

# CEATEC Japan 2010

(Web site: <http://www.ceatec.com/2010/en/index.html>)

## 【Summary】

- ◆ Date: October 5-9, 2010
- ◆ Location: Makuhari Messe (Chiba, Japan)
- ◆ Category: Advanced IT and electronics exhibition
- ◆ Theme: Digital Harmony – More comfortable, more ecological
- ◆ Main contents: Smart grids made in Japan, 3D theaters, automobiles, energy, medical care and health

One of the focuses of the CEATEC organizers was medical and health care and Continua-Japan promoted their medical and health care projects through the Digital Health Care Plaza.

A&D participated in the Digital Health Care Plaza as a gold sponsor through device exhibitions, demonstrations, and seminars. Continua held their own seminars and announced consumer blood pressure monitors and scales from A&D.

## 【Attendance】

	10/4 (Mon)	10/5 (Tue)	10/6 (Wed)	10/7 (Thu)	10/8 (Fri)	10/9 (Sat)	total	vs. 2009
Visitors	-	17,103	28,982	33,658	42,489	27,435	149,667	18% up
Press	172*	1,409	358	262	289	116	2,434	8% up
Exhibitors	-	5,663	6,157	6,495	5,976	5,025	29,316	33% up
<b>Total</b> (Compared to last year)	-	<b>24,175</b> (-2,478)	<b>35,497</b> (+4,092)	<b>40,415</b> (+6,757)* Tokyo	<b>48,754</b> (+3,921)	<b>32,576</b> (-2,042)	<b>181,417</b> (+31,115)	<b>20% up</b>



## Continua-Japan's Digital Health Care Plaza

Summary for the 5 days

- ◆ About 20,000 visitors to booths
- ◆ About 6,000 questionnaire respondents
- ◆ About 1,300 visitors took blood pressure measurements

Introduction to Continua: (<http://www.continuaalliance.org/index.html>)



### ■ A&D seminar

One seminar was held at the special stage of the Digital Health Care Plaza each day.

Title: A&D's efforts with medical and health care ICT

- Company introduction
- Outline of medical and health care device operations
- Products for medical and health ICT
- Expansion to various types of communication technology
- Efforts with Continua
- Introductory demonstration
- Summary



■ A&D's exhibit booth and demonstrations

*Demo #1: Next-generation, networked health care devices*

UA-851PBT-C and UC-324PBT-C - Bluetooth®-enabled personal blood pressure monitor and scale  
 Demonstration overview: Data measured by blood pressure monitor/scale is sent to a mobile phone and then forwarded to a server. The forwarded data is graphed by the ASP and viewable on a mobile phone or computer.

**株式会社 エー・アンド・デイ**  
 A&D Medical

Continua  
 HEALTH ALLIANCE

Bluetooth®内蔵パーソナル血圧計・体重計  
**UA-851PBT-C・UC-324PBT-C**

Simple, Stylish, Smart 最新型パーソナル血圧計・体重計

**特長**

1. どこでも簡単、ワンタッチ操作
2. 毎日使いたくなる  
スタイリッシュなエレガントなデザイン
3. さまざまな医療機関へ確実にデータ送信  
Bluetooth®規格Class1採用 通信距離100m\*
4. ワイヤレスデータ自動送信、時計内蔵、バックアップメモリ最大25回

**用途**  
 個人の健康管理ツール



*Demo #2: Professional blood pressure monitors and certified scale for medical and public organizations*

TM2656PBT-C, TM2580PBT-C, and AD6121ABT-C - Bluetooth®-enabled professional blood pressure monitors and scale

The world's first Continua-certified, professional blood pressure monitors and certified scale

Demonstration overview: User registered using a NFC-enabled mobile phone or card and then measured their blood pressure. The measurement data was automatically forwarded along with personal ID data to a specified ASP via a hub device.

**株式会社 エー・アンド・デイ**  
 A&D Medical

Continua  
 HEALTH ALLIANCE

Bluetooth®内蔵業務用血圧計・体重計  
**TM2656PBT-C・TM2580PBT-C・AD6121ABT-C**

世界初のContinua準拠認証取得、業務用血圧計・検定付き体重計

**特長**

1. 既に全国的に医療機関に導入実績のある業務用  
規格もContinua対応
2. 医療機関及び検査機関の有力化に貢献
3. 電子カルテとも連携可能
4. 検定計などもContinua対応予定

**用途**  
 フラットトップパリアスペース医療管理システム、検定システム、さまざまな医療機関のシステム連携



*Demo #3: The world's first Continua-certified blood pressure monitor and scale*

UA-767PBT-C and UC-321PBT-C - Bluetooth®-enabled blood pressure monitor and scale for systems

The world's first Continua-certified blood pressure monitor and scale

Demonstration overview: Measurement data from the blood pressure monitor/scale is forwarded to a specified email address or Twitter account.

**株式会社 エー・アンド・デイ**  
 A&D Medical

Continua  
 HEALTH ALLIANCE

Bluetooth®内蔵システム向け血圧計・体重計  
**UA-767PBT-C・UC-321PBT-C**

世界初のContinua準拠認証取得血圧計・体重計

**特長**

1. 従来の大半の管理システムなどに採用された実績
2. 多様な情報連携
3. さまざまな医療機関へ確実にデータ送信  
Bluetooth®規格Class1採用 通信距離100m\*
4. ワイヤレスデータ自動送信、時計内蔵、バックアップメモリ最大25回

**用途**  
 次世代型、介護システム、見守り、予防医療

Bluetooth  
 PCで受信したデータを  
 好きなメールアドレスへ  
 送信



## ■ Continua's Keynote Presentation

The presentation was made by Rick A. Clossen, President and Chair of the Board of Directors, Continua Health Alliance.

Topic: The Japanese medical care system faces many obstacles to achieving a healthy society that implements "connected" healthcare utilizing information communication technology, including an aging society, increased medical expenses, and the spread of lifestyle diseases.

The Continua Health Alliance aims to create an environment where individuals and families can live healthy and prosperous lives through the use of information communication technology (ICT) at all the stages of life where medical and health care is required.



Rick A. Clossen

President and Chair of the Board of Directors, Continua Health Alliance

Director of Personal Health Enabling, Intel Corporation Digital Health Group

