

**WORLD'S  
LARGEST!!**

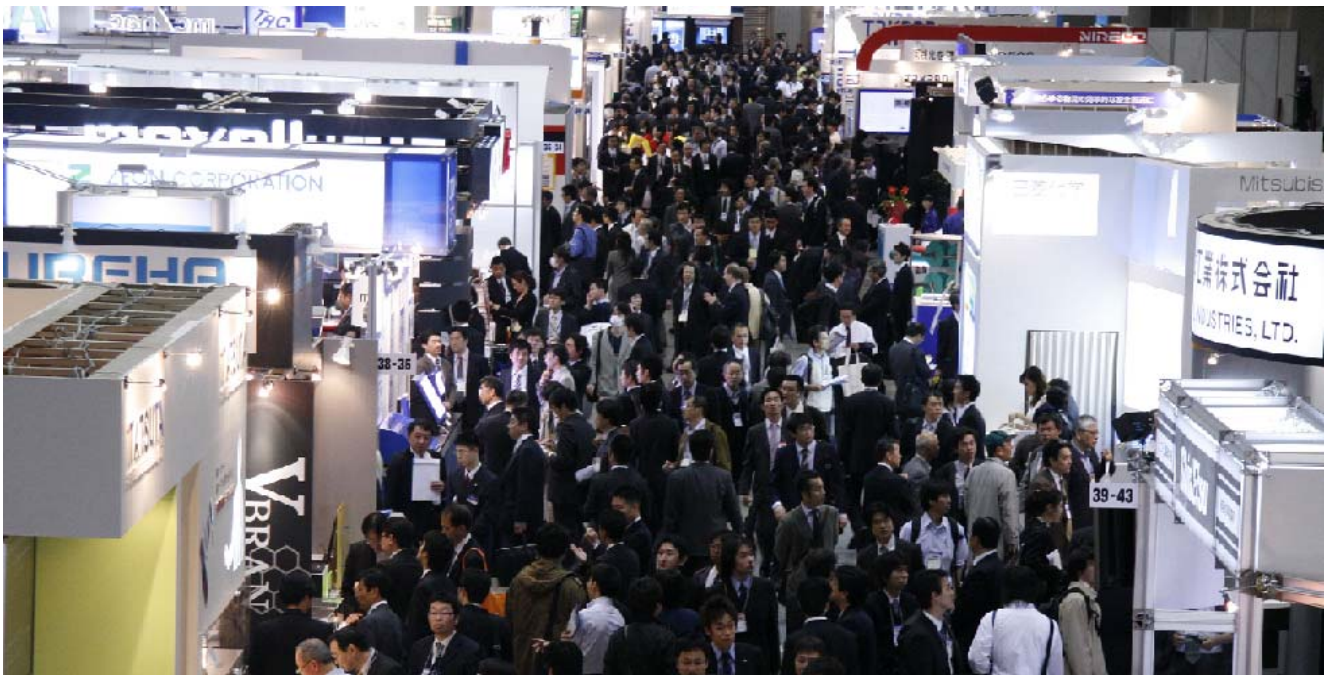
**18th FPD R&D AND MANUFACTURING TECHNOLOGY  
EXPO & CONFERENCE**

**FINETECH JAPAN**

**Display 2008**  
4th International FPD Expo

3rd  
**FPD Components &  
Materials Expo**

## Post-Show Report for 2008



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March 1, 2008

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## Exhibition Outline in 2008

18th FPD R&D AND MANUFACTURING TECHNOLOGY  
EXPO & CONFERENCE  
**FINETECH JAPAN**

3rd  
**FPD Components &  
Materials Expo**

**Display 2008**  
4th International FPD Expo

Dates: **April 16<sup>th</sup> [Wed] - 18<sup>th</sup> [Fri], 2008**  
10:00-18:00 (10:00-17:00 on April 18<sup>th</sup>)

