortium Professor, Graduate School of Media Design, KEIO University
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### Committee members

Tsuyoshi Arata	Mitsubishi Electric Corporation
Masao Kubota	Panasonic Corporation
Masahiko Kawazoe	NIPPON TELEGRAPH AND TELEPHONE CORPORATION
Miwako Iyoku	NIPPON TELEGRAPH AND TELEPHONE CORPORATION
Yasuji Eguchi	Digital Media Consultant
Teru Tsuji	Hakuhodo Inc.
Megumi Onoda	Human Media Inc.
Tsunemichi Ozaki	NEXTWAVE Co., Ltd.
Katsuhiro Yoshida	Oricom Co., Ltd.
Junichi Hikiba	SPACE SHOWER NETWORKS INC .
Nanako Ishido	Digital Signage Consortium

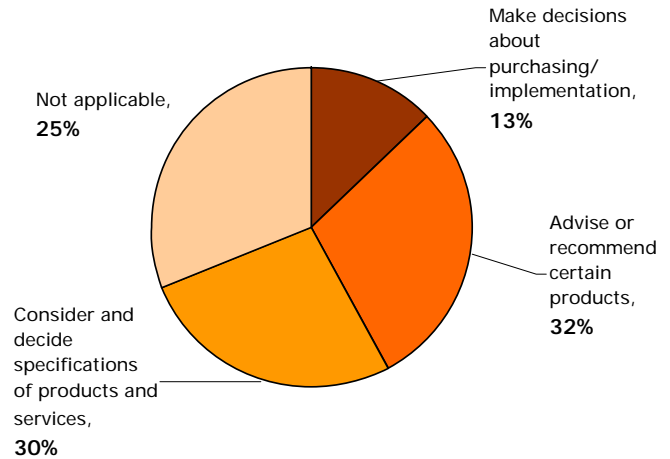
## Profile for DSJ Attendees:

### Meet Active Buyers:

75% of Digital Signage Japan target attendees say they influence buying decisions within their organizations.

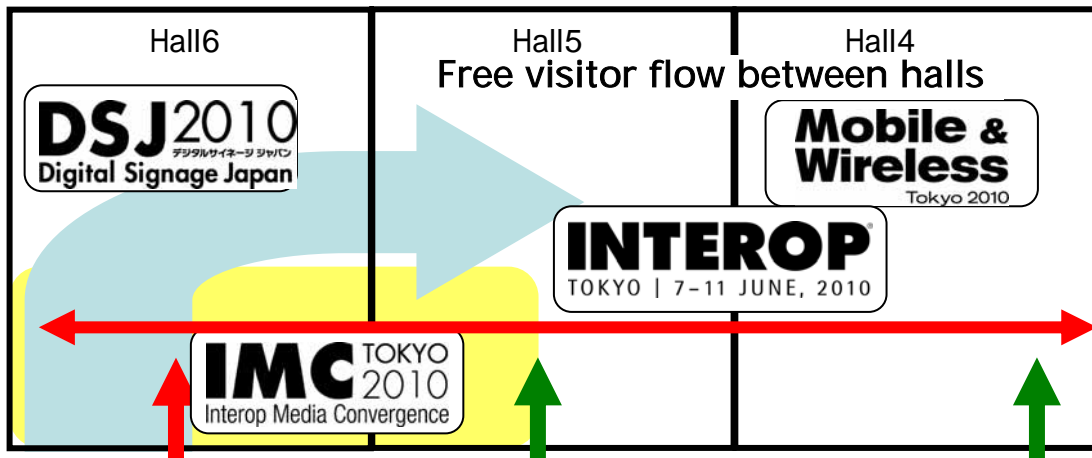
44% of target attendees work for large companies, (500+ employees), 31% work for medium companies (50-499), and 25% work for small companies (1-49).

34% of attendees are executive-class (CEO/CIO, board of directors, etc.), 31% are managers and 35% are staff.



\* Digital Signage target audience based on attendee survey for IMC Tokyo and Interop Tokyo 2009

Four key sectors: Information Technology, Digital Broadcasting, Digital Signage Technology. Mobile&Wireless Technology, Same time, same venue. Don't miss this major business opportunity.



