

MEDICA 2012

November 14th-17th, Düsseldorf, Germany

Report by Kohta Suzuki, International Division

A&D participated in MEDICA 2012 (<http://www.medica-tradefair.com/>), the world's largest medical fair, in Düsseldorf, Germany from November 14th to 17th at Booth 11D78. This was the 16th time that A&D has exhibited at MEDICA. There were 4,554 exhibiting companies and 130,600 visitors from over 120 countries.

A&D exhibited its main products, including our new NFC products (<http://www.youtube.com/watch?v=UFehYviyn7w&feature=youtu.be>), in the Home Healthcare, Medical, and Telemedicine sections of the exhibition space in the booth. We also showed videos of our NFC products on wall displays and introduced our app that works effectively with their product specifications. We also performed a demonstration of our app for our NFC products, including UA-767NFC, UC-324NFC and UW-101NFC, using an Android OS smart phone and tablet. Our demonstration of the simple "Tap and Go" action in particular attracted a keen level of interest from many visitors. In two meeting rooms, we exhibited products and held hands-on demonstrations during meetings.



On November 15th, most of our European agents attended A&D's conference presenting our NFC products, one of the new ranges we released this year, in ESPRIT ARENA, right next to Messe Düsseldorf. The conference was a joint presentation/demonstration of the WellnessConnected app used with the NFC products. The presentation of the Microsoft HealthVault project, which our subsidiary in the U.K. collaborated with to launch the NFC products in the British market in September this year, caused a considerable reaction in particular. We are confident that we have created a greater understanding of the products, including how they can be effectively used as a healthcare management starter.

In addition to the NFC products, we introduced products to be released before March and discussed A&D Medical's plans for introducing products in 2013 and beyond. The conference ended successfully with the distribution of conference souvenirs of our NFC products.



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 2012 was a great success for us thanks to the amazing contributions of our subsidiaries ADE (US), ADI (UK), ADR (Russia) and ADTS (China), and we thank them sincerely for their help. We are also grateful for the motivation we received through meeting our business agents and visitors from around the world. MEDICA will be held next year from November 13 to 16, and we look forward to meeting many people again.