Venue: **Tokyo Big Sight, Japan**

Organised by: **Reed Exhibitions Japan Ltd.**

Concurrent Event: **Technical Conference**

**ADY (Advanced Display of the Year)**

### World's Largest FPD Trade Show was grandly held in Japan!!

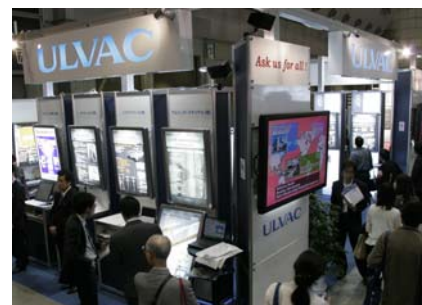
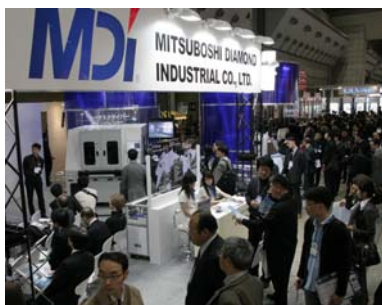
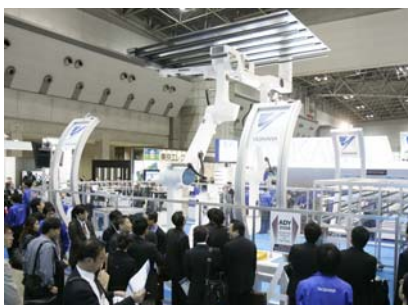
On April 16-18, world's largest show in the FPD industry, FINETECH JAPAN/FPD Components & Materials Expo/Display 2008, was grandly held with a record number of **668** exhibitors and **56,753** visitors. At the show venue, there were many scenes which exhibitors and visitors did concrete business meetings on-site. Since the number of overseas participants is increasing year by year, the show has become more international recently. Concurrently held with the Technical Conference, Opening Ribbon Cut Ceremony, Executive Reception Party and ADY (Advanced Display of the Year), this event has been famous as the must-see show for FPD industry professionals. In order to know the details, please refer to the following articles.

#### **FINETECH JAPAN -18<sup>th</sup> FPD R&D AND MANUFACTURING TECHNOLOGY EXPO & CONFERENCE-**

FINETECH JAPAN consists of various zones/corners/areas. In 2008, Film Forming/Processing Corner and FPD Inspection Technologies Area were newly established. See details below.

#### ■ **Production Equipment Zone**

As the largest area in FINETECH JAPAN, various cutting-edge technologies and new products were displayed there. For example, YASUKAWA ELECTRIC revealed "G10 LCD Glass Substrate Transfer Robot", ULVAC exhibited the world standard sputtering tool, and MITSUBOSHI DIAMOND displayed the new product "Free Shape Multi-head Glass Scribe". Their booths were crowded with visitors who are interested in G10 technologies and new technologies.



## ■Film Forming/Processing Corner [NEW!!]

Even though this corner appeared for the first time, the exhibit space was very large and there was always crowded with visitors who came to see the actual machines. The leading companies such as AKEBONO MACHINE INDUSTRIES, TOSHIBA MACHINE, SAKAMOTO ZOKI, TOKO, FUJI SHOKO MACHINERY and FUJI TEKKO displayed their latest equipment. Since the “Film Technology” is attracting great attention in the industry now, many visitors gathered around to see the actual products and had business meetings with exhibitors.

## ■FPD Inspection Technologies Area [NEW!!]

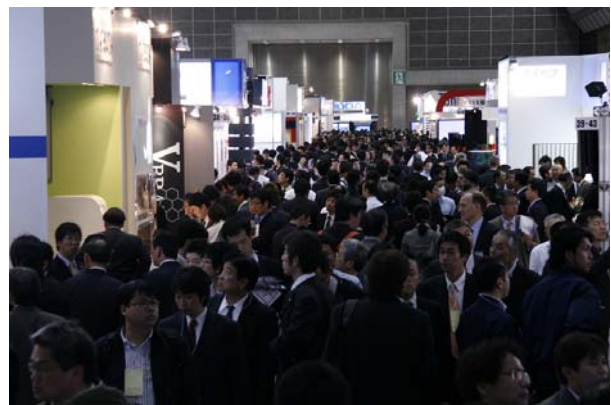
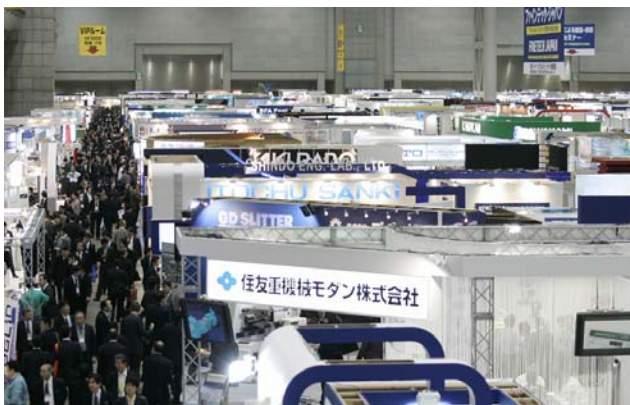
Test, Repair, Measurement Zone of last year was re-formed to “FPD Inspection Technologies Area”. This area consists of 3 zones – “*Inspection/Repair/Measurement Zone*”, “*Assessment/Test/Analysis Zone*” and “*Inspection Element Technology Zone*”. The leading companies such as NIKON INSTECH, OMRON, V TECHNOLOGY, SOKKIA FINE SYSTEMS, OTSUKA ELECTRONICS, SIGMA KOKI, TAKANO, KUBOTEK and NTN exhibited at this area in 2008.

