IMC TOKYO 2010
Interop Media Convergence

TV. Net Mobile. Web…
Focused event on media and contents technology and business.

Digitalization, higher quality and more efficient production Market growth of IPTV, Net TV and Mobile TV Innovation of Cross media Advertising and Marketing Variation of content delivery methods such as CGM, SNS and Podcasting.

IPTV, Mobile TV, Net TV… and more, development of new services surrounding TV broadcasting and relating industry is increasing highly with a large demand in the market. Expected business opportunities according to market expansion range as wide as expert products, solution support contents, management and delivery.

Besides, with an increase use of content delivery in enterprise ad & marketing or in other applied use, any related products and solutions are said to have a continuous growth.

IMC Tokyo offers the face to face marketing opportunities with media and contents business related sellers and buyers.

Event Profile

Event: **IMC Tokyo 2010**
Venue: Makuhari Messe (Chiba, Japan)
           Exhibition Hall 7-8
Date: June 9   (Wed) – 11   (Fri), 2010
Number of Visitors:
           140,000*   expected)
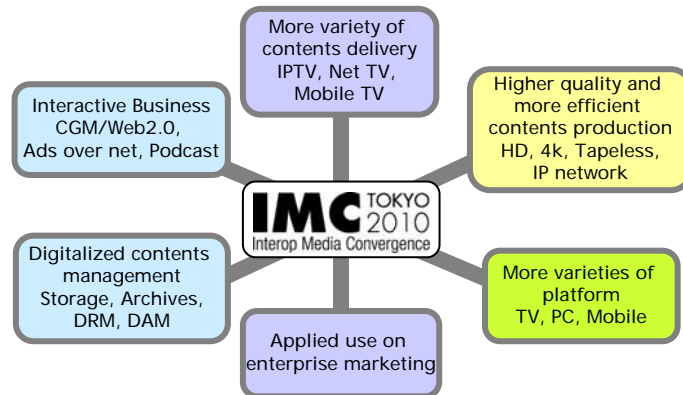   *including co-location events
Co-location event:
           Interop Tokyo 2010 / DSJ 2010
           / Mobile&Wireless Tokyo 2010
Event Contents:
           Exhibition, Keynote, Special Session,
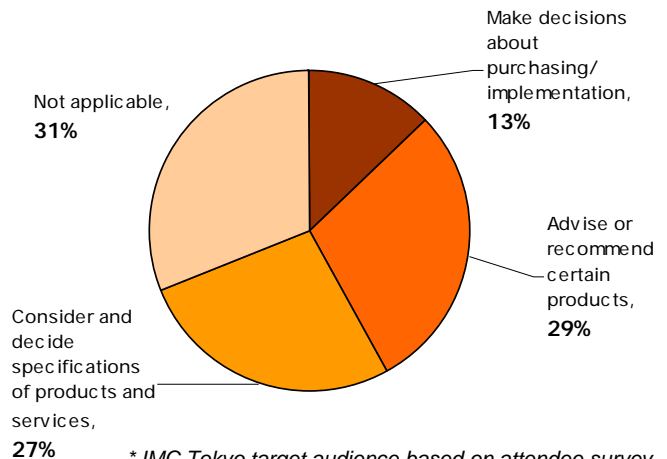   Educational Conference

More variety of contents delivery IPTV, Net TV, Mobile TV

Higher quality and more efficient contents production HD, 4k, Tapeless, IP network

Interactive Business CGM/Web2.0, Ads over net, Podcast

Digitalized contents management Storage, Archives, DRM, DAM

More varieties of platform TV, PC, Mobile

Applied use on enterprise marketing

Categories of Exhibiting Products

- Video Compression, Encoding/Decoding
- Content Management/Archive/Delivery
- IPTV Solution/Cable TV Solution
- Mobile Contents Delivery/Making/Management
- Interactive Media Solution: Ad Technology, CGM, Web 2.0 and more
- Video & Mobile Contents for Enterprise, Business Podcast
- Video/Digital Broadcasting Products and Solution
- Digital Film Making Solution
- 3D

Who will you meet at IMC Tokyo?

