

## 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.

### Categories of Exhibiting Products

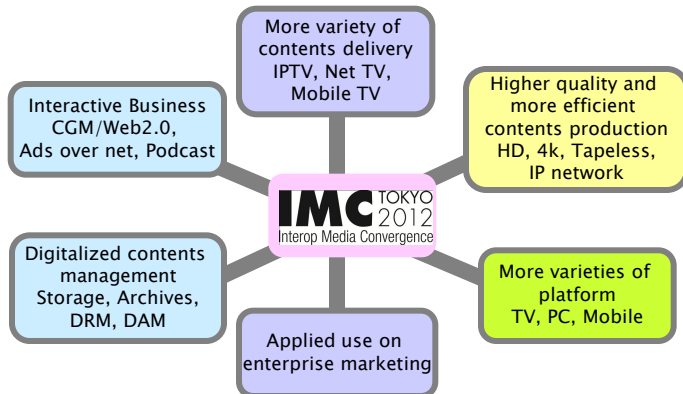
- Video Compression, Encoding/Decoding
- Content Management/Archive/Delivery
- IPTV Solution/Cable TV Solution
- Mobile Contents Delivery/Making/Management
- Interactive Media Solution: Ad Technology, CGM, Web Technologies and more
- Video & Mobile Contents for Enterprise, Business Podcast
- Video/Digital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

### Event Profile

Event: **IMC Tokyo 2012**  
 Venue: Makuhari Messe (Chiba, Japan)  
 Exhibition Hall 7  
 Date: 13th June (Wed) – 15th June (Fri), 2012  
 Number of Visitors:  
**140,000\*** (expected)  
 \*including co-location events  
 Co-location event:  
 Interop Tokyo 2012 / DSJ 2012  
 Event Contents:  
 Exhibition, Keynote, Special Session,  
 Educational Conference  
 Organized by :  
 IMC Tokyo 2012 Steering Committee  
 Management :  
 NANO OPT MEDIA, Inc.



### <Job tittle>

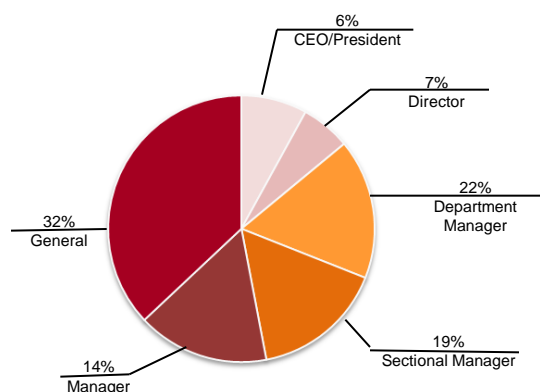
## Profile for IMC Tokyo Attendees:

### Meet Active Buyers!

73% of IMC Tokyo target attendees say they influence buying decisions within their organizations.

42% of target attendees work for large companies, (500+ employees), 34% work for medium companies (50–499), and 24% work for small companies (1–49) .

35% of attendees are executive–class (CEO/CIO, board of directors, etc.) , 33% are managers and 39% are staff.



\* IMC Tokyo target audience based on attendee survey for IMC Tokyo and Interop Tokyo 2011

## ■ Broadcasters, Contents producers ..... 35%

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 ..... 8%

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 ..... 12%

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

## ■ Enterprise users ..... 27%

This category includes: Manufacturing (Non IT) / Trading companies (Non IT) / Retail / Finance / Construction / Academic / Logistics / Hospitals / Government etc.