## ■Organic EL Corner

The devices and inspection units necessary for developing and manufacturing organic EL are all displayed at this corner. Recently, organic EL have been attracting great attention as the new FPD feature that will follow LCDs and PDPs, and in fact, small OLED is already used in mobile phone or wristwatch. In addition to that, OLED is coming into usage for a wide range of applications such as OLED TV these days. Overall, there are growing expectations for OLED in so many ways, and that is why plenty of visitors gathered around this corner.

## ■Clean/ESD Protection Corner

This corner is the only exhibit of its kind in the FPD industry. In this area, clean room-related products and technology, and static electricity countermeasure products were gathered in one place. Since the demands for higher definition and brighter large displays are increasing, the introduction of higher level clean rooms and static electricity countermeasure products were the key to increasing profits. To meet this demand, leading companies such as MIDORI ANZEN, GUARDNER, TOYO LINT FREE, GOLDWIN, KASUGA ELECTRIC WORKS, SHISHIDO ELECTROSTATIC, HUGLE ELECTRONICS and TRINC displayed the latest products.

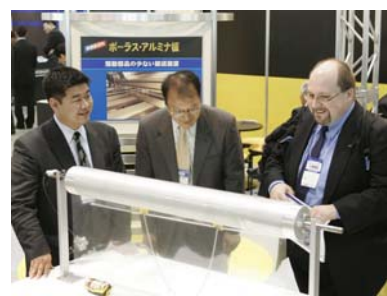
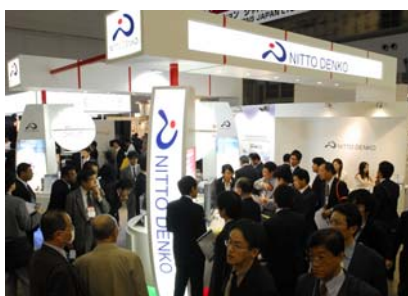


## 3<sup>rd</sup> FPD Components & Materials Expo

Now, panel manufacturers are focusing on high-quality and low-cost components and materials for their products. As the only show specialized in FPD components and materials, many industry professionals especially from Design/Development division in panel manufacturers visited to see the latest products. Since Japan is known as the center of cutting-edge components and materials, this show has been attracting great attention ever since it was established. In 2008, "Optical Film Corner" was newly set up within the show. See details below.

### ■ Optical Film Corner [NEW!!]

It is said that upgrading film technologies is the key to advanced display production. The leading companies such as FUJIMORI KOGYO, NIHON PALL, LINTEC, BASF JAPAN and HITACHI MAXELL exhibited their cutting-edge products at this corner.



## Display 2008 -4<sup>th</sup> International FPD Expo-

At Display 2008, the latest displays such as LCD, PDP, OLED, FED, Electronic Paper, Flexible Display and 3D Display were exhibited. Not only all booths were always crowded with many visitors, but also plenty of press interviewed exhibitors, covered their product to broadcast it on TV and place it in magazine. The highlights of exhibits of 2008 are listed below.

The eye-catching products of this year were "World's Largest 150-inch PDP", "Organic EL TV", "Super-thin Display -Electronic Paper" and "Display which we can see 3D projection with the naked eye". Flat-panel Displays has been focused in terms of slimness and largeness so far, but currently various kinds of next-generation displays such as Electronic Paper and 3D Display also start to attract great attention.

### ● World's Largest 150-inch PDP

At Display 2008, **Panasonic** exhibited the world's largest 150-inch TV for the first time in Japan. Currently, projector and LED display are known as the 150-inch supersized display device. But direct-view-type PDP has high brightness and high contrast, and makes it possible to reproduce vivid and precise images. This 150-inch PDP tells the new potential for development of PDP.

Panasonic also displayed 24.7mm thick, 50v type super-thin PDP at the show. Currently, PDP is expected to be developed in terms of thinness as well as largeness. With this thin PDP, wall-hanging TV and ceiling TV production become possible, and the viewing style of TV will become diversified.



