

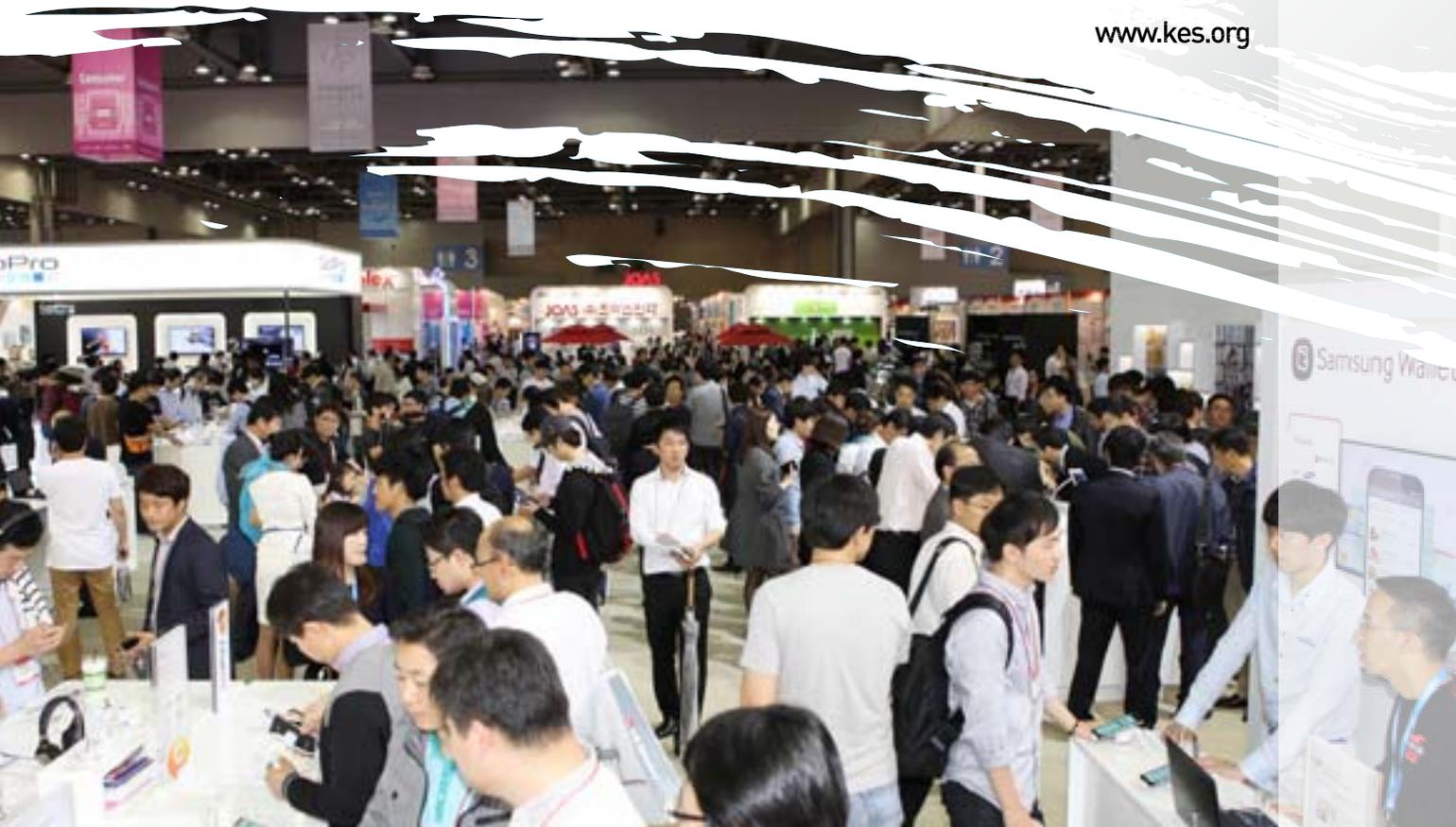
SHOW REPORT



Report on the Korea Electronics Show

KOREA ELECTRONICS GRAND FAIR 2013

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Report on Korea Electronics Grand Fair 2013



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Korea Electronics Grand Fair 2013 OUTLINE

Exhibition Title

Korea Electronics Grand Fair 2013

Date and Venue

Date: October 7 (Mon) – 10 (Thurs), 2013, Opening Hours: 10:00~17:00

Venue: KINTEX (Goyang-si, Ilsan)

Theme

Creative IT, Be in IT!

