RFID/USN KOREA 2010

Come to See!
Advanced u-IT Convergence

www.rfidkorea.or.kr

RFID/USN KOREA 2010

International Exhibition & Conference

Dec.2(Thu)~4(Sat), 2010 / Coex, Seoul, Korea

Guide for International Exhibition

Organized by

Ministry of Knowledge Economy

Ministry of Public Administration and Security

Managed by

Korea Association of RFID/USN Convergence

Supported by

KCCI

KETI Korea Electronics Technology Institute

nipa National IT Industry Promotion Agency

Keit Korea Evaluation Institute of Industrial Technology

NIA National Information Society Agency

KISA Korea Internet & Security Agency

ETRI Electronics and Telecommunications Research Institute

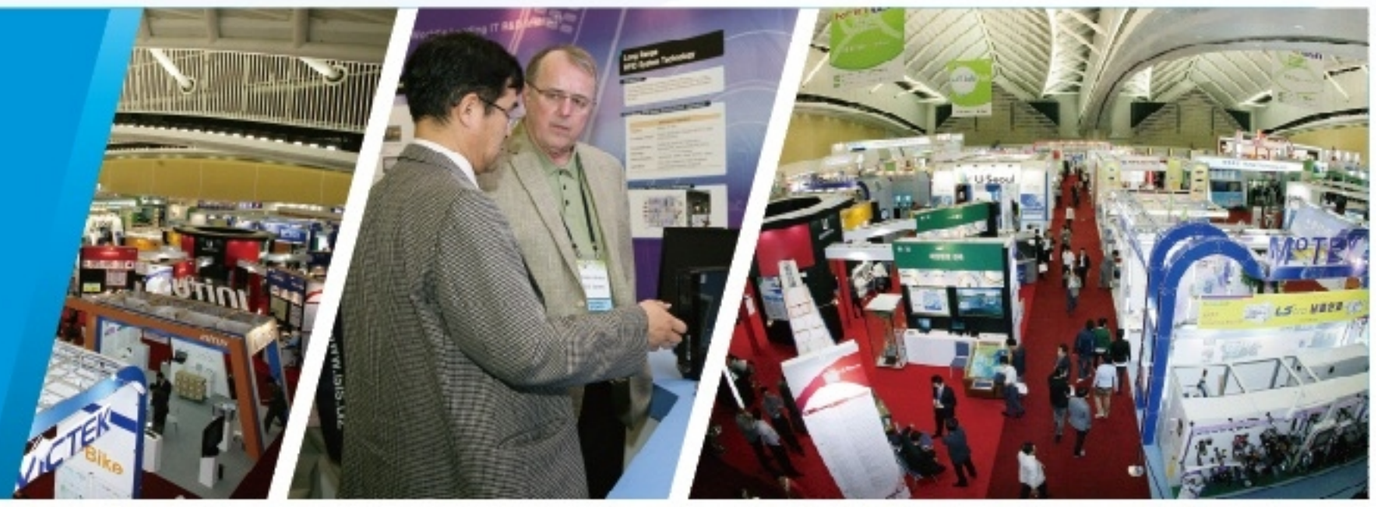
Upgrade the world with RFID/USN convergence technology!!!

RFID/USN is in the middle of **convergence technology** which is a new industrial trend of 21st century.
"RFID/USN KOREA 2010" which comes along with distinctive products and cutting-edge technologies will provide a **best marketing place** for successful business.

EXHIBITION

■ Main contents
- RFID/USN convergence service (distribution, circulation, manufacture, construction etc.)
- New products and solutions of RFID/USN, H/W, S/W
- u-City solutions and application services

■ **Number of participants** : 30,000 from 35 countries



CONFERENCE

■ Main contents
- The world business trends and future visions of RFID/USN
- The cutting-edge technology, standards and policies
- Best practice in private and public sectors

■ **Number of participants** : about 1,000 attendees

SCHEDULE

2nd Dec.							The roundtable of Korea, China and Japan	The award ceremony of research paper contest for RFID/USN
3rd Dec.	Exhibition	Conference	Business Meeting	Presentation of New Products	Presentation of transferring technology	u-IT Tour		
4th Dec.								