## ● OLED TV

One of the leading LCD manufacturers, **SONY**, exhibited new lineup and related technology of "BRAVIA". Besides, World's First OLED TV "XEL-1" and prototype OLED TV were displayed.

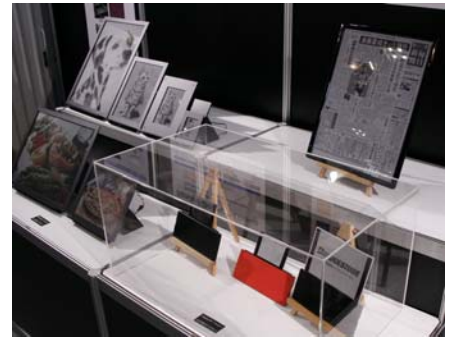


## ● Electronic Paper

As the size of the market is expected to become a 400 million dollar industry in 2012, demands for electronic paper will rapidly expand especially as the parts of mobile phone and electronic book.

In fact, electronic paper is now used in various applications such as mobile phone, wristwatch and advertisement tower.

At Display 2008, A3 size full-color Electronic Newspaper (**Bridgestone**), the Electronic Paper used in mobile phone or automatic ticket gate at the station (**E Ink/Fujitsu**), and COLOR Electronic Paper "FLEPia" (**Fujitsu Frontech**) were all exhibited.

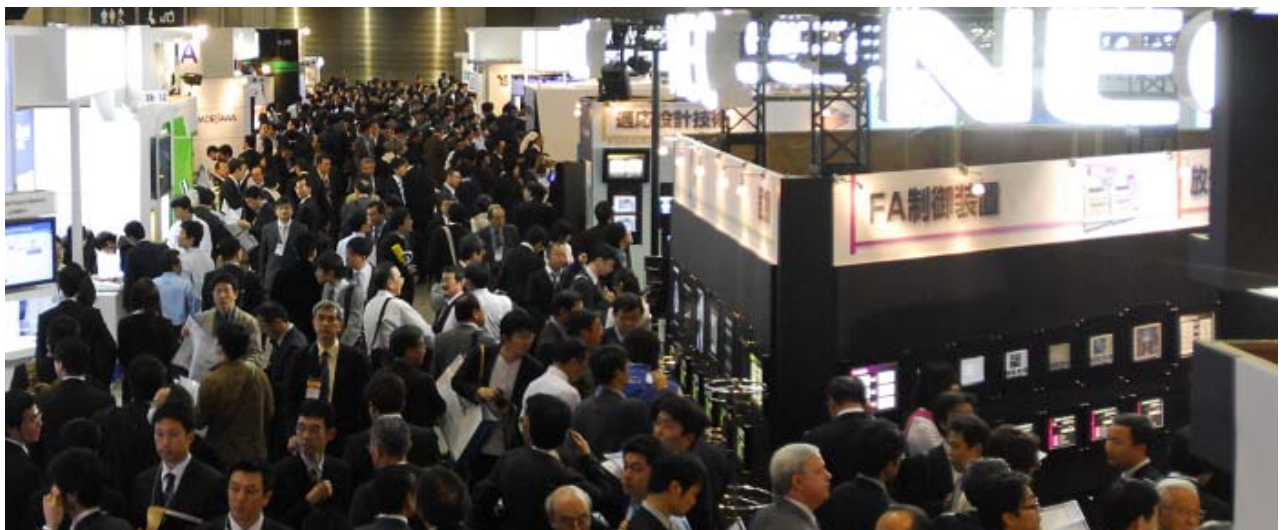
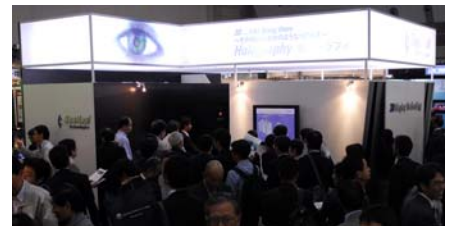


## ● 3D Display

**NewSight** announced their new service and new technology "V Cam" on April 16 at their booth. This is the world's first technology that can make 3D projection on the moment when the pictures are provided by 2 cameras. Also, it attracted attention as the notable technology because the traditional type of filming used 2 cameras and any type of former 3D contents can be adapted to the NewSight's 3D display.



**SeeReal** also exhibited 20-inch 3D holographic display. This 3D holographic solutions are based on today's technologies and provide amongst other things interactive realtime computing, full HD resolution, and freedom of movement for several users to create a natural viewing experience. There was a crowd of people around their booth.



