

26th February, 2010

Press Information

Japan Electronics and Information
Technology Industries Association

— Professional Show for Audio, Video and Communications —

『Inter BEE 2010』

At Makuhari Messe from 17th November (Wed.) to 19th November (Fri.)

Call for Exhibitors

Japan Electronics and Information Technology Industries Association (JEITA Chairman Fumio Ohtsubo / Panasonic President) will hold the “Inter BEE 2010 / 46th International Broadcast Equipment Exhibition” at Makuhari Messe (Mihama-ward, Chiba City) for a period of 3 days between November 17th (Wed.) and November 19th (Fri.), 2010.

Now in its 46th year, this exhibition first took place in 1965, and as one of the world’s three largest broadcasting equipment exhibitions, ranking alongside NAB in the U.S. and IBC in Europe, Inter BEE has continually showcased top-ranked domestic and overseas broadcast equipment, video equipment, audio equipment and communication equipment as well as peripheral applications and solutions all under one roof, and as a platform for international technological exchange and increased business demand, it provides an effective business opportunity for its exhibitors.

As media contents continue to diversify in line with media digitization, Inter BEE has developed into a comprehensive media exhibition. This was demonstrated by the record high number of exhibitors at last year’s event – 816 companies; which included a record high number of international exhibitors – 466 companies; and those attending the event numbered 31,694 registered visitors. Furthermore, at least 70% of those visitors were technically-minded core customers and the exhibition received warm praise from visitors attending the event to gather the latest information and develop new business opportunities.

In addition to the “Video and Broadcast Equipment Materials”, “Professional Audio”, and “Professional Lighting” categories; the “Cross Media Zone” which continues to approach new fields in the industry such as IPTV, MobileTV, digital cinema, digital signage and 3-D graphics was expanded, and examining current trends it actively promotes new developments in the industry. Furthermore, a wide variety of InterBEE-related forums are simultaneously held, providing an introduction to broadcasting industry trends and the latest technological movements.

From March 1st (Mon.), we will be inviting applicants to reserve an exhibition booth at “InterBEE 2010”. The application period for exhibitors is until 28th May, 2010 for primary applications and 25th June for secondary applications. For more detailed information, please refer to our official website (www.inter-bee.com).



■ Contact the below address to reserve an exhibition booth or to raise any related queries

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