CO-HOSTING EVENTS

Presentation of new products (3rd Dec. 2010)
- Presentation of new products and solutions by participating companies

Business Meeting (2nd Dec. ~ 4th Dec. 2010)
- One-to-one business meeting between participating companies and domestic & foreign buyers

The award ceremony of research paper contest for RFID/USN (2nd Dec. 2010)
- Awarding the excellent research papers in the field of RFID/USN

Presentation of transferring technology (3rd Dec. 2010)
- Presentation of transferring new technologies by national and university research laboratories

u-IT tour for foreigners (3rd Dec. 2010)
- Visiting to sites of introducing and manufacturing RFID/USN

The roundtable of Korea, China and Japan (2nd Dec. 2010)
- A regular meeting of Korea, China and Japan for RFID/USN cooperation in private sector

Why Exhibit at RFID/USN Korea 2010

- RFID/USN KOREA 2010 will suggest the future of u-IT convergence!
- RFID/USN KOREA 2010 is a contest for new convergence & integration technology and service based on RFID/USN!
- RFID/USN KOREA 2010 is for all kinds of participants from such various industries as procurement, public administration, motor vehicle, shipbuilding, medicine manufacture, distribution & logistics, and electronics etc. (average participants : 30,000 participants from 35 countries)!
- RFID/USN KOREA 2010 provides business talk, presentation of new products and IT tour for foreign buyers. These services will enhance the marketing effectiveness of your companies!

KEY ITEMS

Pavilion	Zone	Items
Solution of convergence	u-IT convergence	Convergence service and solution based on RFID/USN • distribution/circulation, construction, national defense, environment, medical cares, disaster prevention, traffic and books etc. • manufacturing fields such as automobiles, semiconductor, electronics, shipbuilding, steel, clothing and medicine etc.
	u-Bike	Bike, operating system, publicizing policies of local government based on RFID/USN
	Mobile RFID	Mobile RFID products such as USIM, smart phone and service such as distribution, circulation etc.
	u-City	Building technology and service of u-City for local government
Products	RFID	Reading equipments with LF, HF, UHF bandwidth (fixed, portable type), tags (label and card type, special tag, active tag, transportation card etc.), chips (reader, tag), antenna, label printer, applicator and middleware etc.
	USN	Sensor node, gateway, Zigbee, UWB, Bluetooh related products, middleware, service platform, managing sensor network and security technology etc.
	u-Sensor	Sensor products (temperature, humidity, atmosphere, vibration and acceleration), smart sensor, MEMS sensor, Wireless sensor etc.
Public enterprise	Spreading & verifying project of u-IT new technologies	Spreading & verifying project of u-IT new technologies by Ministry of Knowledge Economy, results of IT innovation networking project (applying business such as automobiles, medicine, clothing, semiconductor, steel, shipbuilding etc.)
	u-Public service	Public service based on ubiquitous technology by Ministry of Public Administration and Security, u-Service business based on local, demonstration project of smart work etc. (procurement, customs, domestic waste, dealing with disasters, weather, and medical treatment etc.)
	Test & certification	Standard, performance test, reliability, BMT, supporting equipments and assembling prototype etc.
New technologies (original technologies etc.)	Institutes	RFID/USN new technologies and research results of national research laboratory and specialized laboratory.
	Academic circles	Research results of ITRC, specialized laboratories in regions
Special pavilion	Products/solution of foreign companies	Pavilion for China, Japan, Hong Kong, Australia and major foreign companies
	Consulting about patents	Korea Intellectual Property Office, patent agencies related with RFID/USN
Special events		E-brochure service based on RFID, providing giveaways, screen golf based on USN etc.

