

# Dissemination and Publicity Projects

## 1. Report on the 20<sup>th</sup> Exhibition Micromachine/MEMS

We are pleased that so many of you visited the Micromachine Center's booths at the 20<sup>th</sup> Exhibition Micromachine/MEMS throughout the entire MicroNano 2009 event. The following is a description of the exhibits at each booth.

### (1) Special 20<sup>th</sup> Anniversary Booth

To commemorate the 20<sup>th</sup> anniversary of Exhibition Micromachine/MEMS, we created a chronological table entitled "Twenty years of progress" to take a look back at the growth of the exhibition from its beginnings at the 1<sup>st</sup> Industrial Micromachine Exhibition to the now world-leading event MicroNano 2009, and guided visitors on a journey through this history using large panel exhibits. This booth also featured the debut of "MMC Concierge," an experimental navigation system designed to help visitors locate products and technologies of interest in the exhibition hall. We are happy to report that many of you made use of this service.



The Special 20<sup>th</sup> Anniversary Booth

### (2) MemsONE Booth

The MemsONE booth doubled in size from the previous year's exhibition, as we greatly expanded promotional activities through videos, panel exhibits, computer demonstrations, pamphlets, a free offer for temporary use of the MemsONE software, and the establishment of a consultation corner. We are happy to report that visitors to this booth showed a keen interest in the MemsONE software distributed at the booth, and we have since issued many licenses for the product. Incidentally, the demonstration software provided at the booth is the full version, with no functional restrictions. If there are any of you who have yet to install and evaluate the program, we hope that you will do so and apply for a license.



MemsONE Booth

### (3) MEMS Mall Booth

At the MEMS Mall booth, panel exhibits were used to explain how the Web-based MEMS Mall introduces MEMS-related products and technologies, and to list participating businesses and describe how other businesses can participate.

We also set up computers at the booth in order that visitors could explore the MEMS Mall. The booth was quite popular, particularly among visitors seeking business opportunities, with many people remarking that the exhibit helped them see the big picture of the MEMS market and some people expressing a desire to include their company in the MEMS Mall.

### (4) MEMS Foundry Booth

At this booth, we prepared panel exhibits and a computer corner for introducing the MEMS foundry network composed of members in the Foundry Service Industry Committee under the Micromachine Center, and the on-line help desk MEMStation that accepts inquiries from users seeking information on the foundry service. We received much feedback from visitors looking forward to further developments in and expansion of MEMStation and the foundry network.



MEMS Mall Booth



MEMS Foundry Booth

## 2. Adjusted Participation Fee for the MEMS Mall

The Micromachine Center launched the MEMS Mall on its Web site to provide information on products and technologies developed by MEMS-related companies. This Web site serves as an Internet portal for MEMS businesses, allowing access to information on the entire MEMS industry.

In order to make it easier for non-member companies who did not host an exhibit at this year's Exhibition Micromachine/MEMS to participate in the MEMS Mall, we decided to discount the membership fee to a flat 50 thousand yen rate for all companies throughout FY 2009.

	Exhibition Micromachine/MEMS (FY 2009)	
	Did exhibit	Did not exhibit
Non-member companies	50,000 yen	50,000 yen (revised*)
MIF Industry members	No charge	No charge
MIF Associate members (corporations)	No charge	No charge
MIF Associate members (small/medium ventures)	No charge	50,000 yen

### Participation fee for the MEMS Mall (tax excluded)

For companies that decide to participate in the MEMS Mall during the current fiscal year, the fees will be prorated based on the number of months of participation from the start of the company's publication on the Web site until the end of the fiscal year.

\* Beginning from FY 2010, the participation fee in the MEMS Mall for non-member companies not hosting an exhibit at the Exhibition Micromachine/MEMS will return to the previous annual rate of 100 thousand yen.