✓ Terrestrial Broadcasters   ✓ CATV Broadcasters   ✓ Film/Video Production Companies
✓ Creators/Designers ✓ Carriers/ISPs   ✓ Advertising Agencies
✓ Production/Post Production Companies ✓ Internet Business Enterprises
✓ Manufacturers   ✓ Trading Firms   ✓ System Integrators   ✓ Enterprise Users

Profile for IMC Tokyo Attendees:

Meet Active Buyers!

68% of IMC Tokyo target attendees say they influence buying decisions within their organizations.

46% of target attendees work for large companies, (500+ employees), 30% work for medium companies (50-499), and 24% work for small companies (1-49) .

31% of attendees are executive-class (CEO/CIO, board of directors, etc.) , 30% are managers and 39% are staff.

Not applicable, **31%**

Make decisions about purchasing/ implementation, **13%**

Advise or recommend certain products, **29%**

Consider and decide specifications of products and services, **27%**

* IMC Tokyo target audience based on attendee survey for IMC Tokyo and Interop Tokyo 2009

Broadcasters, Contents producers   38
This category includes: Advertising and Design / Production and Post production / Broadcasting / CATV / Graphic and Animation / Movie production / Content production, control and delivery

Telecom carriers, Internet service providers   10
This category includes: Information processing services / Internet service providers / Telecom carriers / EC business and portal

Distributors   11
This category includes: System integrators / Consultant / Dealers and Resellers / OEM / VARs

Software and Hardware vendors   11
This category includes: Software and Hardware (Computer) manufacturers / Network products vendors

Enterprise users   30
This category includes: Manufacturing (Non IT) / Trading companies (Non IT) / Retail / Finance / Construction / Academic / Logistics / Hospitals / Government etc.
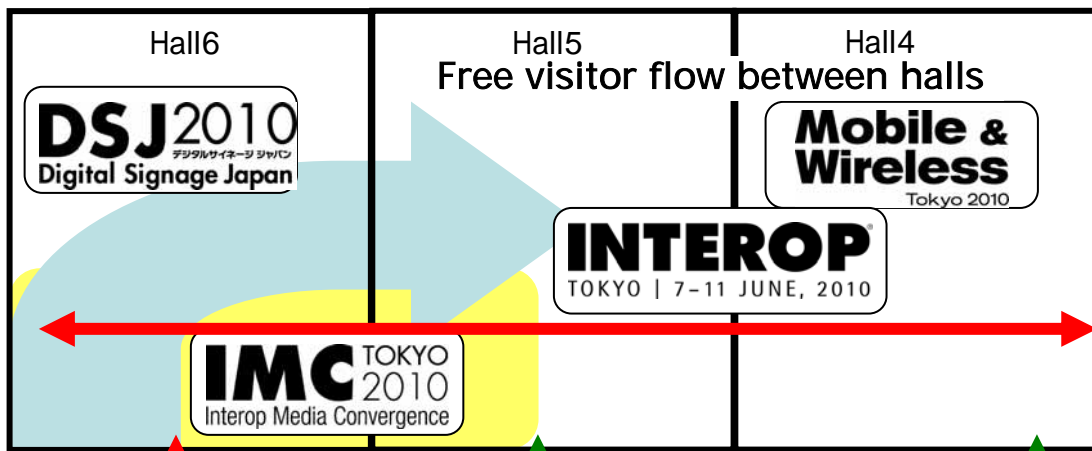
IMC TOKYO 2010
Interop Media Convergence

Four key sectors: Information Technology,   Digital Broadcasting,   Digital Signage Technology.   Mobile&Wireless Technology, Same time, same venue. Don't miss this major business opportunity.

Hall6

Hall5

Free visitor flow between halls

Hall4

DSJ2010 Digital Signage Japan

Mobile & Wireless Tokyo 2010

INTEROP TOKYO | 7–11 JUNE, 2010

IMC TOKYO 2010 Interop Media Convergence

Next Generation Media & Contents Platform

Exhibition
Introduce you're your products and services to the Japanese buyers

Keynotes, Special Sessions & Educational Conference
Market trends, technology trends, business tutorials