Exhibition Size

Exhibition Area: 53,541m², KINTEX Exhibition Center I (Hall 1-5)

Exhibitors: 760 companies (579 domestic and 181 overseas)

Visitors: 56,187 visitors (53,060 domestic and 3,127 foreign)

Estimated Value of Trade Consultations: approximately USD 1.8 billion

Exhibition Category

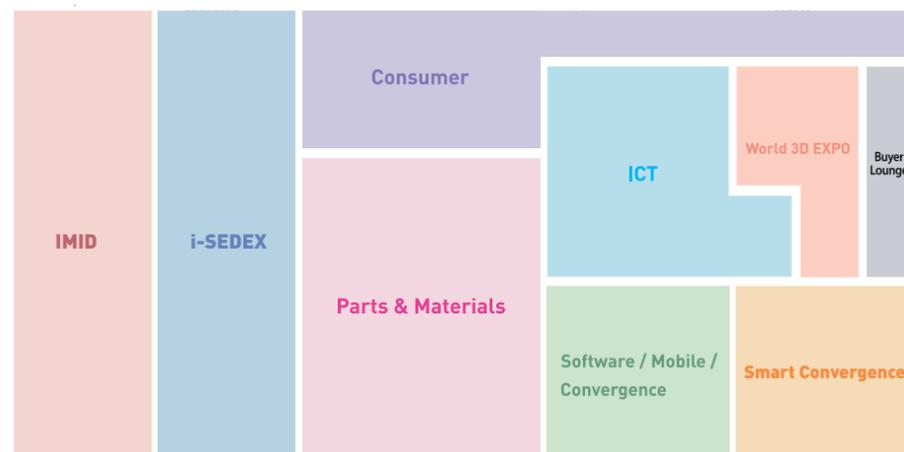
Consumer, ICT & Multimedia, Parts & Materials, SW & Mobile, Smart Convergence, Display, Semiconductor

Host and Organizers

Hosts: Ministry of Trade, Industry and Energy (MOTIE), Ministry of Science, ICT and Future Planning (MSIP) and Gyeonggi-do Provincial Government

Organizers: Korea Electronics Association (KEA), Korea Semiconductor Industry Association (KSIA), Korea Display Industry Association (KDIA) and National IT Industry Promotion Agency (NIPA)

Exhibition Floor Plan



Concurrent Events

Creative Futures Forum

Conference on 2014 IT Industry Outlook

Seminar on Semiconductor Market Trends

Education on Semiconductor Equipment Safety Standards

Korea Display Industry Association (KDIA) VIP Company Booth Tour

Presentation on Technology Transfer & Vendor Seminar

Seminar on Smart Convergence Technology

Presentations on Technologies Owned by Sungkyunkwan University and Aju University

Seminar on S. Korea-UAE Semiconductor Industry Joint Project and Purchasing Strategies

Molex Korea's Media Briefing on Its New Products

Current Situation of S. Korea's Cutting-edge Industries and Strategies

Presentation on How to Invest in Seoul Magok R&D Industrial Complex

IMID 2013 Business Forum

LG Electronics Sinage Seminar

Samsung Electro-Mechanics' Seminar on New Wireless Chargers

Defend Cyber Attacks by Hacking Knowledge

Analogue Semiconductor Leaders' Forum

The Latest Micro-joining and Packaging Technology

Seminar on Key Technologies for Commercialization of SiC and GaN Power Semiconductors

EMAP/ISMP 2013 etc, more than 30 times

Purchase and Trade Consultations

Buyer Matching Business Consultations (the KES)

Trade Consultations with Invited International Buyers (the International Meeting on Information Display (iMiD))

One-on-one Business Consultations with Invited International Buyers (the International Semiconductor Exhibition (iSedex))

Events

Electronics and IT Day Awards Ceremony

KES Innovation Awards Ceremony

International Buyers' Tours of the Production Facilities of Samsung and LG Electronics

Gala Show (Dinner Event for Invited International Buyers)

Matrix Photo Experience Pavilion

Lucky Draw Events for Visitors





▲ Ribbon Cutting Ceremony at the opening ceremony of the KES 2013

The Opening Ceremony of the KES 2013 Kicked off with All Kinds of State-of-the-art IT Products on Display.

The opening ceremony of the KES 2013, the largest electronics and IT exhibition in S. Korea, was attended by a slew of dignitaries from industry, academia and government, including the vice minister of Trade, Industry and Energy of S. Korea and a senior official from the Ministry of Science, ICT and Future Planning. The KES 2013 opening ceremony began with KEA Chairman Oh-hyun Kwon's opening speech, followed by the 8th Electronics and IT Day Awards Ceremony and welcome speeches. Delivering welcome speeches, Jae-hong Kim, Vice Minister of the MOTIE, and Jae-you Choi, Head of the Information, Communications and Broadcasting Policy Office of MSIP expressed their special thanks to all the members of the electronics and IT industry for their endeavors for technological innovations and contributions to economic growth.