## Opening Ribbon Cut Ceremony

In the morning on April 16<sup>th</sup>, "Opening Ribbon Cut Ceremony" was grandly held in front of the exhibition venue. 24 dignitaries from Japan, Korea, Taiwan, China and Germany were invited as the ribbon cutter, and a great number of visitors gathered to see the industry executives there.

### List of Opening Ribbon Cut Dignitaries

< JAPAN >		
● SHARP CORPORATION	Corporate Executive Director, General Manager of Corporate Research and Development Group	SHIGEAKI MIZUSHIMA
● SONY CORPORATION	SVP, Corporate Executive, President of TV Business Group	HIROSHI YOSHIOKA
● TOSHIBA MATSUSHITA DISPLAY TECHNOLOGY CO., LTD.	President & CEO	YOSHIO OOIDA
● EPSON IMAGING DEVICES CORPORATION	Director	HIDEHIKO SEKI
● NEC LCD TECHNOLOGIES, LTD.	Senior Vice President	SUSUMU OHI
● MATSUSHITA PLASMA DISPLAY CO., LTD.	Senior Managing Director	SHIGETO SUZUKI
● HITACHI PLASMA DISPLAY CO., LTD.	President	IKUO YUKI
● PIONEER CORPORATION	Senior Executive Officer Chief Technology Executive	YOICHI SATO
● TDK CORPORATION	Corporate Officer Deputy General Manager, Electronic Components Sales & Marketing Group	KENICHIRO FUJIHARA
< KOREA >		
● SAMSUNG ELECTRONICS CO., LTD.	Vice President LCD Business, LCD Technology Center	SOONKWON LIM
● LG ELECTRONICS INC.	Vice President, CTO Division, LED Backlight	JEONG SOO LEE
● LG DISPLAY JAPAN CO., LTD.	President	JAEGEOL JU
● KOREA DISPLAY INDUSTRY ASSOCIATION	Vice Chairman	DONG-WON KIM
● KOREA TRADE-INVESTMENT PROMOTION AGENCY	Japan Representative	JEONG-HYUN HAN
< TAIWAN >		
● CHI MEI OPTOELECTRONICS CORP.	Vice President, LCD Manufacture Dept.	JYH-CHAU WANG
● CHUNGHWA PICTURE TUBES, LTD.	Plant Manager, L1 Cell Plant	TSUNG-YU YU KAO
● INDUSTRIAL TECHNOLOGY RESEARCH INSTITUTE(ITRI), TAIWAN	Deputy General Director Display Technology Center	YUSHENG TIM TSAI
< CHINA >		
● BEIJING BOE OPTOELECTRONICS TECHNOLOGY CO.,LTD	General Manager, Director	GUOJIAN HAN
● KUNSHAN VISIONOX DISPLAY CO., LTD.	President	CHARLIE CHEN
● COEMA Liquid Crystal Branch Association	Consultant	BOHUA WANG
< GERMANY >		
● DFF GERMAN FLAT PANEL DISPLAY FORUM	Project Manager	SUSANNE BIELLER
< Chairman of The Advisory Committee >		
● TEK CONSULTING	Representative (Former Vice President of TOSHIBA Corp.)	TSUYOSHI KAWANISHI
< Chairman of The Technical Conference Committee >		
● TOHOKU UNIVERSITY	Dean of Graduate School of Engineering Professor	TATSUO UCHIDA
< Advanced Display of The Year Awards Committee >		
● SCIENCE UNIVERSITY OF TOKYO IN YAMAGUCHI	Professor Liquid Crystal Institute Director	SHUNSUKE KOBAYASHI
< FINETECH JAPAN/DISPLAY 2008 Organiser >		
● REED EXHIBITIONS JAPAN LTD.	President	TAD ISHIZUMI

( in random order )



## Executive Reception Party

Concurrently held with the exhibition and conference, the Executive Reception Party was held on the first day, April 16<sup>th</sup> (Wed). Attendees were **616** leading experts in the field such as president, CEO, Factory Head, Chief Engineer, General Manager, Director of FPD industry. They participated in the party to exchange information on industry trends and foster new relationships with each other. Many of top executives of exhibitors and visitors mainly from Japan, Korea, Taiwan, China, Germany and USA had a business conversation there and spend an invaluable time.



# Technical Conference

Every year, many industry professionals are interested in "Technical Conference". In 2008, all sessions are held in **BILINGUAL**, and **98** speakers were invited and **7488** attendees gathered there to know the latest industry trends, the cutting-edge technologies and companies' strategies. See details below.

