

18th March 2009

PRESS RELEASE

Japan Electronics and Information Technology Industries Association

– For Professionals in Audio, Visual and Communications Businesses –

Inter BEE 2009

Wednesday 18th to 20th November 2009 at Makuhari Messe

Exhibitor Applications now being accepted

Greetings,

Japan Electronics and International Technologies Association (JEITA) is pleased to announce that we will start accepting of exhibitor application for the International Broadcast Equipment Exhibition 2009 (Inter BEE 2009) at Makuhari Messe for three days from 18th to 20th November 2009.

The Inter BEE showcases top-notch broadcast, communications, video and audio equipment both domestic and overseas. What is more, the exhibition serves as a gateway for all exhibitors and visitors to exchange of technological information and demand creation. With an eye to emerging markets of digital cinemas, digital signage and 3-dimensional computer graphics, IPTV (Internet Protocol Television), mobile TV and cross-media products will be presented in the special zone. For more information or any inquiries about the registration, please call the Japan Electronics Show Association (JESA) at +81-3-5402-7601.

We look forward to seeing you at the exhibition.

Japan Electronics and International Technologies Association (JEITA chaired by Etsuhiko Shoyama, Chairman of the Board, Hitachi, Ltd.) will be sponsoring the International Broadcast Equipment Exhibition 2009 (Inter BEE 2009), a major trade show for audio, video and Communications professionals, will be held at Makuhari Messe (Chiba Prefecture) for three days from Wednesday, 18th to Friday, 20th November 2009.

The Inter BEE will mark its 45th exhibition this year since its beginning in 1965. As one of the three major broadcasting equipment shows like the NAB in the US and the IBC in Europe, the Inter BEE showcases, both domestic and overseas, the world's top-level broadcasting equipment, imaging equipment, audio equipment, applications and solutions.

What is more, the Inter BEE serves as a gateway for a wide range of broadcasting businesses, studios, post-production servicers, and content producers to both large technology and customer bases all around the world.

The previous Inter BEE 2008 ended up largest-ever with 781 exhibitors and 35,715 registered visitors, and boosted the satisfaction of the exhibitors. The number of registered visitors, mostly core users of the exhibited products, steadily increases year-after-year, while the visitors get diversified as the markets expand. The Inter BEE wins a high reputation from eager visitors in collecting the latest information or finding new deals.

The tidal wave of digitalization rapidly sweeps the shores of the broadcasting industry around the world. The US will end analog broadcasting this year, and Japan accelerates the shift to full digital broadcasting. In the midst of the surge, emphases are placed on emerging markets such as digital cinema, digital signage and 3-dimensional computer graphics in this year's exhibition. IPTV, mobile TV, and cross-media products will be presented in the special zone. The Inter BEE will continue to proactively renovate itself by following the fashion of the day. For the information, conferences and events will be held during the same period of the exhibition to introduce movements and the trends of the cutting-edge technologies in the broadcasting industry.

JITEA will have a briefing session for the exhibitor registration guidelines for the Inter BEE 2009 from 2:00 p.m. on Thursday, 19th March, 2009 at Arkadia Ichigaya, Tokyo. We will begin uploading the information on the Inter BEE 2009 and put out an open call for exhibitors on our official website (www.inter-bee.com). The first deadline to apply to exhibit is Friday 29th May 2009, and the final deadline for submitting applications is Friday 26th June 2009.

Please address any inquiries about the press release to:

Fumiaki Yoshinaga, Japan Electronics Show Association (JESA)

E-mail: contact@inter-bee.com Phone: +81-3-5402-7601 FAX: +81-3-5402-7605

1-12-16, 5th Floor Sumitomo Shiba-Ohmon 2nd Building, Shiba-ohmon, Minato-ku, Tokyo 105-0012 Japan

<http://www.inter-bee.com>