Next Generation Media & Contents Platform

### Exhibition

Introduce your products and services to the Japanese buyers

Keynotes, Special Sessions & Educational Conference  
Market trends, technology trends, business tutorials

Tokyo Bay Makuhari

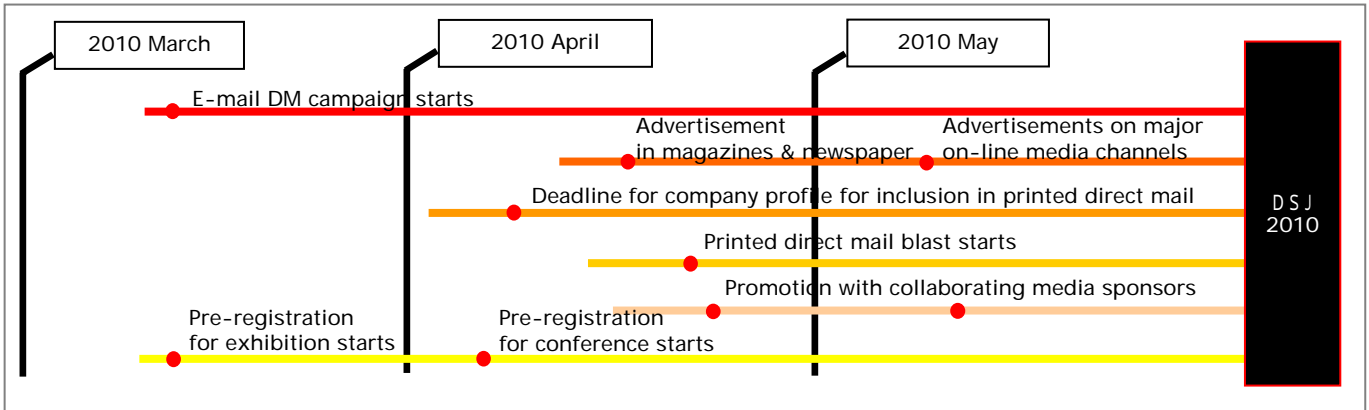
Conference

Convention Hall

Keynotes & Special Sessions

## Event Promotion Plan

Over 140,000 visitors (including co-located events)



## Reserve your space today!

Exhibit Fee includes:

- +Exhibit Space (3m x 3m)
- +Bar code reader rental x 1
- +Your company profile on Official website and other marketing materials
- +Supply of invitation tickets for the exhibition

- \* If you apply after the deadline it may not be possible to include your company in some of the marketing materials.
- \* Internet connection is not included. Please order separately if needed.

To learn about DSJ and exhibiting opportunities, please contact:

+ Japan Sales Office

**DSJ2010 (Digital Signage Japan) Show Management Office (NANO OPT Media, Inc)**

TEL: +81-3-6431-7801

FAX: +81-3-6431-7850

Email: sales-info@f2ff.jp

\*Booth space assignment will be made by the organizer based on date of contract, size of booth, exhibit category, exhibit history and other conditions.

\*Consumption tax at 5% will be applied to all invoices.