## KEYNOTE SESSION

※Simultaneous Interpretation: English/Chinese/Japanese

### *Future Vision of Japanese FPD Industry and Strategies of TOP FPD Manufacturers*



#### ■ Japanese Government Measures to Survive in the World FPD Market

Director-General, Commerce and Information Policy Bureau,  
METI (Ministry of Economy, Trade and Industry), Japan  
Mr. Hideichi Okada

**Abstract:** The FPD industry is now experiencing a spiral, where the product demands raise capital investment and the low price surges in further demands, consequently leading a severe global competition. At the same time, power consumption is a main issue for large-size high-performance FPDs, and energy-saving measures has to be done for survival. The lecture addressed government's steps to improve Japanese competitiveness in the global market.



#### ■ Sony's Strategy for TV Business Development

SVP, Corporate Executive, President, TV Business Group,  
Sony Corp.  
Mr. Hiroshi Yoshioka

**Abstract:** The global market is still promising for TVs. The lecture described Sony's corporate strategy to achieve the top share of the market with its LCD TV "Bravia".



#### ■ SHARP's Technical Strategy for LCD TV

Corporate Executive Director,  
Group General Manager of Corporate Research and Development Group,  
Sharp Corp.  
Mr. Shigeaki Mizushima

**Abstract:** Further market growth and expansion is expected for LCD TV. The speech addressed the current status and future efforts on technical innovations for larger and thinner display.



#### ■ Economic Outlook and Implications for Corporate Management and the FPD Industry

Chief Research Officer, Financial & Economic Research Center,  
Nomura Securities Co., Ltd.  
Mr. Masanobu Kaizu

**Abstract:** Economy analysis will be made on the U.S. subprime loan crisis, aftermath of the Olympic in China, and bipolarization in Japan market. The lecture addressed ideal corporate management based on the world economy outlook in 2020, while referring to expectations for the FPD industry.

**Korea -The Winner of the FPD Industry Talks Their Business Strategies**



■ **2008, FPD Market Perspective and Insights**

CEO, DisplayBank  
Mr. Peter Kwon

**Abstract:** The lecture addressed FPD Market Direction (TFT LCD, PDP,OLED), Korean FPD vendors movement analysis, 40" and over size FPD TV market potential, TFT Investment forecast based on demand and Supply.



■ **Development and Strategy of LG Display**

Vice President, Advanced Technology Development Dept.,  
LG Display Co., Ltd.  
Mr. Byung Chul Ahn

**Abstract:** In this lecture, Mr. Byung Chul Ahn prospected the strategy of product technology and future Fab in LG Display.



■ **Current Status and Future Prospects of AMOLED**

Vice President, Mobile Display Sales & Marketing Team,  
Samsung SDI Co., Ltd.  
Mr. Woo Jong Lee

**Abstract:** Mr. Woo Jong Lee introduced their new next generation display, AMOLED. He gave a speech about its characteristics, the current situations of the business, the issues that SDI is facing and the SDI's plans to take the lead in the future display market.



## TAIWAN FPD FORUM

※Simultaneous Interpretation: English/Chinese/Japanese

### Up-to-the-minute Status of the Taiwan FPD Industry



#### ■ Flexible Display Attracting Attention in Taiwan FPD Industry

Deputy General Director, Display Technology Center,  
ITRI  
Dr. Yusheng Tim Tsai

**Abstract:** Flexible display has advantages of light-weight and low power consumption for large-area or wall-size display. Recent R&D in Taiwan and challenges were presented.



#### ■ FPD Moving towards Greener Production

Vice President, Global SCM,  
AU Optronics Corp.  
Dr. Yong Hong Lu

**Abstract:** AUO Green Solutions, Green DNA, and 2010 Eco-Efficiency Indexes (EEI) were summarized, with focus on the approaches of fab operation toward green production.

## CHINA FPD FORUM

※Simultaneous Interpretation: English/Chinese/Japanese

### Progress of China's FPD Industry Heading the Beijing Olympic Games



#### ■ The Current Development & Future Prospects of China's FPD Industry

Consultant, COEMA Liquid Crystal Branch Association  
Mr. Bohua Wang

**Abstract:** The speech outlined the development of Chinese FPD industry in 2007. The up-to-date situation and future growth vision of China FPD market were also described.



#### ■ A Bright Future of TFT-LCD Industry through Cooperation

Executive Vice President,  
BOE Technology Group Co., Ltd.  
Mr. Xiaodong Liu

**Abstract:** The speech outlined the development of Chinese FPD industry in 2007. The up-to-date situation and future growth vision of China FPD market were also described.



