

March 14, 2011

Japan Electronics and Information Technology Industries Association

Press Release

**-Exhibition & Conference Spotlight Key Design Solution Technologies-
Electronic Design and Solution Fair 2012
Call for Exhibitors**

November 14-16, 2012 at Pacifico Yokohama

The Japan Electronics and Information Technology Industries Association (JEITA: Kaoru Yano, Chairman; Chairman of the Board, NEC Corporation) is hosting Electronic Design and Solution Fair 2012 (EDSFair 2012), an exhibition and conference showcases full of technology required for design solutions. EDSFair 2012 will take place at Pacifico Yokohama on November 14-16, 2012.

This is the 13th time EDSFair will be held, and it will focus on design solutions, designing technology, EDA technology and IP solutions utilizing them, and designing services. It is a very important centerpiece of businesses in Japan.

"Sail out into "Software to Silicon" world" is the theme of this Electronic Design and Solution Fair 2012 to propose total solutions of semiconductor design responding to growing importance of product development working with all supply chains not only hardware but also software components including semiconductor. EDSFair will hold a variety of conference and events such as special stage and featured exhibits to meet designers' needs along with exhibits by key players in the industry.

In addition, EDSFair continues to be held simultaneously with Embedded Technology (abbreviated name: ET), an exhibition and conference organized by the JASA. This is the 2nd time EDSFair held with ET, both aim to bring about a greater synergy such as developing more joint events and zoning among each exhibition as the only exhibition that assembles the best technology and solutions from hardware development to system design and software development.

JEITA will hold the EDSFair 2012 Exhibitor Recruiting Briefing Session to explain the details. The session will take place on Thursday, March 15 at the JEITA office in Otemachi, Tokyo at 1:30 p.m. JEITA will begin accepting exhibition applications at that time.

The application period ends on Friday, June 29, 2012.



Please contact the following organization with any questions:

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