## Exhibitors list

for Interop Tokyo 2009 / IMC Tokyo 2009 / Digital Signage Japan 2009

A.T.Works,Inc.  
A10 Networks Inc.  
Accense Technology, Inc.  
Accenture Japan Ltd  
Adobe Systems Co.,Ltd.  
Advanced Communications Co.,Ltd.  
Advantech Japan, Co., Ltd  
ALAXALA Networks Corporation  
Alcatel - Lucent Japan  
ALEPH Networks Corporation  
Alpha Japan Co, Ltd.  
AMD Japan, Ltd.  
Anritsu Networks Co.,Ltd.  
Array Networks, Inc.  
Art Developers Corporation  
Asgent ,Inc.  
ASK Corp.  
ASTEC Co.,Ltd.  
ASTRODESIGN, Inc.  
Atelier Vision Corporation.  
ATEN JAPAN CO.,LTD.  
Autodesk Ltd. / OTSUKA CORPORATION  
AXELL CORPORATION.  
Barracuda Networks Japan, K.K.  
BCN, Inc.  
Bivio Networks, Inc.  
Blue Coat Systems, Inc.  
BOND Co.,Ltd.  
Borland Co., Ltd.  
Brocade Communications Systems Inc  
CA Japan,Ltd.  
CDNetworks Japan Co., Ltd.  
Check Point Software Technologies Ltd.  
Chi Lin Technology Co., Ltd.  
CHUO ELECTRONICS CO.,LTD.  
Cisco Systems G.K.  
Citrix Systems Japan K.K.  
climate savers computing initiative  
CNLink Networks Japan  
COMPLEO, INC  
COMSQUARE Co.,Ltd.  
Continental Far East Inc.  
Custom Technology Corporation.  
Cyberstation, Inc.  
CONNECTION TECHNOLOGY SYSTEMS INC.  
Dai Nippon Printing Co., Ltd.  
Dell Japan Inc.  
Digital Architect Corp.  
Digital Arts Inc.  
Digital Knowledge Co., Ltd.  
D-Link Japan K.K.  
DOREMI LABS LLC  
DTS, Inc.  
DynaComware Corporation  
EIDEN Co., Ltd.  
EMC Corporation  
Empirix k.k.  
enNetforum SSL VPN Remote Access WG  
Eugrid Inc./Hitachi High-Tech Solutions Corporation  
Extreme Networks K.K.  
F5 Networks Japan,K.K.  
Fir Stream, Inc./Far East Partners, Inc.  
Firstream,Inc./Far East Partners, Inc.  
FIT Pacific, Inc.  
Fivefront Corporation

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Fluke Networks  
Fortinet Japan k.k.  
FreeBit Co.,Ltd.  
Freparnetworks,Inc.  
FUJIFILM Corporation  
FUJIFILM Imagetec Co., Ltd.  
Fujinon Corporation.  
FUJITSU LIMITED  
Fuji Xerox Co., Ltd.  
Fuji Television Network, Inc.  
FURUNO SYSTEMS,Co.,Ltd.  
FXC Inc.  
Global IP Solutions, Inc.  
Green TOUDAI  
Groove Systems Inc.  
Harada Corporation  
Hewlett - Packard Japan,Ltd.  
Hitachi Cable,Ltd.  
Hitachi, Ltd.  
HUMAN ECOLOGY Co.,Ltd.  
IBM Japan,Ltd.  
IEICE  
IIGA CO.,Ltd./ Intec NetCore Inc.  
Iimpress R&D/IMPRESS BUSINESS MEDIA CORPORATION  
IMAGENICS Co.,Ltd.  
IMAGICA CORPORATION.  
IMAGICA DIGIX Inc.  
Imperva Japan K.K.  
INCOM Co.,Ltd.  
Infomation Services International -Dentsu.,LTD.  
Information - technology Promotion Agency, Japan.  
Internet Association Japan  
Internet Initiative Japan Inc.  
IPcore  
(ISC)2 Japan

ISAO CORPORATION  
Isilon Systems, Inc.  
ITmedia Inc.  
Ixia K.K.  
JAFCO  
Japan Material CO.,LTD.  
Japan Registry Service Co., Ltd.  
Japan Telegaertner Limited  
JenniferSoft, Inc.  
Johokobo, Inc.  
Juniper Networks K.K.  
KADOKAWA PICTURES,INC.  
Kaspersky Labs Japan  
Kawamura Electric Inc.  
KEISOKU GIKEN Co.,Ltd.  
KODAK JAPAN LTD.  
KOGYO TSUSHIN CO.,LTD.  
Korea Pavilion  
KOWA COMPANY,LTD  
KOZO KEIKAKU ENGINEERING Inc.  
k's project Co., Ltd.  
License Technology Inc.  
LinkEarth co.Ltd  
Macnica Networks Corp  
Marathon Technologies  
MICRO SUMMIT K.K.  
McRAY Japan Inc.  
Microsoft Co.,Ltd.  
Miharu Communications Inc.  
Mitsubishi Electric Corporation  
Mitsubishi Electric Information Technology Corporation  
Mizuho Trad Corporation Limited.