Tokyo Bay Makuhari

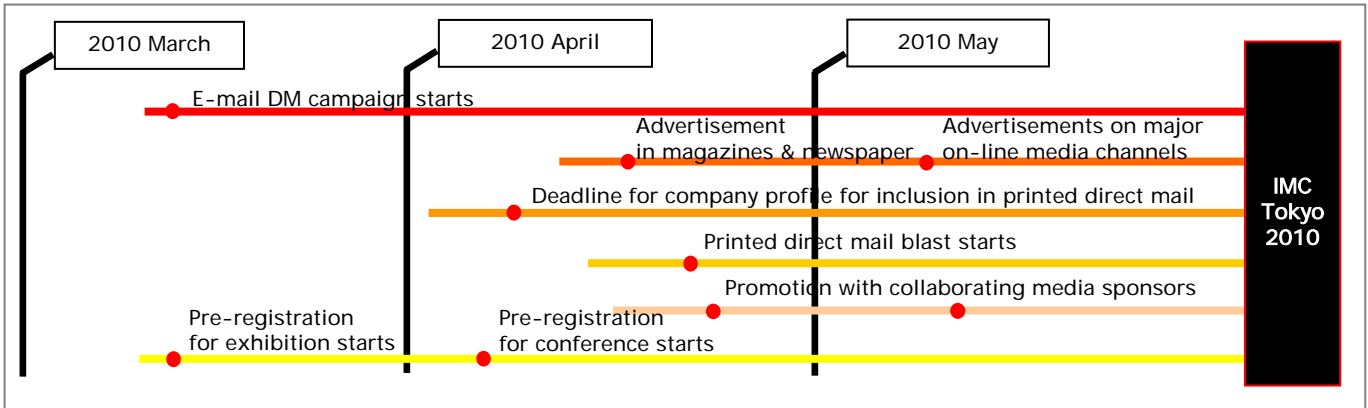Convention Hall

Conference

Keynotes & Special Sessions

NANOOPTMedia

IMC TOKYO 2010
Interop Media Convergence

Event Promotion Plan

140,000+ visitors *including co-located events

E-mail promotion		✓ Terrestrial Broadcasters	Magazine & Newspaper
PR collaboration with Interop Tokyo / DSJ /Mobile&Wireless Tokyo	→	✓ CATV Broadcasters ✓ Film & Video Production companies ✓ Creators/Designers ✓ Carriers/ISPs ✓ Advertising Agencies	On-line advertisements
PR with Supporting organizations	→	✓ Production/Post Productions ✓ Internet Business Enterprises ✓ Manufacturers	Collaboration with oversea events
Official website	→	✓ Trading Firms, System Integrators ✓ Enterprise Users	Collaboration with major media sponsors

2010 March   **2010 April**   **2010 May**   IMC Tokyo 2010

E-mail DM campaign starts

Advertisement in magazines & newspaper

Advertisements on major on-line media channels

Deadline for company profile for inclusion in printed direct mail

Printed direct mail blast starts

Promotion with collaborating media sponsors

Pre-registration for exhibition starts

Pre-registration for conference starts

Reserve your space today!

Exhibit Fee includes:

+ Exhibit Space (3m x 3m)
+ One Barcode reader device rental
+ Your company profile on
   Official website and other promotion materials
+ Supply of invitation tickets for the exhibition

* Please note, application after the deadline may limit
   promotion privileges on printing materials.
* Internet connection is not included. Please order
   separately if needed.

To learn about IMC Tokyo and exhibiting opportunities, please contact:

+Japan

IMC Tokyo 2010 Show Management Office
(NANO OPT Media,Inc. F2F Forum Company)
TEL: +81-3-6431-7800
FAX: +81-3-6431-7850
Email: sales-info@f2ff.jp

NOTE:
*Booth location assignment will be made by the organizer
based on date of contract, size of booth, exhibit category,
exhibit history and other conditions.

*Consumption tax at 5% will be applied to all invoices.

NANOOPTMedia

A.T.Works,Inc.
A10 Networks Inc.
Accense Technology, Inc.
Accenture Japan Ltd
Adobe Systems Co.,Ltd.
Advanced Communications Co.,Ltd.
Advantech Japan, Co., Ltd
ALAXALA Networks Corporation
Alcatel - Lucent Japan
ALEPH Networks Corporation
Alpha Japan Co, Ltd.
AMD Japan, Ltd.
Anritsu Networks Co.,Ltd.
Array Networks, Inc.
Art Developers Corporation
Asgent ,Inc.
ASK Corp.
ASTEC Co.,ltd.
ASTRODESIGN, Inc.
Atelier Vision Corporation.
ATEN JAPAN CO.,LTD.
Autodesk Ltd. / OTSUKA CORPORATION
AXELL CORPORATION.
Barracuda Networks Japan, K.K.
BCN, Inc.
Bivio Networks, Inc.
Blue Coat Systems, Inc.
BOND Co.,Ltd.
Borland Co., Ltd.
Brocade Communications Systems Inc
CA Japan,Ltd.
CDNetworks Japan Co., Ltd.