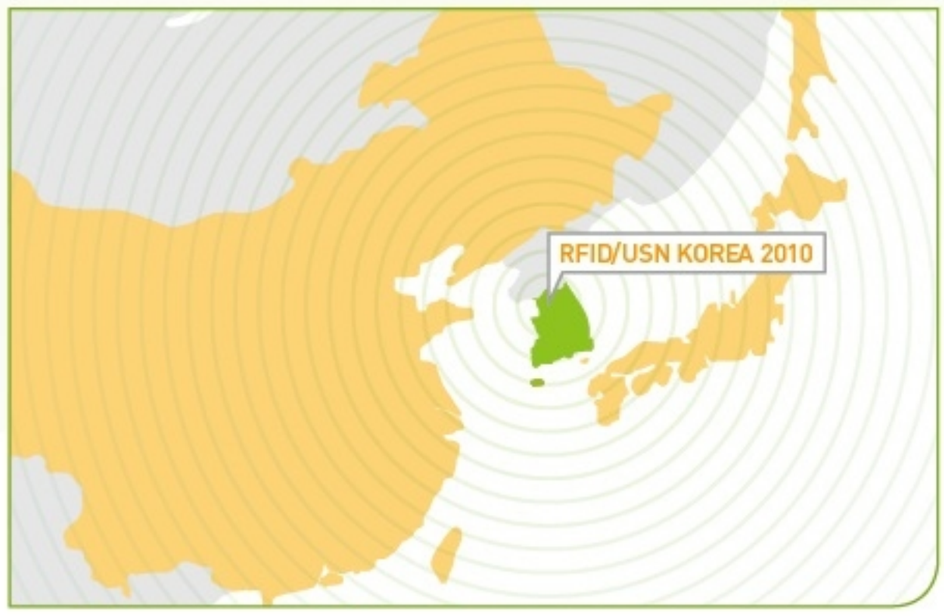
KOREA 2010 RFID USN

Come to See!
Advanced u-IT Convergence

"RFID/USN Korea 2010" is offering the right place for worldwide RFID/USN business.

- Various pavilions such as convergence solution, new technologies, RFID/USN products
  u-City, experiencing mobile RFID service etc.
- The buyers from all over the world for example USA, Japan, and Europe exchange business information
- The world largest and world best RFID/USN international exhibition
  USA, China, Japan, Germany, Chinese Taipei, Singapore, Hong Kong, India, Malaysia, French, Dutch, Nepal, Sweden, England, Australia, Swiss, Thailand were participants in 2009.

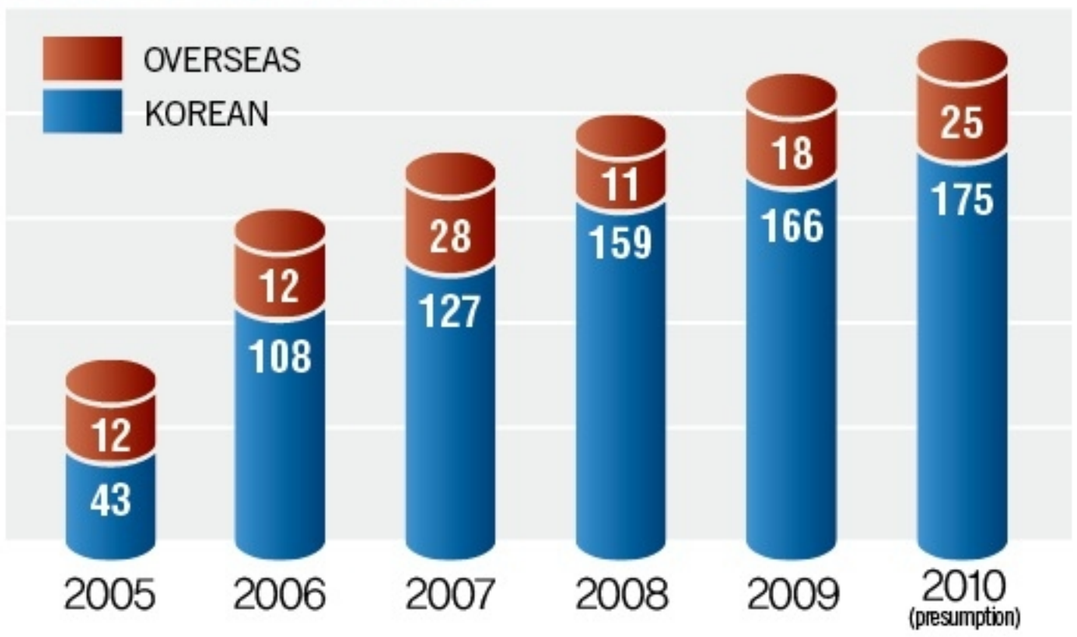
30,000 visitors from 35 countries will participate!!!