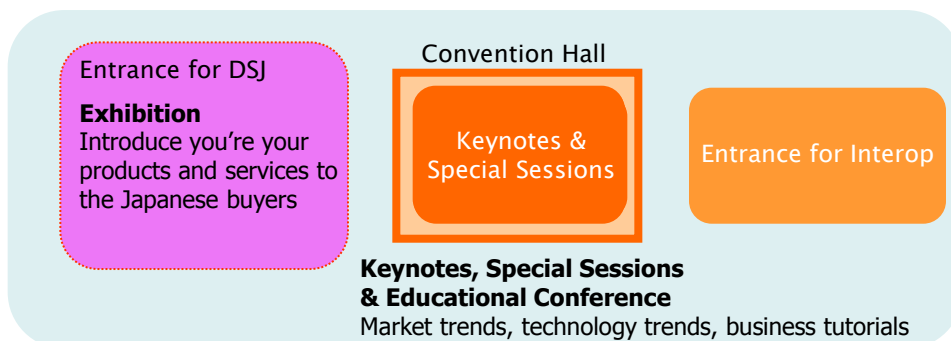
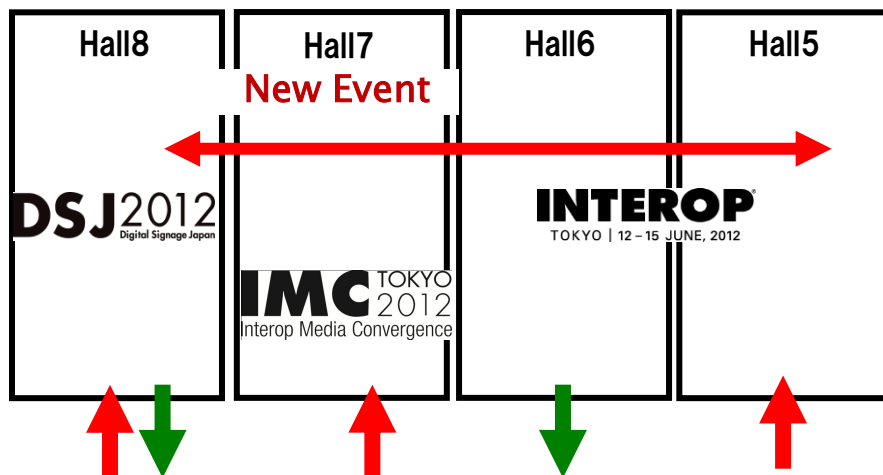


# IMC TOKYO 2012

## Interop Media Convergence

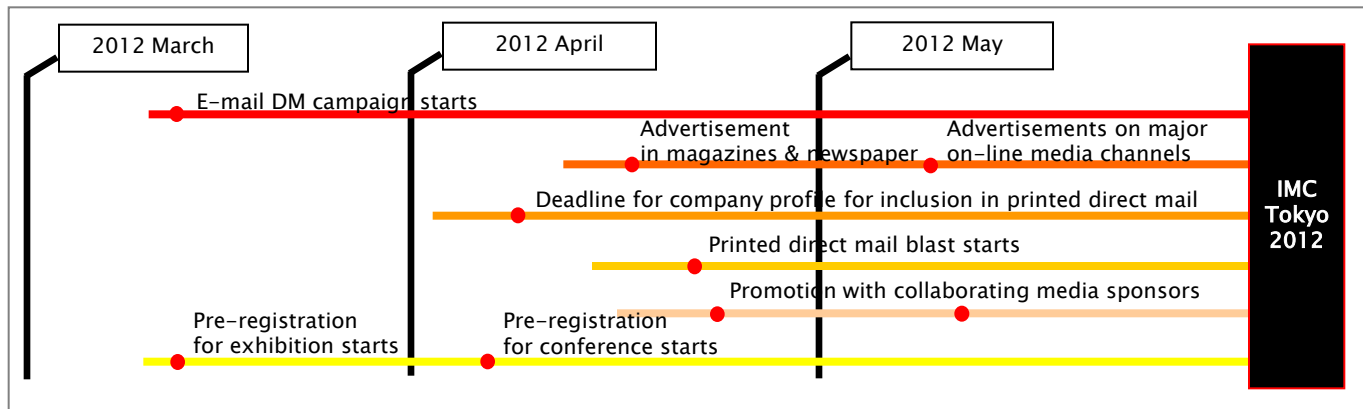
| Makuhari Messe (Chiba, Japan) | [www.imctokyo.jp/](http://www.imctokyo.jp/) | June 13<sup>th</sup> – 15<sup>th</sup>, 2012 |

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



### Event Promotion Plan

140,000+ visitors \*including co-located events



### Reserve your space today!

#### Exhibit Fee

**+Early-Bird Discount: JPY399,000/9m<sup>2</sup> 5%OFF**

\* Offer is valid if contract received by 25<sup>th</sup> November 2011.

**+Exhibit Fee: JPY420,000/9m<sup>2</sup>**

\* 26<sup>th</sup> November 2011 until 28<sup>th</sup> February 2012

Exhibit Fee includes:

- +Exhibit Space (3m x 3m)
- +Bar code reader rental x 1
- +Your company profile on Official website and other marketing materials
- +Supply of invitation tickets for the exhibition

- \* If you apply after the deadline it may not be possible to include your company in some of the marketing materials.
- \* Internet connection is not included. Please order separately if needed.

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

+Japan

**IMC Tokyo 2012 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](mailto: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.