Check Point Software Technologies Ltd.
Chi Lin Technology Co., Ltd.
CHUO ELECTRONICS CO.,LTD.
Cisco Systems G.K.
Citrix Systems Japan K.K.
climate savers computing initiative
CNLink Networks Japan
COMPLEO, INC
COMSQUARE Co.,Ltd.
Continental Far East Inc.
Custom Technology Corporation.
Cyberstation, Inc.
CONNECTION TECHNOLOGY SYSTEMS INC.
Dai Nippon Printing Co., Ltd.
Dell Japan Inc.
Digital Architect Corp.
Digital Arts Inc.
Digital Knowledge Co., Ltd.
D-Link Japan K.K.
DOREMI LABS LLC
DTS, Inc.
DynaComware Corporation
EIDEN Co., Ltd.
EMC Corporation
Empirix k.k.
enNetforum SSL VPN Remote Access WG
Eugrid Inc./Hitachi High-Tech Solutions Corporation
Extreme Networks K.K.
F5 Networks Japan,K.K.
Fir Stream, Inc./Far East Partners Inc.
Firstream,Inc./Far East Partners, Inc.
FIT Pacific, Inc.
Fivefront Corporation

IMC TOKYO 2010
Interop Media Convergence

Exhibitors list
for Interop Tokyo 2009 / IMC Tokyo 2009 / Digital Signage Japan 2009

Fluke Networks
Fortinet Japan k.k.
FreeBit Co.,Ltd.
Freparnetworks,Inc.
FUJIFILM Corporation
FUJIFILM Imagetec Co., Ltd.
Fujinon Corporation.
FUJITSU LIMITED
Fuji Xerox Co., Ltd.
Fuji Television Network, Inc.
FURUNO SYSTEMS,Co.,Ltd.
FXC Inc.
Global IP Solutions, Inc.
Green TOUDAI
Groove Systems Inc.
Harada Corporation
Hewlett-Packard Japan,Ltd.
Hitachi Cable,Ltd.
Hitachi, Ltd.
HUMAN ECOLOGY Co.,ltd.
IBM Japan,Ltd.
IEICE
IIGA CO.,Ltd./Intec NetCore Inc.
Iimpress R&D/IMPRESS BUSINESS MEDIA
CORPORATION
IMAGENICS Co.,Ltd.
IMAGICA CORPORATION.
IMAGICA DIGIX Inc.
Imperva Japan K.K.
INCOM Co.,Ltd.
Infomation Services International-Dentsu.,LTD.
Information-technology Promotion Agency,
Japan.
Internet Association Japan
Internet Initiative Japan Inc.
IPcore
(ISC)2 Japan

ISAO CORPORATION
Isilon Systems, Inc.
ITmedia Inc.
Ixia K.K.
JAFCO
Japan Material CO.,LTD.
Japan Registry Service Co., Ltd.
Japan Telegaertner Limited
JenniferSoft, Inc.
Johokobo, Inc.
Juniper Networks K.K.
KADOKAWA PICTURES,INC.
Kaspersky Labs Japan
Kawamura Electric Inc.
KEISOKU GIKEN Co.,Ltd.
KODAK JAPAN LTD.
KOGYO TSUSHIN CO.,LTD.
Korea Pavilion
KOWA COMPANY,LTD
KOZO KEIKAKU ENGINEERING Inc.
k's project Co., Ltd.
License Technology Inc.
LinkEarth co.Ltd
Macnica Networks Corp
Marathon Technologies
MICRO SUMMIT K.K.
McRAY Japan Inc.
Mcrosoft Co.,Ltd.
Mharu Communications Inc.
Mitsubishi Electric Corporation
Mitsubishi Electric Information Technology
Corporation

Mizuho Trad Corporation Limited.

