

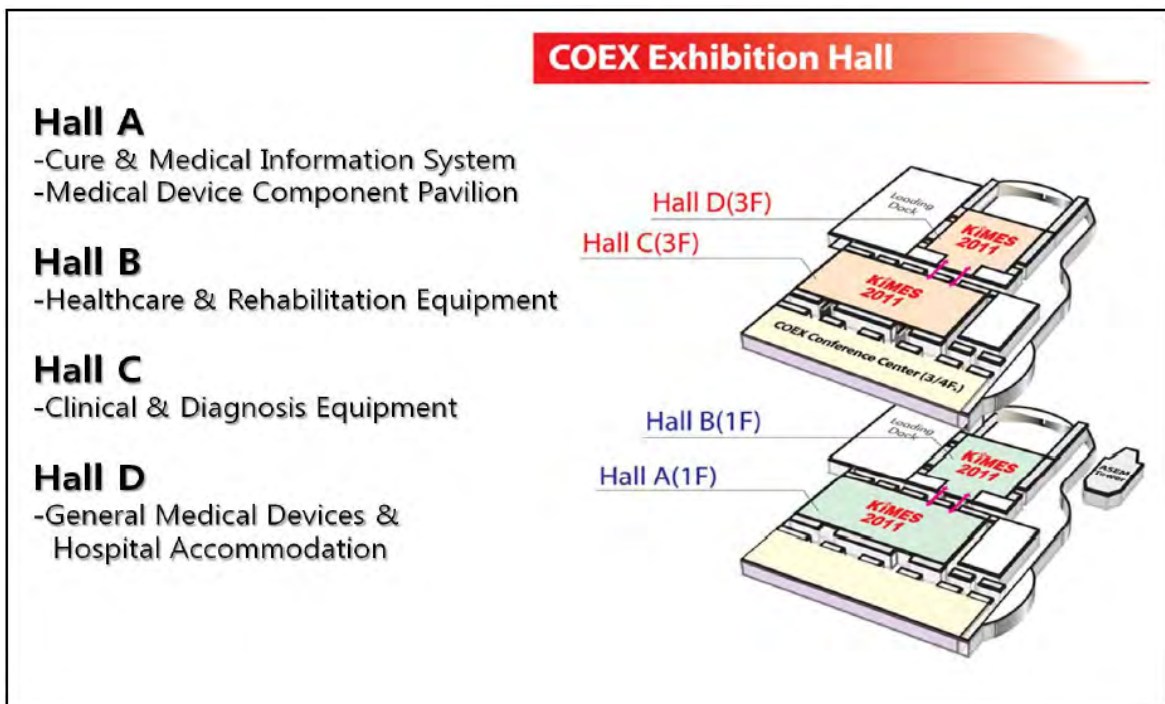
## KIMES 2011

17 – 20 March, Seoul, Korea

Reported by K.Y. Jung, A&D Korea

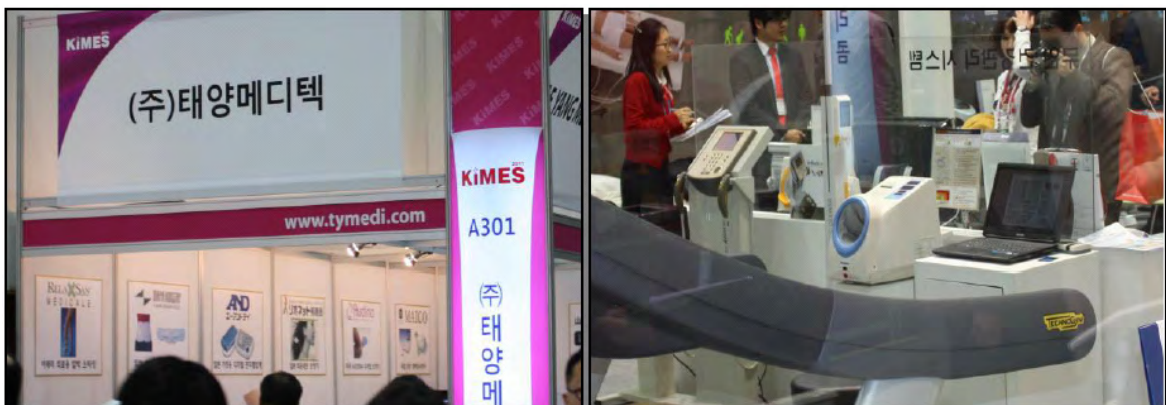
For the fourth straight year, A&D Korea (ADK) has attended the 27th Korea International Medical & Hospital Equipment Show (KIMES), which was held from the 17th to the 20th of March.

This exhibition is turning into one of the largest of its kind in Asia, with 60,000 visitors and 1,026 exhibitor companies from 32 countries around the world. A&D's booth was positioned in Hall B at booth number B450.



A&D medical products were also seen in various other parts of the exhibition.

Taeyang Meditech and Hanlim Technology, our long time partners, each displayed HHC and ME models at their booths. We would like to thank both companies for their continuous help and cooperation with A&D.



In addition, many software companies and those affiliated with data management also utilized A&Ds' Telemedicine products. These include H3systems, MD Ware, IHE Korea, Biospace and Insung Information. The hands-on demonstrations inside the Daegu-Kyungbook cluster by H3systems, Insung Information, MD Ware, IHE Korea were quite the buzz of the exhibition.



At the A&D booth, four of our domestic agent companies cooperated to display A&D medical devices during the 4-day exhibition. We divided our booth into four sections – HHC, ME (UM-101), ME (TM-2430/TM-2655) and Telemedicine. The sectors were divided so that each agent company – Mir H&K, Boryung Soo&Soo, Hanlim Technology, and H3Systems – could efficiently promote each sector.



**Home Health Care.** The HHC sector was coordinated with Mir H&K, one of our main domestic agents. In Korea, our market share has been continuously growing to the number two spot. We believe that we will continue to grow in this sector.



**Medical Equipment.** Along with our longtime partner Hanlim Technology – distributor for the TM-2655 and TM-2430 – we have started a partnership with Boryung Soo&Soo for the UM-101. An affiliate of one of the major pharmaceutical companies in Korea, Boryung Soo&Soo has been more than cooperative to spread the A&D brand in the domestic market. As a sales tool, we have used the BP checker to compare the accuracy of the UM-101 to the conventional mercury type. This turned out to be quite an efficient tool, bringing many interested visitors to our booth. The TM-2655P and TM-2430 were also on display, as well as the UN-133B ultrasonic nebulizer.



**Telemedicine.** As they did the last couple years, H3Systems has coordinated with A&D Korea to demonstrate our PBT models during the exhibition. This year, it seemed as though there was more talk about the modules than before. The PBT modules were spotted all around the exhibition halls, which surely gave us a boost in bringing interested visitors to our booth!



We would like to take this moment to thank all the domestic agent personnel that cooperated with us during the 4-day exhibition. Also, we give thanks to the HQ personnel out in Japan for all the help that they gave us during the preparation!

