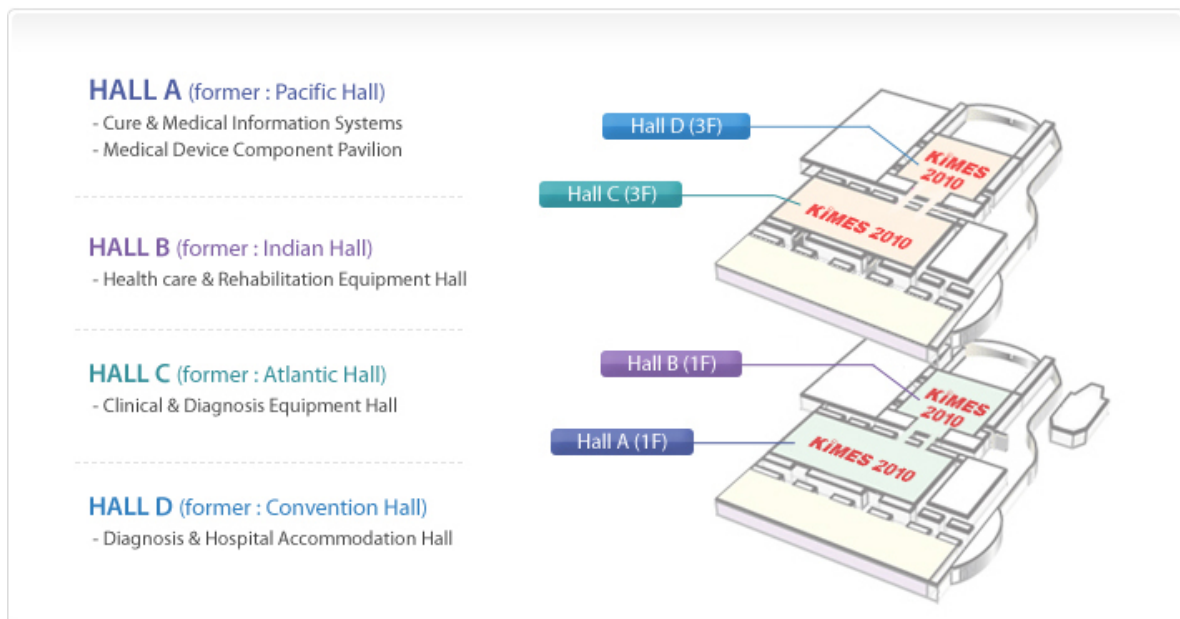


A&D Korea makes a splash at KIMES

Reported by Kentaro Hase, International Division

Following up on last year, A&D Korea, our subsidiary in Korea, had a booth at the 26th Korean International Medical & Hospital Equipment show (KIMES), which was held from March 18th to March 21st, in Seoul, South Korea.



Kimes is the one of the longest running exhibitions in Asia, and the size of the exhibition continues to grow. Like last year, the show occupied entire exhibition halls in COEX.

Our products were displayed in several places. In addition to the booth of our subsidiary ADK, our consumer blood pressure monitors were also displayed by our long time partner, Taeyang Meditech.



Another long time partner, Hanlim Technology, displayed our ambulatory blood pressure monitor, the TM2430, and our full automatic blood pressure monitor, the TM2655P. Considering the population and the adoption rate of consumer blood pressure monitors, the market in Korea for fully automatic blood pressure monitors is incredibly huge, and patients frequently measure their blood pressure before visiting the doctor's office. The TM2655P is different from other monitors in that it is the only one to receive official validation. The TM2655P has received an AA grade for clinical accuracy from the demanding accuracy criteria of the British Hypertension Society. This fully automatic blood pressure monitor operates through a single button and uses an advanced oscillometric algorithm for hospital-level accuracy.



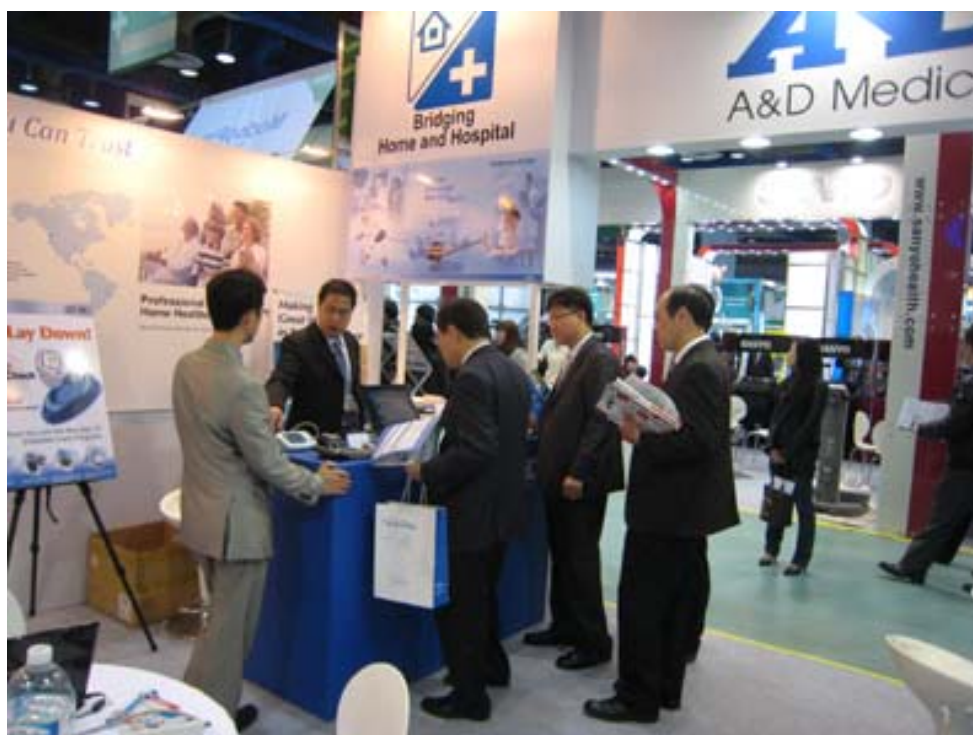
Once again, we would like to express our deep gratitude to Hanlim Technology and Taeyang Meditech for promoting our products in Korea for many years.



A&D specializes in measurement, especially the measurement of blood pressure with medical accuracy. However, we have also been involved in data management systems from their very early stages of development. Our role is to provide blood pressure monitors and precision health scales with wired and wireless data output. Our ultimate goal is to create a better environment for our customers. The photo on the left shows products of our partner, H3 System.

They are a contributing member of the Continua Health Alliance, and major key player in the Korean tele-health care market. They are very active worldwide, and they have their own booth at Medica, ATA, and other

exhibitions. Please visit the following site for more information about the H3 system and their products. (Link to <http://www.h3system.co.kr/>). Telemedicine and tele-care related products are red-hot items this year. Like Singapore and Taiwan, Korea developing its own medical tourism industry to attract foreign patients and establish itself as global medical brand, and this is receiving support from the Korean government. Their slogan is “Smart Care”, and telemedicine and tele-health related products are included in this project.



Let's take a look at A&D Korea's booth. Same as last year, we coordinated our booth around the concept of "Bridging home and hospital". Please click the proceeding link for the official explanation.

(link http://www.aandd.jp/events/exhibition/2008exhibition/medica_bridging.pdf)

We came up with this concept after considering our lines of both consumer and professional products, our strengths, and our ultimate goals. At the booth, we had sections for home-use products, professional products, and telemedicine / telecare products.





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.

Thank you for reading this report and see you next year at Kimes 2011!