Following the ribbon cutting ceremony, a group of dignitaries made the rounds of booths to give participating companies pep talks. The VIP tour group was comprised of nearly 20 electronics and IT heavyweights, including

Vice Minister of the MOTIE Jae-hong Kim and Jae-you Choi, Head of the Information, Communications and Broadcasting Policy Office of MSIP, KEA Chairman Oh-hyun Kwon, Dong-soo Jun, Chairman of the KSIA, Ki-nam Kim, Chairman of the KDIA and also CEO of Samsung Display, SK Hynix CEO Sung-wook Park, etc.

In particular, KEA Chairman Oh-hyun Kwon visited the LG Electronics booth and appreciated the LG 3D video wall, installed at the entrance to the LG booth, with 3D glasses on. CEO of Samsung Display Ki-nam Kim also toured the LG booth and said, "LG Display's 2013 curved OLED panel is a great improvement on its 2012 predecessor." Witnessing CEOs showing an interest in rivaling companies' cutting-edge technologies was a rare occasion.

The 20-strong VIP tour group agreed that the domestic electronics and IT industry made impressive progress on the back of the bullish display and semiconductor sectors, therefore considerably improving the reputation of the KES 2013.



▲ Opening Address by KEA Chairman Oh-hyun Kwon



▲ The KES 2013 opening ceremony



▲ Welcome speech by Jae-hong Kim, Vice Minister of the MOTIE



▲ Announcer Jae-hong Lee emceed the opening ceremony



▲ Ki-hyeok Bae, CEO of CK&B Co., won the Presidential Award



▲ Yeong-su Kim, Executive Director of LG Electronics, won the Bronze Tower Industrial Medal



▲ Gwang-gu Lee, CEO of Trais, won the Industrial Service Medal



▲ Seong-ju Moon, CEO of TFE INC., won the Iron Tower Industrial Medal



▲ KES Chairman Oh-hyun Kwon joined the VIP tour of the KES 2013



▲ The winners of the Electronics and IT Day Awards posed for a group photo



▲ Dignitaries attending the luncheon reception celebrating the opening of the KES 2013



▲ Dignitaries looking at the winners of the 3D Expo Competition



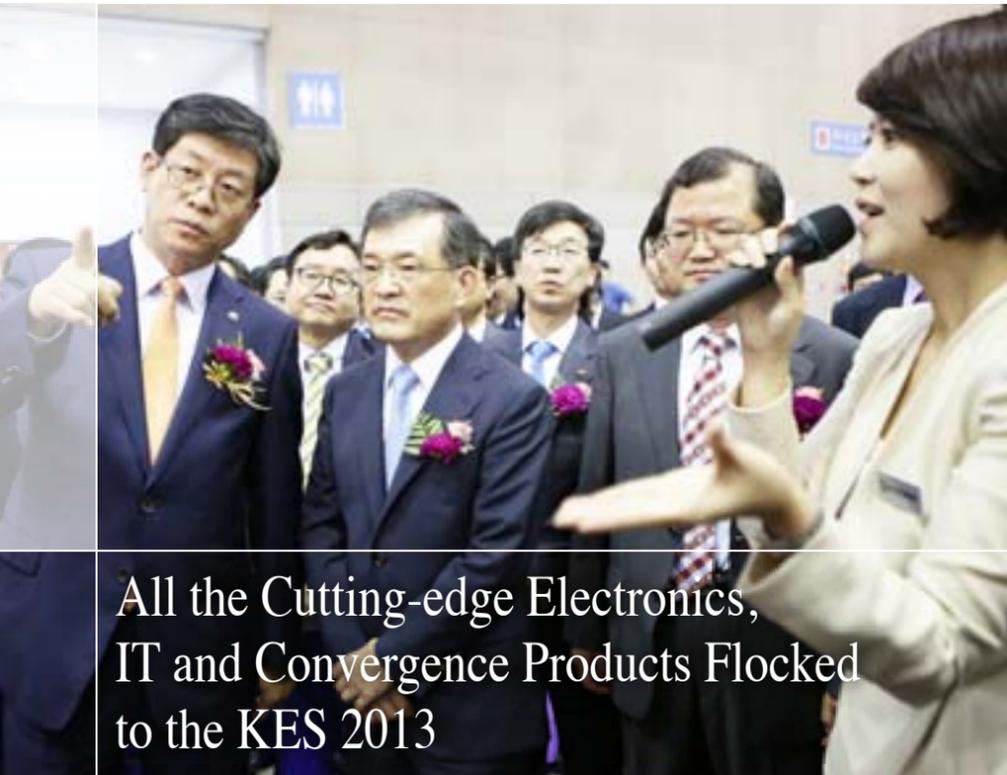
▲ Dignitaries watching a promotional video of the KES 2013