#### ■ Visionox' Strategy in OLED

President, Kunshan Visionox Display Co., Ltd.  
Mr. Charlie Chen

**Abstract:** As the OLED pioneer in mainland China, Visionox will launch commercial production this year. Facing the fierce competition, Visionox' strategy will leverage its advantage in technology, production, marketing and partnership. Mr. Chen addressed its future plan in product and technology development.

## SPECIAL SESSION

※Simultaneous Interpretation: English/Japanese

### Intellectual Property & Environmental Strategy Surrounding the FPD Industry



#### ■ Japanese Government Policy on Green Conservation and Intellectual Property in the FPD Industry

Director, Information and Communication Electronics Div.,  
Commerce and Information Policy Bureau,  
METI (Ministry of Economy, Trade and Industry), Japan  
Mr. Takayuki Sumita

**Abstract:** Global competition is getting fierce in the FPD industry, where differentiated marketing and innovations are the main keys to survive. The environmental activity of Japanese companies is one of the prospective advantages. The speech outlined government measures on leading green initiative and the intellectual property, to back up the growth of Japanese corporations.



#### ■ Panasonic's "eco ideas" Strategy

Executive Officer,  
Matsushita Electric Industrial Co., Ltd.  
Mr. Naoto Noguchi

**Abstract:** The Matsushita Group announced the "eco ideas" strategy in October 2007 in its effort to accelerate the realization of one of the two major goals, the coexistence with the global environment. The lecture included their project at the Amagasaki factory.



#### ■ TOSHIBA IP Strategy -To Achieve Sustained Strong Growth with High Profit-

Corporate Vice President, Chief Licensing Officer, Intellectual Property Div.,  
Toshiba Corp  
Mr. Akio Saga

**Abstract:** Intellectual property is the driving force of innovation. The harmonious combination of management and technology development could contribute to the constant growth of enterprise activities. The intellectual property strategy were discussed to comply with the demands of the times and prospect the future.

## Other Technical Conference

※Simultaneous Interpretation: English/Japanese

In addition to the above seminars, 24 sessions took place during the show. There were various courses as below, and a great number of visitors attend those sessions.

If you need more information, please visit: <http://www.ftj.jp/english/conference>

### SESSION COURSES

Market/Capital Investment Course  
3D Display Course  
On-vehicle Display Course  
Flat-screen TV Course  
Electronic Paper Course  
FPD Manufacturing Process Course

Organic ELs Course  
Components & Materials Course  
Mobile Course  
Plasma TV Course  
Flexible Display Course

## ADY (Advanced Display of the Year)

13<sup>th</sup> ADY (Advanced Display of the Year) was held at the exhibit corner in FINETECH JAPAN exhibition hall on April 16. ADY selects and awards the best 13 FPD products in each category. The award committee members had selected "Outstanding Prize Winners" and "Special Prize Winners" in advance. At ADY Awards Presentation, 4 **Grand Prize Winners** were announced as below.



 =Grand Prize Winner

### ADY2008 Winners



(In alphabetical order)

#### <Display Module Category>

Product Name	Company Name
<b>Full Hi-Vision Plasma Television "KURO" PDP-5010HD</b>	PIONEER CORP.
<b>Woou UT Series</b>	HITACHI, LTD.
<b>Digital High Definition Plasma TV VIERA PZ750 Series</b>	MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD.
[Flat Panel Display Special Prize] <b>OLED Panel Module ECX107AKM</b>	SONY CORP.

#### <Display Manufacturing Equipment Category>

Product Name	Company Name
<b>MOTOMAN-CDL3000D</b>	YASKAWA ELECTRIC CORP.
<b>In-Line Type Manufacturing System for OLED Display ZELDA-IL</b>	ULVAC, INC.
<b>ROTARY POL ATTACHER SWXA0301L</b>	YODOGAWA MEDEC CO., LTD.

#### <Display Testing Equipment Category>

Product Name	Company Name
<b>SPECTRORADIOMETER CS-2000</b>	KONICA MINOLTA SENSING, INC.
<b>ICAM-Imaging Colour Analyzer Module</b>	DELTA Danish Electronics, Light & Acoustic (Distributor in Japan: TOYO CORP.)
<b>VertScan®2.0</b>	RYOKA SYSTEMS INC.

