

A&D Korea makes a splash at KIMES

Reported by Mr. Hase, International Division

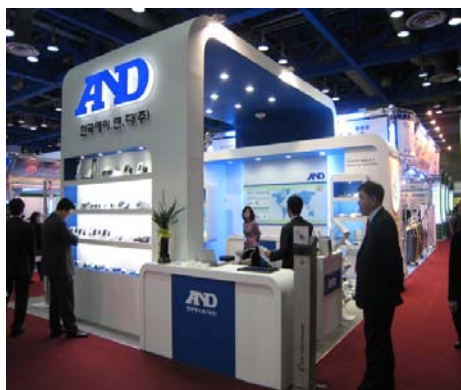
For the first time, A&D Korea, our subsidiary in Korea, set up a booth at the 24th Korean International Medical & Hospital Equipment Show (KIMES), which was held from March 15th to March 24th, in Seoul, South Korea.

KIMES is the one of the longest running medical exhibitions in Asia and it is definitely the most exciting. There were about 12,000 products displayed by 1,100 companies in four halls covering an area of 32,382 m²—about 2.5 times the size of a baseball field—at this year's KIMES.



A&D used the opportunity to display its products at three booths. One booth was operated by A&D Korea, while our long time partners Hanlim Technology and Taeyang Meditech operated the two other booths. Hanlim is one of our most important medical equipment agents. They excel in the promotion of professional medical equipment. Taeyang is a very well established home healthcare blood pressure monitor dealer with a vast distribution network all over Korea.

We would like to express our deep gratitude to Hanlim Technology and Taeyang Meditech for continuing to promote our products in Korea for many years and for sending a very talented sales force, which included Mr. Jun Ho Lee of Hanlim and Mr. Han of Taeyang Meditech, to assist A&D Korea throughout the entire exhibition. It was very impressive to witness different individuals of varying sales backgrounds exchanging ideas and working together to achieve a common goal.



The photos above show two of our booths at KIMES. The prevailing colors are A&D blue and white. These booths simply looked great and reflected our corporate brand image.



Easy-to-use bed scale, the A&D 4922



Barrier free scales, the AD6105 & AD6106

When people think of A&D, they think of us primarily as a weighing instruments manufacturer that provides a wide range of products, from analytical balances to huge track scales. However, in Japan, A&D is also known as a manufacturer of medical weighing products for professional use in hospitals and clinics. A&D products are commonly used in a number of dialysis clinic monitoring devices since such devices rely on very accurate measurements. At KIMES, we exhibited two barrier free scales and one bed scale. Based on the demographics of the crowd these scales attracted at KIMES, it was apparent that our scales caught the attention of medical specialist interested in weighing. The picture on the right above shows two of our barrier free scales, the AD6105 and the AD6106. These barrier free scales incorporate a universal design, have a low profile, and provide numerous benefits to patients: the platforms are intentionally very low, making it easy for patients to mount the scale with their wheelchairs in order to perform weight measurements by themselves. The scale featured in the picture on the left is the AD4922, one of our bed scales. The product is demonstrated using a miniature bed. Weighing is performed by simply placing one of the four round loadcells under each foot of the bed.



**The Mercury Free
UM-101**



The product featured above, the UM-101, is part of our product line for medical professionals. Judging from all the inquiries we received, the UM-101 is a red-hot item. We displayed the UM-101, with its mercury-free column at KIMES. For those of you who would like more information on the UM-101, please click on the link: <http://www.aandd.jp/products/medical/professional/um101.html>. We were very surprised to learn that people in the medical field in Korea, in addition to being very environmentally conscious, want to measure blood pressure with their ears using the Korotkoff-sound method. This may have a lot to do with culture, but doctors and nurses in Korea seem to prefer the traditional method of monitoring blood pressure. The UM-101 is an extraordinary product because it allows the user to take blood pressure measurements using the Korotoff-sound method, but without the risk presented by products that still use mercury. There is one other important development regarding the UM-101; the

UM-101 was recently validated in accordance with the international protocols of the European Society for Hypertension (ESH). ESH independently validates the accuracy of blood pressure monitoring devices.



A&D celebrated its 30th anniversary last year and we proudly displayed our “30th Anniversary, AND HONMONO” logo at KIMES. Honmono is a Japanese word that means “the real thing” or “genuine.” At A&D, “HONMONO” has taken on a more philosophical meaning. We use it in reference to products, services and people. We have included “HONMONO” in our company logo and our corporate culture is a reflection of this value system; the principles which make us A&D.

In closing, I would like to thank our staff at A&D Korea for their effort and support during KIMES. A&D Korea had a sensational debut at KIMES and it is thanks to them that our booth at KIMES was a success. A&D Korea took advantage of KIMES to demonstrate their maturity and vast potential, and we are confident that they will continue to grow. Finally, I would to say a special thanks to all of the visitors that came to our booth. We will set up another booth at KIMES 2009 and we hope to see all of you again soon (“toe-munna yo!).