▲ VIPs visiting the Conglomerate pavilion



▲ Welcome speech by Jae-you Choi, Head of the Information, Communications and Broadcasting Policy Office of MSIP



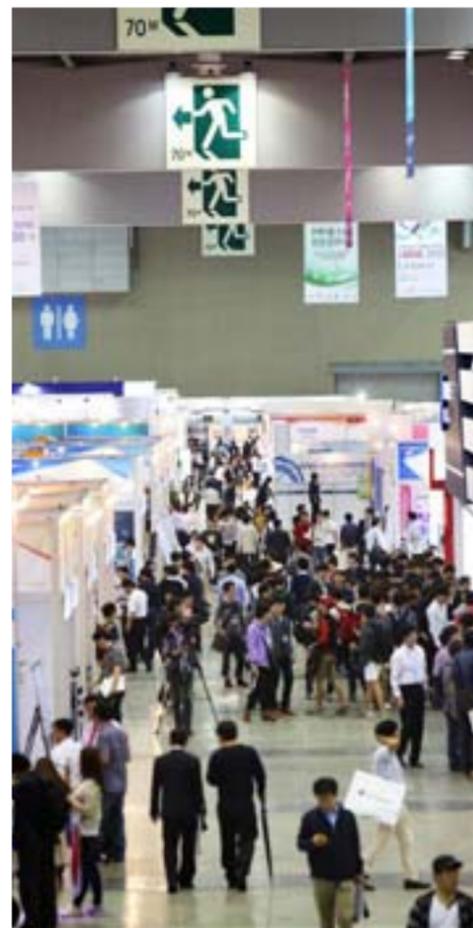
All the Cutting-edge Electronics, IT and Convergence Products Flocked to the KES 2013

The KES 2013, held on October 7 through 10 at KINTEX, Ilsan, ended with a great fanfare. The KES, which dates back to 1969, marked its 44th anniversary this year. Hosted by the MOTIE, the MSIP and the Gyeonggi-do Provincial Government and organized by the Korea Electronics Association (KEA), the Korea Semiconductor Industry Association (KSIA), the Korea Display Industry Association (KDIA) and the National IT Industry Promotion Agency (NIPA), the 44th KES once again successfully measured up to high expectations imposed on the nation's largest electronics and IT exhibition.

Held under the theme "Creative IT, Be in IT," the KES 2013 succeeded in attracting a slew of global companies, such as Panasonic, Sanyo, Audi, Nikon and Molex, and ramped up its international buyer invitation programs. Besides, large-scale international IT conferences, held simultaneously with the KES 2013, created synergetic effects, consequently helping entrench the KES as one of the world's top electronics and IT shows. The KES 2013's another perceptible achievement was the expansion of joint pavilions, set up by numerous relevant institutions, such as the Korea Venture Business Association (KOVA) pavilion, the Korea Industrial Complex Corp. (KICOX) pavilion, the Techno-Fair University pavilion (jointly planned by the KES and the Korea Association of University Technology Transfer Management (KAUTM)), the Seoul Business Agency (SBA) pavilion and the NEP-Certified Companies Pavilion (set up by the Korean Agency for Technology and Standards).

The KES 2013, participated in by 760 companies (of which 181 came from overseas), lured in about 3,000 buyers and nearly 56,000 visitors, notching up trade consultations worth USD 1.8 billion. Actual deals struck during the KES 2013 were estimated at USD 250 million, a figure that is impressive enough to regard the KES as the nation's largest electronics and IT show.

A variety of products, manufactured by global electronics titans Samsung Electronics and LG Electronics, of course, graced the KES 2013 with their dashing presence. Under the theme "Journey of Wonder," Samsung Electronics put on view the Galaxy Note 3 + Gear, Samsung UHD TVs, the Zipel Sparkling refrigerator, and other home appliances reflecting Samsung's unique technologies. Meanwhile, Samsung's domestic archrival LG Electronics raised the slogan "LG, From the Word's First to the World's Best" and threw down the gauntlet to Samsung, unleashing a great number of strategic products, such as LG OLED TVs, Ultra HD TVs, the G2, the Optimus Vu II, the G Pad, refrigerators with a water purifier, etc.



