



Exhibition Outline

Electronic Design and Solution Fair 2010

■ Overview of Emerging Company Area

This area, which is an important element in the EDSFair, is designed to provide overseas emerging companies, regardless of whether they have branch offices or subsidiaries in Japan, with better access to business here. When trying to generate business in the unfamiliar Japanese market, new emerging companies, especially those from overseas, face various barriers in terms of business efficiency, cost benefits and risk management. Our plan in inviting these companies is to help them overcome such hurdles and set up a viable business presence in the swiftest possible manner. Another goal is to quickly deliver to Japanese design developers new information that normally would be difficult for them to obtain.

■ **Name:**

Electronic Design and Solution Fair 2010 (EDSFair2010)

■ **Schedule:**

Thursday, January 28 & Friday, January 29, 2010
10:00 a.m. to 6:00 p.m

■ **Location:**

Pacifico Yokohama (Exhibition Hall, Annex Hall)
1-1-1, Minato Mirai, Nishi-ku, Yokohama 220-0012

■ **Admission:**

Exhibition: Free (registration required at show entrance)
Conferences: Fees will be charged for some conferences

■ **Sponsor:**

Japan Electronics and Information Technology Industries Association **JEITA**

■ **Cooperation:**

Electronic Design Automation Consortium **EDA CONSORTIUM**

■ **Jointly held event:**

The 17th FPGA/PLD Design Conference

■ **Management:**

Japan Electronics Show Association (JESA)

What is JEITA

The objective of the Japan Electronics and Information Technology Industries Association (JEITA) is to promote the healthy manufacturing, international trade and consumption of electronics products and components in order to contribute to the overall development of the electronics and information technology (IT) industries, and thereby further Japan's economic development and cultural prosperity.

Cooperation with EDAC and Various Organizations

Electronic Design and Solution Fair 2010

To reinforce its ability to distribute information on advanced design solutions and technologies, in 2001 JEITA formed a cooperative relationship with the Electronic Design Automation Consortium (EDAC). Together, the two organizations have undertaken various initiatives to enhance the EDSFair. One of these has been to invite EDA-related venture companies from Japan and overseas, who have not exhibited previously, to participate in the event. The Fair has continued to receive acclaim as the sole event in Japan enabling

overseas participants to cultivate clients and establish sales channels in the Japanese market. It is also highly regarded for providing Japanese designers and developers with direct access to the latest technologies from overseas. Going forward, JEITA and EDAC will reinforce their cooperative relationships with various organizations from Europe, North America and Asia, while actively pursuing technical information from around the world. In these ways, we hope to foster progress of the electronics industry.

Features of Emerging Company Area

Electronic Design and Solution Fair 2010

Exhibitors in the Emerging Company Area will be able to reap maximum benefits with minimum effort. And we are confident that exhibitors will appreciate all the advantages of participating in EDSFair 2010.

1. Low cost

For regular exhibitors at EDSFair, the total minimum cost is ¥384,300, which includes ¥294,000 for the smallest booth space (2.97 m x 2.97 m), plus ¥90,300 for the booth decorations.

For exhibitors at the Emerging Company Area, a Special Packaged Booth is available for only ¥210,000, which includes both minimum booth space (2.0m x 2.0 m) and booth decorations.

2. High added value

- The Emerging Company Guided Tour, which was well-received by many visitors and exhibitors, offer exhibitors valued opportunity that your key technology to be introduced in Japanese by the expert tour guides at design technology and EDA. It enables exhibitors to reach new customers effectively in EDSFair2010.
- Details of exhibits in the Emerging Company Area, activities scheduling and other information will be posted on the EDSFair website and extensively distributed to various media organizations.
- The EDSFair Management Office will actively publicize the corner to

prominent Japanese media organizations and encourage them to set up interviews with exhibitors. We aim to help enhance the visibility of exhibitors, not only during the event, but afterwards as well. In addition, Emerging Company Area exhibitors can also use our existing sales promotion services (fees apply) .

3. Assistance and information

The aforementioned services are designed to maximize effectiveness during EDSFair 2010. Information about participation can be easily obtained from the EDSFair English website, which also provides information about hotel discounts for participants and relevant public transport details.