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MOTION PICTURE AND TELEVISION  
ENGINEERING SOCIETY OF JAPAN INC.  
Multimedia Broadcasting, Inc.  
nac Image Technology., Inc.  
NALTEC, Inc.  
National Institute of Information and  
Communications Technology  
NEC Corporation  
NEC Display Solutions, Ltd.  
Newphoria Corporation Inc.  
NetAgent Co., Ltd  
NETDIMENSION CORPORATION.  
NETMARKS,INC.  
Network Hardware Resale  
NGC Corporation  
Nikkei Business Publications, Inc.  
Nikon Systems Inc.  
Nippon Ericsson K.K.  
Nippon Information Communication Association  
NIPPON TELEGRAPH AND TELEPHONE  
CORPORATION  
Nippon Television Network Corporation  
NISSHO ELECTRONICS CORPORATION  
NITTO KOGYO CORPORATION  
Nortel Networks Corporation  
NOX Co.,Ltd.  
NRI SecureTechnologies, Ltd.  
NTT Advanced Technology Corporation  
NTT Communications Corporation  
NTT DATA CORPORATION  
NTT Electronics Corp  
NTT FACILITIES, INC.  
NTTPC COMMUNICATIONS Inc.  
OAK INFORMATION SYSTEM CORPORATION  
OKAYA ELECTRONICS CORP,

Olympus Corporation  
OMNIBUS JAPAN Inc.  
O'Reilly Japan,Inc.  
Oricom Co., Ltd.  
Original Creative Communication Space  
OS CO.,LTD.  
Palo Alto Networks, Inc.  
Panasonic Communications Co., Ltd.  
Panasonic Corporation  
Panasonic Electric Works, Ltd  
Panasonic Electric Works Information Systems  
Co., Ltd.  
Panasonic System Solutions Japan Co., Ltd  
Para.TV,Inc.  
PeerCom, Inc.  
PHOTRON LIMITED  
PICT Inc.  
Plat'Home Co., Ltd.  
PLAZMONIC JAPAN INC.  
PSI INC.  
QualityNet Co.,Ltd.  
Raritan Japan Inc.  
Riverbed Technology Japan K.K.  
Rose Electronics / Cybernetech Co.  
RS Co.,Ltd.  
RSA Security Japan Ltd.  
RUNEXY CORPORATION.  
SaiNetAd Corporation  
SAMSUNG JAPAN CORPORATION  
Saltlux Inc.  
SCALA K.K.  
SecuAvail Inc.  
SEIKA CORPORATION  
Seiko Industry Co.,Ltd.

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SEIKO Precision Inc.  
SGI Japan, Ltd.  
Shochiku Co., Ltd.  
SHOSHIN CORPORATION  
SII Network Systems Inc.  
silex technology, Inc.  
SilverStarJapan  
SINFOR Technologies Co., Ltd  
siteROCK K.K  
Softadvance, Inc.  
SOFTBANK BB Corp.  
Softfront  
Softopia Japan Foundation  
Soliton Systems K.K.  
SonicWALL, Inc.  
Sony Marketing of Japan Inc.  
Sony PCL Inc.  
Stellar Craft, Inc.  
Stratus Technologies  
Symantec Japan, Inc.  
System Advance Inc.  
Task Force on IPv4 Address Exhaustion  
TB-eye Ltd.  
TECNO HOUSE Inc.  
Tekenetworks, Inc.  
Terilogy Co., Ltd.  
thirdnetworks  
TippingPoint Technologies Japan  
TOBESOFT Co., Ltd  
TOEI COMPANY, LTD.  
TOEI LABO TECH.  
Toho Co., Ltd.  
TOHOKUSHINSHA FILM CORPORATION  
Tokyo Laboratory Ltd.  
Tokyo Broadcasting System Television, Inc  
Tokaivision Co., Ltd.  
TOME R&D Inc.  
TOWA MECCS CORPORATION  
Toyo Corp.  
TSUSHINKOGYO SHINBUNSHA  
Uhuru, Inc.  
ULTRA-X ASIA PACIFIC Inc.  
UNIADEX Co., Ltd.  
Unidata Communication Systems Inc.  
UNIVISION DISPLAY Co., Ltd.  
UQ Communications Inc.  
Vanten K.K. / Lighthouse Japan  
Victor Company of Japan, Limited  
Videotron corp.  
VISION TECHNO NET, Inc  
VISOR.INC  
WatchGuard Technologies Japan K.K.  
World Wide Web Consortium (W3C)  
Wyse Technology K.K.  
YOKOSHINE D.I.A. INC.  
YS Solutions Co., Ltd.  
Zscaler, Inc.  
XEBEX Inc.  
ZYYX Inc.

