The largest trade show and conference for embedded system designers and managers

Featuring Leading Edge Technologies & Solutions

Embedded Technology 2011

Exhibition Guide

DATE 2011
Nov.16th Wed. - 18th Fri.

TIME 10:00 a.m. - 5:00 p.m.
*open until 6:00 p.m. on Nov. 17th.

VENUE **PACIFICO YOKOHAMA, Japan**

Organizer Japan Embedded Systems Technology Association (JASA)

Event Planning and Promotion ICS Convention Design, Inc.

Official Website http://www.jasa.or.jp/et/

Exhibition Results for ET2010

Total Number of Visitors **21,988**

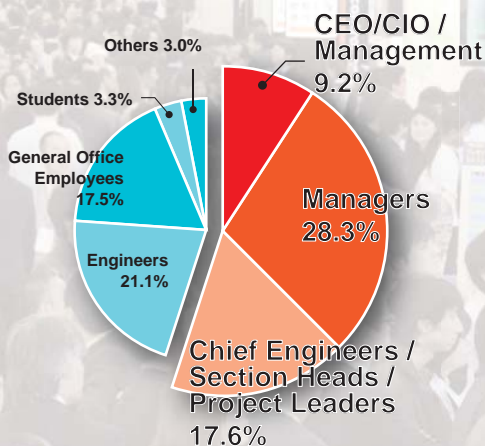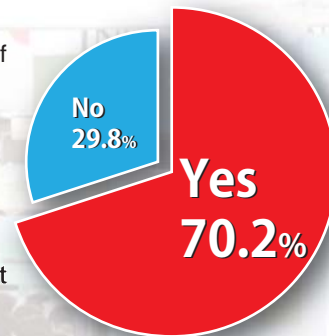| Dec.1 (Wed.)	Dec.2 (Thu.)	Dec.3 (Fri.)	Total
6,608	7,309	8,071	21,988

Number of Exhibitors: **358**

Number of Booths: **757**

Number of Conferences: **134** sessions

Number of Conf. Attendees: **11,385**

Were the products exhibited of interest to visitors?

More than two thirds of the respondents said "Yes," an increase of 2% from the previous year.

No 29.8%

Yes 70.2%

Others 3.0%
Students 3.3%
General Office Employees 17.5%
Engineers 21.1%
Chief Engineers / Section Heads / Project Leaders 17.6%
Managers 28.3%
CEO/CIO / Management 9.2%

Job Level of Visitors

The majority of the visitors were CEO/CIO/Corporate Management, Managers, Chief Engineers/Section Heads/Project Leaders.

2011 Exhibition Outline

Name: **Embedded Technology 2011**

Date: **November 16-18, 2011**

Venue: **PACIFICO YOKOHAMA, Japan**

Organizer: **Japan Embedded Systems Technology Association (JASA)**

Event Planning and Promotion: **ICS Convention Design, Inc.**

Co-hosting Event: **Electronic Design and Solution Fair 2011**

Embedded Technology 2011

Exhibiting at the ET show offers an ideal venue for *effective business negotiations and presentations* of new technologies and solutions.

ET hosts world-class conferences covering a broad range of technical topics.

Exhibition Products and Services

- Hardware Solutions

MPU/MCU, DSP, System LSI(ASSP/ASIC), IP Core, FPGA/PLD, Smart Card, Embedded Platforms, Board Computers, Wireless Networks(802.11x, Bluetooth, UWB, etc.), Interface Technologies(IEEE1394, USB, etc.),Power Supply/Management, IC Socket, Back-Plane, etc.

- Software Solutions

RTOS, Device Drivers, Firmware/Middleware,Internet-Related Technology(Browsers, etc.), Database, Security Technologies(Encryption/Decryption, etc.)

- Development Environments and Tools

Programming Languages(C/C++, Java, HTML/XML, UML, Compilers/Assemblers), In-Circuit Emulator and Debugging Tools, EDA/System Design Tools, Measurement & Instruments, Project Management Tools, Configuration Management Tools

- Others

System House, Design Service Firms, System Integration Companies, Technology Promotion Organizations, Publishers, Universities/Research Organizations, etc.

Exhibition Fee

Booth size is 9 square meters (3m x 3m)

1 to 3 booth(s):

451,500 yen/per booth (tax included)

4 booths or more:

430,500 yen/per booth (tax included)

For more information, Please contact :

Secretariat of ET
c/o ICS Convention Design, Inc.

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