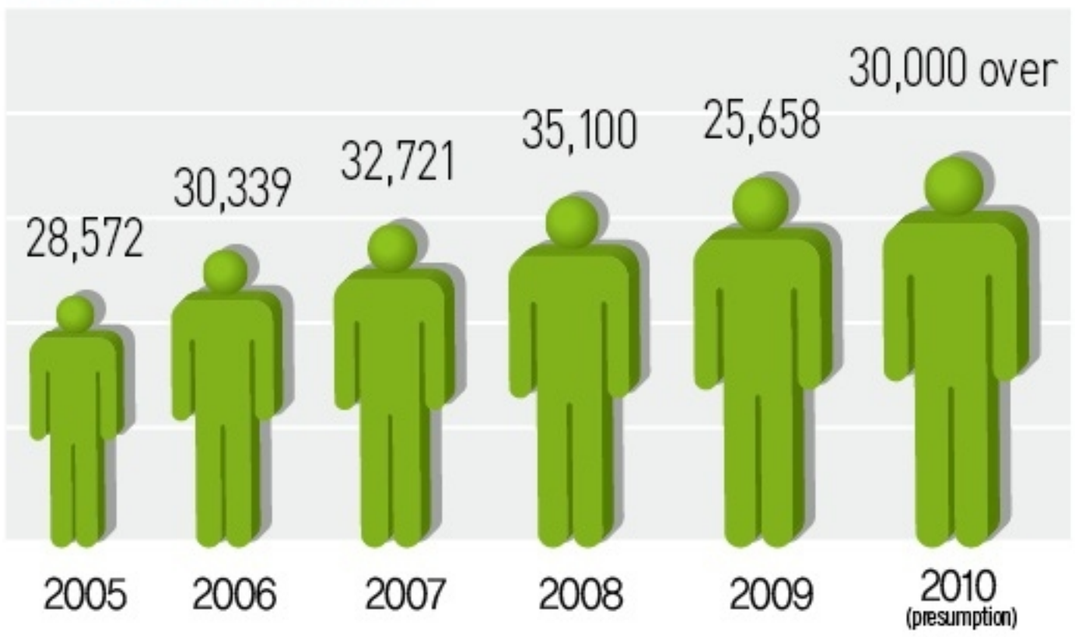
EXHIBITION

NUMBER OF EXHIBITORS AND VISITORS

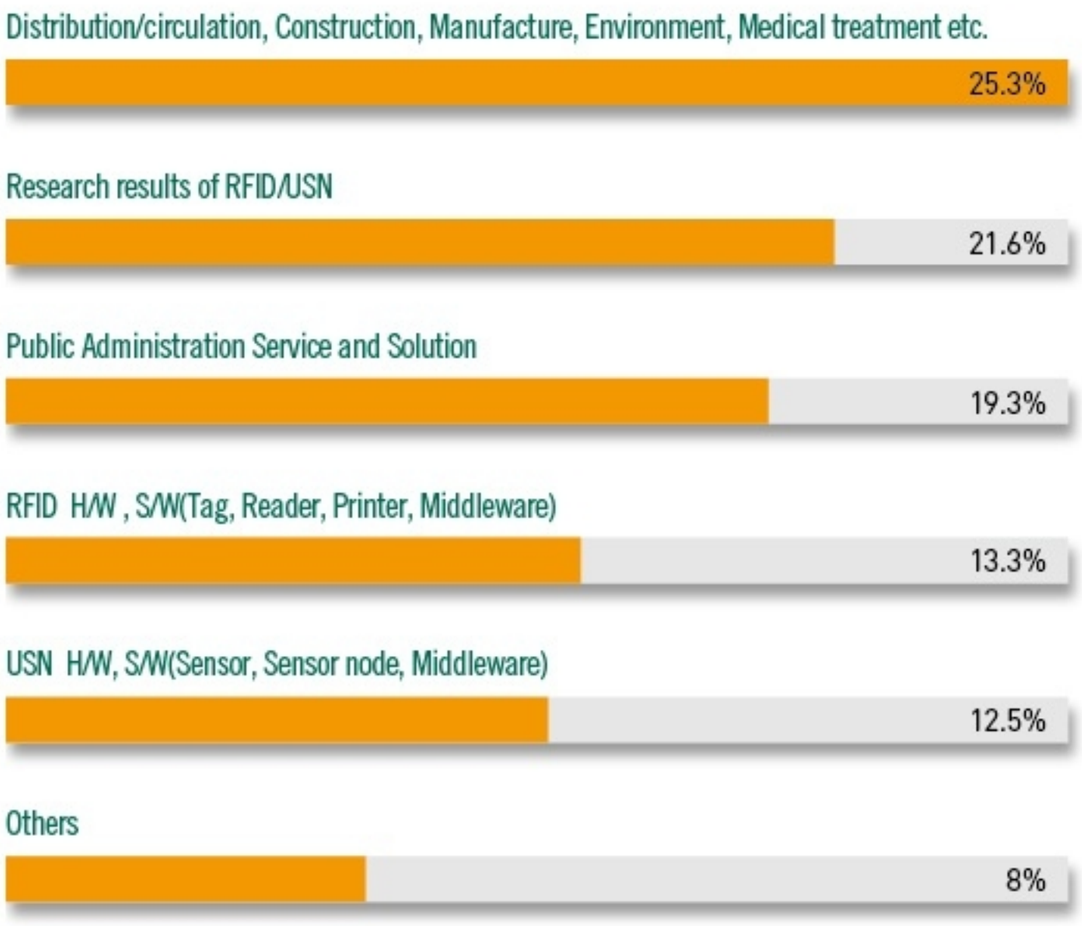
NUMBER OF EXHIBITORS



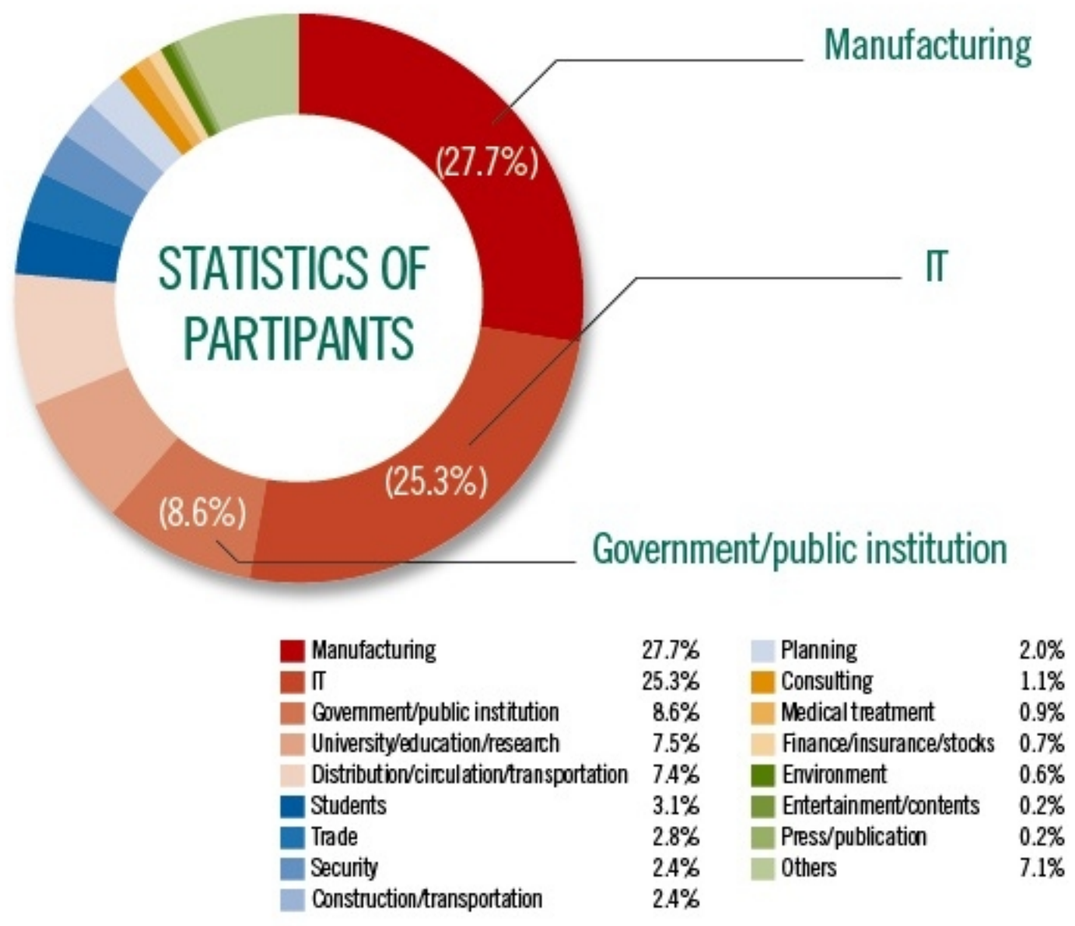
NUMBER OF VISITORS



WHICH FIELD ARE VISITORS INTERESTED IN?



STATISTICS OF VISITORS (2009)



Manufacturing	27.7%	Planning	2.0%
IT	25.3%	Consulting	1.1%
Government/public institution	8.6%	Medical treatment	0.9%
University/education/research	7.5%	Finance/insurance/stocks	0.7%
Distribution/circulation/transportation	7.4%	Environment	0.6%
Students	3.1%	Entertainment/contents	0.2%
Trade	2.8%	Press/publication	0.2%
Security	2.4%	Others	7.1%
Construction/transportation	2.4%		

Application for Booth

APPLICATION

- Application Period : ~ 29th Oct. 2010
- Application Method : Fill out the application form and submit it by fax (+82-2-556-9474) or email (rfidusn@karus.or.kr)
- Payment Schedule : 1st Payment : 50% of the participation fee should be paid within 7 days of application
