

MEDICA 2011
November 16th-19th, Dusseldorf, Germany

Report by Kohta Suzuki, International Division

A&D participated in MEDICA 2011 (<http://www.medica-tradefair.com/>), the world's largest medical fair, in Düsseldorf, Germany from November 16th to 19th at Booth 11D78. This was the 15th time that A&D has exhibited at MEDICA. There were 4,571 exhibiting companies and 134,500 visitors from over 100 countries.



A&D exhibited its main products, including the UA-1000, in the Home Healthcare, Medical, and Telemedicine sections of the exhibition space at its booth. We also showed videos of our Telemedicine products on wall displays and introduced our full lineup of products. This included a demonstration of our Bluetooth-enabled TM-2656, a fully automatic blood pressure monitor, sending a measurement result to a cloud server, and the ability to confirm the measurement on a personal page on the Internet. These functions were used to manage the blood pressure data of patients with high blood pressure in disaster areas after the Great East Japan Earthquake in March 2011. In two meeting rooms, we exhibited products and held hands-on demonstrations during meetings.



On November 18th, we held our European presentation of the UA-1000 Series, one of our new products for this year, in the hall conference room. The presentation was attended in large part by our European agents. The conference was a joint presentation-demonstration of the 3A Technology used in the UA-1000 Series. In particular, the demonstration of the wrinkle-free SmoothFit Cuff, one of the new technologies used in the UA-1000 Series, caused a considerable reaction. We are confident that we created a greater understanding of the products, including the technology behind the UA-1000 Series that makes it a world class monitor.

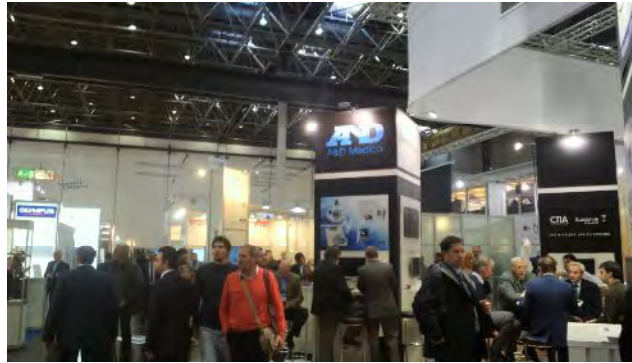


In addition to the UA-1000 Series, we introduced products to be released before March and discussed A&D Medical's plans for introducing products in 2012 and beyond. The conference ended successfully with the distribution of conference souvenirs and sales promotion tools for the UA-1000.



At the CTIA Wireless Health Pavilion sponsored by Qualcomm in Hall 15, members shared a booth, and ADE used its area to exhibit and demonstrate its Telemedicine products. Many competing booths also exhibited Telemedicine products and solutions but A&D's Telemedicine/ICT

products were the most advanced, and in fact many of the other exhibits presented systems that incorporated A&D Telemedicine products.



MEDICA 2011 was a great success for us thanks to the amazing contributions of our subsidiaries ADE (US), ADI (UK), and ADR (Russia), and we thank them sincerely for their help. We are also grateful for the motivation we received through meeting our consumer agents and visitors from around the world. MEDICA will be held next year from November 14 to 17, and we look forward to meeting many people again.