Exhibitors at Emerging Company Area, EDSFair2009

- ALTOS DESIGN AUTOMATION
- Analog Rails
- Certicom Corp.
- CLK DESIGN AUTOMATION, INC.
- CONCEPT ENGINEERING GMBH
- Dorado Design Automation, Inc.
- DUOLOG TECHNOLOGIES
- EDXACT SA
- ENTASYS DESIGN, INC.
- IC Service , Ltd.
- Incentia Design Systems, Inc.
- Mega-Sys Co.,Ltd.
- Micrologic Design Automation Inc.
- Nangate
- nSys Design Systems Pvt Ltd
- Pextra Corporation
- POLYTEDA Software Corporation
- Rapid Bridge LLC
- REAL INTENT, INC.
- Sidense Corp.
- SILICON FRONTLINE TECHNOLOGY, INC.
- SOLIDO DESIGN AUTOMATION
- SYNFORA
- SynTest Japan, Ltd.
- Z Circuit Automation

EDSFair is the premier EDA event in Japan and a great way to develop relationships and introduce your company to the Japanese market. The professionalism of EDSFair event organizers is first rate and the Emerging Company area is both highly regarded and well attended by the Japanese engineering community. I highly recommend building the Japanese introduction of your company around EDSFair.

Z Circuit Automation

This was our first year to have a booth at EDSFair. It was a great show for us. We have used distributors to promote our tools in past years and so we have many customers in Japan. It was nice to have a place to meet with them in our suite at the show and the Emerging Company Area gave us a great venue for showing our products to many new companies. Overall, this was a very successful event for us.

REAL INTENT, INC.

nSys exhibited their product first time in Japan. It was a great platform for nSys to show case thier products and ability. nSys hope to help companies in Japan to reduce development cost and time by providing them our products and services.

nSys Design Systems, Pvt. Ltd.

Special Packaged Booth

1. Target participants

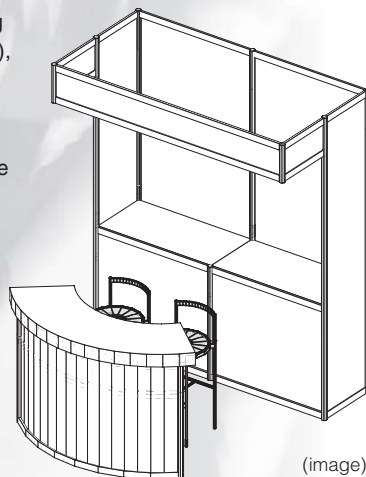
Overseas vendors with or without branch offices or subsidiaries in Japan, which have exhibited two times or less at the past EDSFair.

2. Exhibition fee: ¥210,000 (including tax)/per booth

**3. Booth specifications:
2 meters (W) x 2 meters (D) x 2.7 meters (H)**

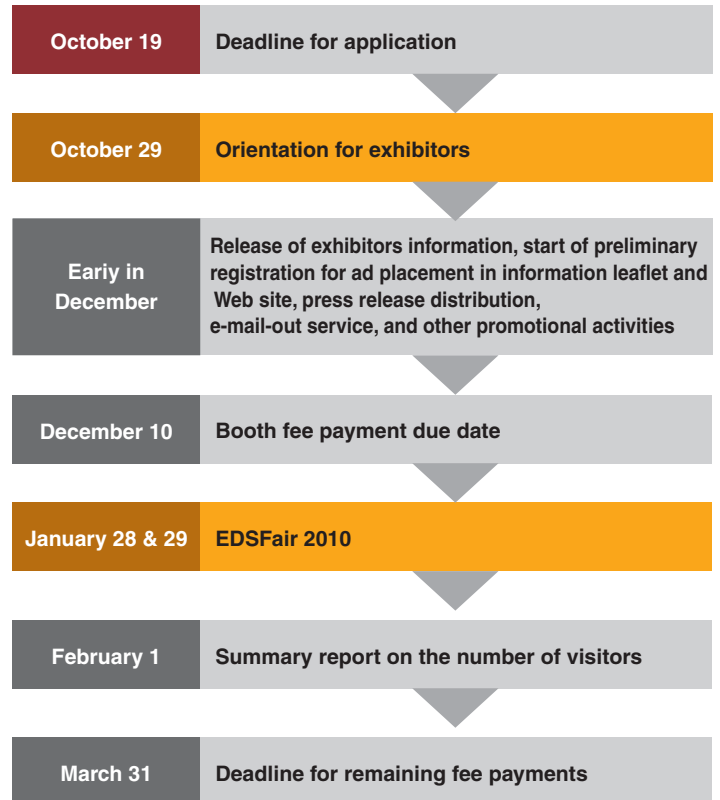
4. Items included in the booth fee:

- Display space
- Emerging Company Area special booth unit: including display stand (with drawers), reception counter, chairs, lightings, and electric outlet (1-kW worth)
- Eligibility to participate in the Guided Tour
- PR assistance service



(image)

EDSFair2010 Schedule



Note: Aforementioned schedule may change without prior notice.

Sponsor: Japan Electronics and Information Technology Industries Association JEITA

Chiyoda First Bldg.South Wing, 3-2-1, Nishi-Kanda, Chiyoda-ku, Tokyo 101-0065, Japan

Exhibition applications and contacts

Management: Japan Electronics Show Association (JESA)

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