#### <Display Components & Materials Category>

Product Name	Company Name
<b>WV-EA</b>	FUJIFILM CORP.
<b>Al-alloy sputtering target to realize "Direct Contact" with both ITO and a-Si</b>	KOBELCO KAKEN, INC.
<b>Roll cores for high performance films "Pla Maxim"</b>	NAGAOKA SANGYOU CO., LTD.

# Public Relations in Japan and Overseas

In order to collect news materials, 548 journalists from Japan, Korea, Taiwan, China, UK and other countries visited the show for 3 days. Not only all key TV stations in Japan, but also overseas key TV stations such as KBS (Korea) and TTV (Taiwan) came to cover the show. Following is the part of publisher participants.

## PUBLISHER PARTICIPANTS

### ■ JAPAN

NHK  
TBS  
TV ASAHI  
TV TOKYO  
FUJI  
TOYO KEIZAI  
NIKKAN KOGYO  
DIAMOND  
SANKEI  
YOMIURI  
NIKKEI

### ■ CHINA

CHINA ELECTRONICS NEWS  
SHENZHEN YAWAI INFORMATION

### ■ UK

TECH RADAR

### ■ KOREA

KBS  
DISPLAYBANK  
ETNEWS  
JOINS  
ENGINEERING INFORMATION  
MOTION CONTROL  
UBI SANUP RESEARCH

### ■ TAIWAN

TTV  
CHINA TIMES  
COMMERCIAL TIMES  
ITRI  
DIGITIMES  
UNITED DAILY NEWS  
PIDA  
ARCO INFOCOMM  
JACK LIU'S PUBLISHING

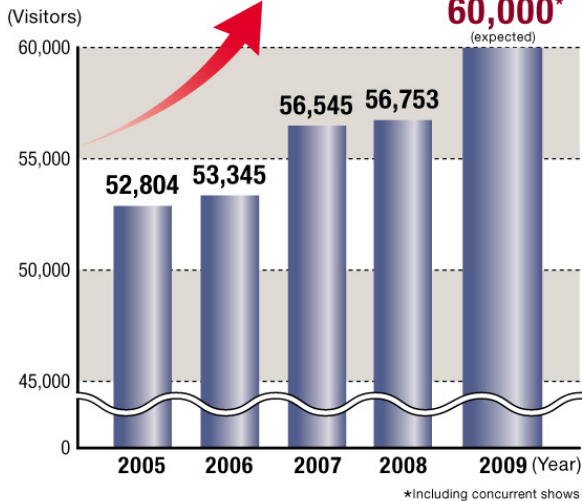
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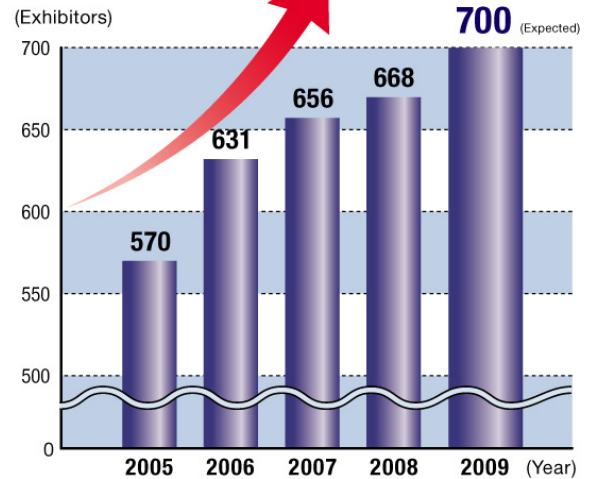
## Next Shows in 2009

FINETECH JAPAN has been expanding for 11 consecutive years. As you can see in the following graphs, the number of exhibitors and visitors is expected to increase next year again. All 6 halls in Tokyo Big Sight will be completely full at the show in 2009.

**Number of Visitors**



**Number of Exhibitors**



As the proof of the show's success, most of exhibitors repeatedly participate every year. Also, more and more industry key buyers from panel manufacturers in Japan, Korea, Taiwan and China come to this world's largest show to find the best solution for their needs and know the industry trends, rather than visiting the show held in their own countries. That is because the visitors can see all kinds of the FPD-related equipment, technologies, materials, components and the latest displays at a time.

Judging from the situation which not only the existing exhibitors but also many new companies have already applied for exhibiting for 2009, the exhibit space is expected to be SOLD OUT at an early stage. If you are considering exhibiting at the show, please hurry to contact us, because the space is limited. Also, if you are interested in this exhibition, please mark on your calendar on April 15-17, 2009.

For any inquiries,

### **FINETECH JAPAN/FPD Components & Materials Expo/ Display 2008 Show Management**

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