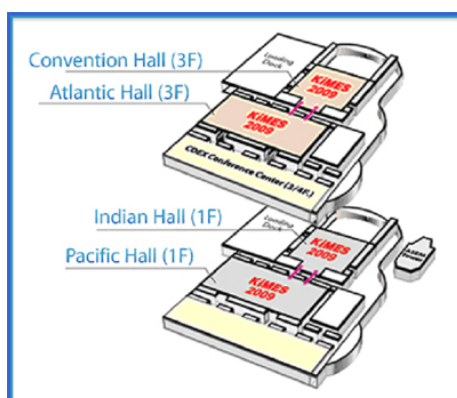


A&D Korea makes a splash at KIMES

Reported by Kentaro Hase, International Division at A&D Company, Limited

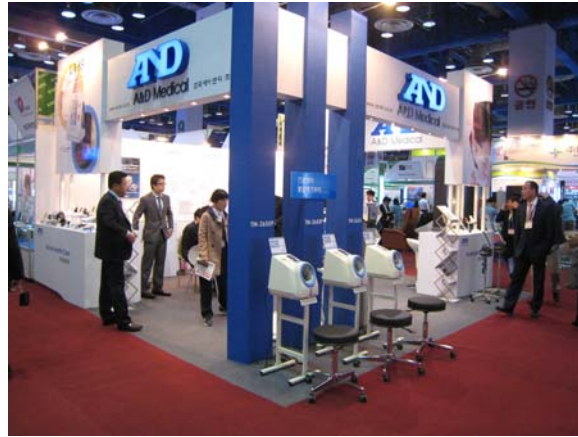
Following up on last year's attendance, A&D Korea, our subsidiary in Korea, had a booth at the 25th Korean International Medical & Hospital Equipment Show (KIMES), which was held from March 12th to March 25th, in Seoul, South Korea.



KIMES is the one of the longest running medical exhibitions in Asia, and the size of the exhibition continues to grow. Like last year, the show occupied entire exhibition halls in COEX, for a total of 32,382 m² - about 2.5 times the size of a baseball field.

Our products were displayed in 3 booths. One booth was operated by A&D Korea, while our long time partners Hanlim Technology and Taeyang Meditech operated the two other booths. As you may know, Hanlim takes care of our professional blood pressure monitors, and Taeyang Meditech handles our consumer blood pressure monitors.

We would like to express our deep gratitude to Hanlim Technology and Taeyang Meditech for promoting our products in Korea for many years.



Let's take a look at the A&D Korea booth, which was coordinated with the concept of "[Bridging home and hospital](#)". Please click the proceeding link for the official explanation. We came up with this concept after considering our lines of both consumer and professional products, our strengths and our ultimate goals. In the booth, we had a section for home-use products, another for professional use, and another for telemedicine / telecare products.



This year, we shared our booth with H3 System, who provide cradles that link our blood pressure monitors and allmedicus' glucometers to various tele-monitoring services through telephone lines. The combination of measurement data and an environment where medical professionals can constantly analyze and track that measurement data certainly provides our customers with the added value. In addition, the whole service is run by Korean Telecom in Korea and it's very reasonable. For the further details, please contact us.



This is a blood pressure monitor module. Unfortunately, we cannot name our partner here, but professional blood pressure monitors that incorporate our BP module are used in many healthcare environments. The BP module is a by-product of our continuous research of blood pressure and our 20-year quest for better accuracy and better quality. We guarantee you field-proven performance. We would like to take this opportunity to thank our customers for adopting our BP module into their monitors.



Lastly, we would like to thank all of you who visited our booth and especially all the staff of A&D Korea who went the extra mile for this KIMES show. The booth looked excellent, and although it's been just 2 years since ADK itself entered the Korean Medical market, various types of new business have been growing and expanding with incredible speed. We're sure that together with the help of Taeyang Meditech and Hanlim Technology, our medical business in Korea will continue to prosper. Thank you for reading the report and see you next year at KIMES 2010!