  2nd Payment(Until 29th Oct. 2010) : Reminder of participation fee(50%) + Utility Service Charge

SPACE OPTIONS

Options	Space Only	Shell Scheme Packaged Booth
	USD 2,500	USD 3,000
Booth Type		
Contents	• Space • Conference Admission Ticket	• Wall • Fascia Board (Fluorescent Lamp) • Carpet • Information Desk + Chair (1) • Spotlight (3), Wastebasket (1) • Conference Admission Ticket

- Basic Unit (3m x 3m=9sqm)
- Participation fee includes rent, night guard, PR material production, Cost for being listed exhibition directory.
- The number of provided conference admission tickets vary by size of booth.
- The Bank Transfer Charge is payable by Exhibitor.

BUSINESS MEETING

- Date : 2nd ~ 4th Dec. 2010
- Venue : Exhibition and conference rooms in COEX

  * Please refer www.rfidkorea.or.kr for more details.
- For whom : Applying companies among participating companies
- What are provided : interpretation, PC, copy, internet and fax etc.

PRESENTATION OF NEW PRODUCTS

- Date : 3rd Dec. 2010
- Venue : Conference center of COEX

  * Please refer www.rfidkorea.or.kr for more details.
- For whom : applying companies among participating companies
- What are provided : room, equipment and public relations

PRE REGISTRATION

- Pre registration through online : 30th Nov. 2010–www.rfidkorea.or.kr

※ If you register online, you do not need wait in line for a ticket. Who does not register online must buy a ticket. (price of ticket is 5,000KRW)

RFID/USN KOREA 2010

Come to See!
Advanced u-IT Convergence

International Conference

RFID/USN Korea 2010 International conference is the world best and largest international conference.

Please take **an opportunity to share information** with the leading specialists on **policies, cutting-edge technologies/ standards** and **successful cases** of RFID/USN which is a core technology of **IT convergence and green growth**.