MOTION PICTURE AND TELEVISION
ENGINEERING SOCIETY OF JAPAN INC.
Multimedia Broadcasting, Inc.
nac Image Technology., Inc.
NALTEC, Inc.
National Institute of Information and
Communications Technology
NEC Corporation
NEC Display Solutions, Ltd.
Newphoria Corporation Inc.
NetAgent Co., Ltd
NETDIMENSION CORPORATION.
NETMARKS,INC.
Network Hardware Resale
NGC Corporation
Nikkei Business Publications, Inc.
Nikon Systems Inc.
Nippon Ericsson K.K.
Nippon Information Communication Association
NIPPON TELEGRAPH AND TELEPHONE
CORPORATION
Nippon Television Network Corporation
NISSHO ELECTRONICS CORPORATION
NITTO KOGYO CORPORATION
Nortel Networks Corporation
NOX Co.,Ltd.
NRI SecureTechnologies, Ltd.
NTT Advanced Technology Corporation
NTT Communications Corporation
NTT DATA CORPORATION
NTT Electronics Corp
NTT FACILITIES, INC.
NTTPC COMMUNICATIONS Inc.
OAK INFORMATION SYSTEM CORPORATION
OKAYA ELECTRONICS CORP,

Olympus Corporation
OMNIBUS JAPAN Inc.
O'Reilly Japan,Inc.
Oricom Co., Ltd.
Original Creative Communication Space
OS CO.,LTD.
Palo Alto Networks, Inc.
Panasonic Communications Co., Ltd.
Panasonic Corporation
Panasonic Electric Works, Ltd
Panasonic Electric Works Information Systems
Co., Ltd.
Panasonic System Solutions Japan Co., Ltd
Para.TV,Inc.
PeerCom, Inc.
PHOTRON LIMITED
PICT Inc.
Plat'Home Co., Ltd.
PLAZMONIC JAPAN INC.
PSI INC.
QualityNet Co.,Ltd.
Raritan Japan Inc.
Riverbed Technology Japan K.K.
Rose Electronics/Cybernetech Co.
RS Co.,Ltd.
RSA Security Japan Ltd.
RUNEXY CORPORATION.
SaiNetAd Corporation
SAMSUNG JAPAN CORPORATION
Saltlux Inc.
SCALA K.K.
SecuAvail Inc.
SEIKA CORPORATION
Seiko Industry Co.,Ltd.

SEIKO Precision Inc.
SGI Japan, Ltd.
Shochiku Co., Ltd.
SHOSHIN CORPORATION
SII Network Systems Inc.
silex technology,Inc.
SilverStarJapan
SINFOR Technologies Co., Ltd
siteROCK K.K
Softadvance,Inc.
SOFTBANK BB Corp.
Softfront
Softopia Japan Foundation
Soliton Systems K.K.
SonicWALL, Inc.
Sony Marketing of Japan Inc.
Sony PCL Inc.
Stellar Craft, Inc.
Stratus Technologies
Symantec Japan, Inc.
System Advance Inc.
Task Force on IPv4 Address Exhaustion
TB-eye Ltd.
TECNO HOUSE Inc.
Tekenetworks,Inc.
Terilogy Co., Ltd.
thirdnetworks
TippingPoint Technologies Japan
TOBESOFT Co.,Ltd
TOEI COMPANY, LTD.
TOEI LABO TECH.
Toho Co.,Ltd.
TOHOKUSHINSHA FILM CORPORATION

Tokyo Laboratory Ltd.
Tokyo Broadcasting System Television, Inc
Tokaivision Co., Ltd.
TOME R&D Inc.
TOWA MECCS CORPORATION
Toyo Corp.
TSUSHINKOGYO SHINBUNSHA
Uhuru,Inc.
ULTRA-X ASIA PACIFIC Inc.
UNIADEX Co.,Ltd.
Unidata Communication Systems Inc.
UNIVISION DISPLAY Co.,Ltd.
UQ Communications Inc.
Vanten K.K./Lighthouse Japan
Victor Company of Japan, Limited
Videotron corp.
VISION TECHNO NET, Inc
VISOR.INC
WatchGuard Technologies Japan K.K.
World Wide Web Consortium (W3C)
Wyse Technology K.K.
YOKOSHINE D.I.A. INC.
YS Solutions Co., Ltd.
Zscaler,Inc.
XEBEX Inc.
ZYYX Inc.