

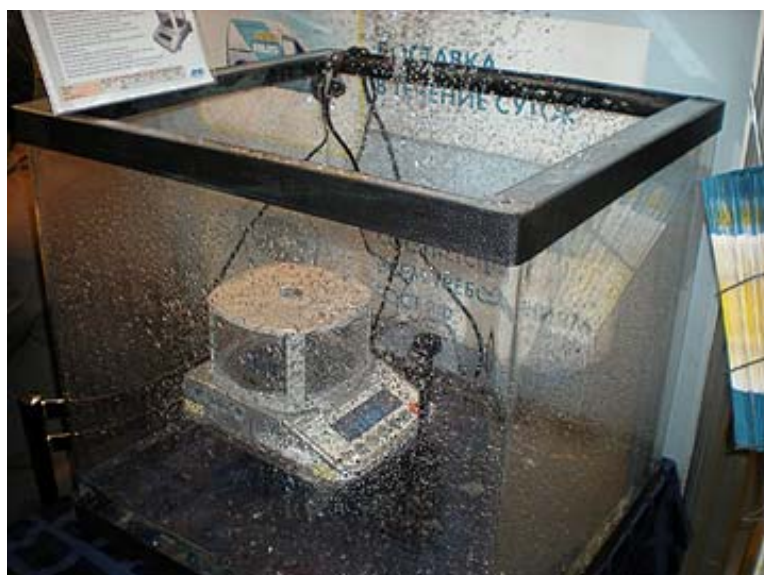
## A-TESTex 2008

Reported by Michihito Matsuura, International Division

A-TESTex, previously known as Analytica, was held at the Crocus Expo Exhibition Center in Moscow, Russia, from April 22 – 25, 2008. As its former name suggests, the show featured analytical equipment, control and measuring devices, laboratory furniture, and chemical agents. Our subsidiary in Russia, A&D Rus (ADR), had an 18m<sup>2</sup> booth, where they presented various balances, scales, viscometers, moisture analyzers, and other equipment, including a static eliminator.



On approaching ADR's booth, people would first notice the FX-iWP being showered with water, showing off its IP65-level water protection capability. This scene has recently become a common attention-grabber utilized by our subsidiaries and agents at exhibitions, and the impact on people walking by is indeed huge. At present, no other company can perform this demonstration with a 1mg resolution balance.



If visitors turned their eyes to the left, they would see a large round showcase displaying our “M” series moisture analyzers and our SV(-A) series viscometers. Both the “M” series and the SV series have been very successful in Russia for many years and these products attracted the most attention, repeating a trend that has become quite familiar at exhibitions in other countries. This year in particular, the SV-1A, which will soon be launched by ADR and is capable of 2ml sample measurements, has been eliciting a lot of inquiries.



Overall, looking at the ADR booth, I found that ADR took the time to experiment with different ideas, each aimed at peeking the interest of visitors. For example, the walls of the ADR booth were completely covered with beautifully crafted cloth posters showing off some of our new products and sensors. Cute Japanese dolls were carefully placed around products in showcases and on tables, creating an effect that certainly made ADR's booth unique while expressly conveying ADR's identity as the subsidiary of a Japanese company. I, for one, thought that ADR's presentation was one of the best I had ever seen by any of our subsidiaries or agents.



A number of ADR's business partners also showcased many of our products at A-TESTex. Some of them had actually devoted large sections of their booths to A&D products. After visiting their displays, I now have a sense of A&D's great potential and future in the Russian market.



Thanks to all of the visitors to our booth for their continuous support and cooperation. I would also like to say a special word of thanks to ADR for an exceptional job!