Overview of conference

- Date : 2nd ~ 3rd Dec. 2010
- Venue : Conference center of COEX
- Number of participants
  : About 1,000 attendees from all around the world
- For whom
  : Companies and institutions introducing RFID/USN
- Official language : English, Korean
  (simultaneous interpretation will be provided)

CONFERENCE

FEATURES OF CONFERENCE

1 The largest and best international conference
- ▶ Sharing the latest information with the leading specialists from all over the world

2 Providing all areas of RFID/USN
- ▶ Future trends of RFID/USN, common track of policies/market trends
- ▶ Successful cases, for example manufacture, distribution/circulation, military defense, medicine manufacture, construction and transportation, which proved return on investment
- ▶ Cutting-edge technology/standards and issues of RFID/USN Value Chain

MAIN CONTENTS OF CONFERENCE

Common track	■ Mega trend (RFID/USN, u-IT convergence etc.) ■ Changes of market circumstances and counter plans ■ Providing new business directions and successful cases	■ Leading specialists in research and academic areas ■ Interested persons from global leading companies and research institutes ■ CEO, CIO from major companies

	Track 1 (RFID/USN Now & Future)	Track 2 (Convergence)	Track 3 (Emerging Technology & Service)
Special Track	• RFID/USN Policies & Market trends in Leading Contries • Cutting-edge Technology & Standard • Best Practices	• Industry Convergence • Service Convergence • Infra Convergence	• M2M (Machine-to-Machine network), IoT (Internet of Things), MTC (Machine Type Communication) • Technology & service • Hot Issues of IT (Sensor, Augmented Reality etc.)

Pre -REGISTRATION

- Register in advance : To be announced after organize the program of conference (at the end of August)
- How to register : Online registration through homepage (www.rfidkorea.or.kr) or purchasing tickets (pre-paid)

Events

Providing suppliers chances to meet consumers and providing opportunities to promote vitalization and develop the potential demands of RFID/USN industry.

New ! 1 Presentation of new technologies

- For whom
  - Applying companies among participating companies (charged)
  - pre-enrolled audience (free of charge)
- Main contents : New products and solutions related with RFID/USN

New ! 2 Presentation of transferring technologies

- For whom
  - Institution, academics, companies who are interested in new technologies
  - pre-enrolled audience (free of charge)
- Main contents
  : Presentation of transferring new technologies related with RFID/USN, IT convergence

- Date/Place : 3rd Dec. 2010. Conference center of COEX
  * Please refer (www.rfidkorea.or.kr) for more details.

SPECIAL EVENTS FOR FOREIGN PARTICIPANTS

Business Meeting (2nd~4th Dec. 2010)

- For whom : participating companies, domestic and foreign buyers
- Main contents : consulting on export between companies and buyers
  - Providing one-to-one consulting which is based onstudy on demand in advance
  - PC, Copy Machine, Internet and Fax service will be provide free of charge.

u-IT Tour for foreigners (3rd Dec. 2010)

- For whom : Participating buyers and audience, international reporters etc.
- Main contents
  - Visiting to sites of introducing and manufacturing RFID/USN
  - Sites of introducing (Seoul Main Customs, private companies which introduce RFID/USN), facilities of mass production, tourist attractions (Insadong etc.))

THE AWARD CEREMONY OF RESEARCH PAPER CONTEST FOR RFID/USN (2nd Dec. 2010)

- For whom : awardees
- Main contents
  - Award ceremony for 13 excellent research papers in the field of RFID/USN
    (Best paper will be given by minister of Ministry of Knowledge Economy)

THE ROUNDTABLE OF KOREA, CHINA AND JAPAN (2nd Dec. 2010)

- For whom : interested persons of Korea, China and Japan in the field of RFID/USN
- Main contents
  - A regular meeting of Korea, China and Japan
  - Discussion on joint collaboration project of Korea, China and Japan
    (Industrial trend report of Korea, China and Japan, building a joint homepage etc.)

RFID/USN KOREA 2010

International Exhibition & Conference

RFID/USN, Convergence with "GREEN"

Growth

The **new growth engines** of a country and IT companies
(new technologies, products and services etc.)

Revolution

The **innovation of a traditional industry** with IT convergence
(automobile, ship building etc.)

Efficiency

The **lifting efficiency** by improving the system
(transportation, building, distribution/circulation etc.)

Eco-friendly

The building of **green growth** and **eco-friendly system**
(bicycles, low carbon system etc.)

New age

Preparing an upcoming **ubiquitous society**
(mobile RFID, u-Healthcare etc.)

Exhibition secretariat of RFID/USN 2010

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International conference secretariat of RFID/USN 2010

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