

CEATEC Report

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CEATEC JAPAN 2011 was held over 5 days from October 4th to 8th, 2011. CEATEC is Asia's largest international exhibition for the image, information, and communication industries and attracts major IT and electronics companies and organizations from Japan and around the world. In recent years, there has been increased interest in electric cars, and auto manufacturers are now participating in CEATEC.

Like last year, A&D was a presenting sponsor at the Digital Health Plaza organized by Continua Japan. This year's Digital Health Plaza comprised 24 Japanese companies, and A&D provided a hands-on demonstration of its Continua-compliant blood pressure monitor. A&D's managing director Masatake Eto introduced A&D's new products, the Wellness Connected series, at a seminar held by Continua. The seminar also included a keynote speech by Continua Chairman Chuck Parker.



Digital Health Plaza

Attendance at the Digital Health Plaza

No. of questionnaires: 3,000

*Distribution adjusted to match number of promotional items

Visitors to booth: About 16,500

- Visitors who received a hands-on demonstration with a blood pressure monitor: About 1,000 (using an A&D monitor)

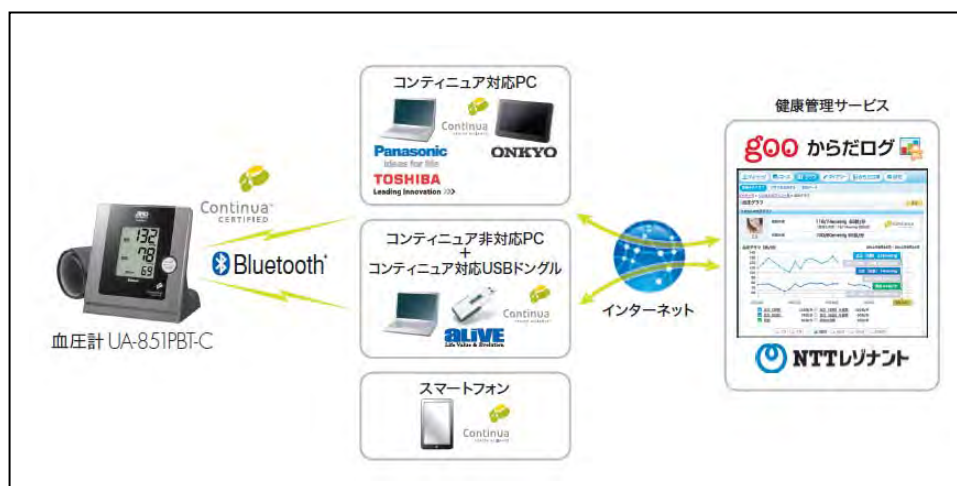
Seminar Keynotes



Chuck Parker, Executive Director of CHA



Masatake Eto of A&D



Presentation Stage

A&D and NTT Resonant collaborated on a presentation of the Wellness Connected series.



Mr. Watanabe of A&D



Ms. Igeta of NTT Resonant

Hands-on demonstration

About 1000 people measured their blood pressure.

Continua-compliant consumer blood pressure monitors: A&D

Continua-compliant PCs: Panasonic & Toshiba

Web service: NTT Resonant