The fiercest battle at the KES 2013 was fought between TVs. Samsung Electronics put forward its 85-inch UHD TV, one of the winners of the KES Innovation Awards, and its Curved OLED TV boasting a unique frame design. Above all, Samsung once again displayed its 55-inch Curved OLED TV, which was unveiled back in August in Seoul at UHD ZOO, a Samsung UHD TV exhibition dedicated to animals on the verge of extinction.

On the LG Electronics front, the world's first 77-inch UHD OLED TV made its domestic market debut, living up to smart consumers' high expectations. Also, LG showed off the LG Gallery OLED TV, a large screen that is uniquely styled to resemble a flamed painting. Thus, watching images on the LG Gallery OLED TV made viewers feel like they were appreciating masterpieces at a gallery.

"Interrelated" - The KES 2013 offered a sweeping view of the electronics and IT industry tree (from the roots to the fruits).

The KES 2013 measured up to its reputation as the nation's largest electronics and IT show by offering visitors a panoramic view of the entire electronics and IT industry, whose upstream and downstream segments are closely intertwined, from parts, materials and equipment to multimedia, ICT,



software, mobile and smart convergence sectors.

"International" - The KES 2013 fueled competition among electronics and IT products armed with global competitiveness.

The KES 2013 served as an arena for technological matches among state-of-the-art electronics and IT products, developed by global companies, such as US tech companies Qualcomm and Molex; the Broker Forum (a leading Canada-based eMarketplace dedicated to brokers and distributors in the electronic components industry); German luxury automaker Audi; Switzerland-based Sensirion; Japanese companies (e.g. Panasonic, Yokogawa Electric Corporation, Sanyo, SEIREN and DENKA), Chinese companies (e.g. Han's Laser, Wuhan Huagong Xingao Electronics Co., HQEW, other Chinese suppliers of parts and materials at the Parts and Materials joint pavilion); Samsung Electronics; and LG Electronics.

"Interesting" - The KES 2013 had no shortage of interesting products.

A plethora of latest interesting technologies, such as 3D printing, DJ Mixing Car, Matrix Photo Experience, Flexible & Wearable Device, commercial home service robots, Smart Hanger, Smart City Pavilion, etc. was put on view, entertaining both experts and laymen.





"Interactive" - The KES 2013 ensured circular exchanges between demand and supply.

Cutting-edge interactive control technologies, such as South Korea's first Anirobo Interactive Aquarium, motion-sensitive virtual mice, presentation collaboration systems, automatic guided vehicles etc. were displayed. And industry (e.g. producers of finished goods and consulting firms), academia (i.e. fundamental technologies, products developed by college graduates, companies based in BIs (Business Incubators) and research institutes (R&D centers and patents holders) all partook in the KES 2013, thereby enabling circular exchanges between supply and demand.

The S. Korean government's creative economy initiative begins with the electronics and IT industry's convergence technologies.

A variety of side events spiced up the KES 2013. The Creative Futures Forum began with President of Media Solution Center at Samsung Electronics Won-pyo Hong's keynote speech titled "ICT Global Future Strategies" and then Chairman of Global Change Ltd Patrick Dixon's keynote speech on the "future and roles of the ICT industry." Then ensued domestic and foreign IT experts' lectures. Panel discussions on "Public Happiness Enhanced by the Creative Economy Initiative and Roles of ICT" took place to spur on in-depth debates over strategies for ICT convergence technologies and over the roles of experts of each sector in moving forward with the creative economy initiative.

Furthermore, the Conference on 2014 IT Industry Outlook, trade consultations with invited international buyers, new product showcases, seminars, etc. gave participants opportunities to contemplate where the S. Korean ICT industry should be headed and how to advance the ICT industry, one of the nation's future growth engines.

On top of that, special exhibitions, such as "Smart Convergence Industrial Expo" (an exhibition that showcased fast-growing smart convergence technologies in and out of S. Korea) and the Techno-Fair University pavilion, which was jointly planned by the KES and the Korea Association of University Technology Transfer Management (KAUTM)], were put up, adding more fun elements to the KES 2013.

The KES 2013 entrenched itself as a festival for the electronics and IT industry.

Along with numerous events for experts from industry and academia, other exciting events targeting general visitors (e.g. giveaway events) also drew great attention. The latest products manufactured by Samsung and LG, such as the Samsung Zipeel Refrigerator, UHD TVs, the Bubble Shot 3 Drum Washing Machine, the Samsung Galaxy Note, the LG Dios Refrigerator, the LG G Pad, were raffled off to the lucky visitors. In addition, the Matrix Photo Experience pavilion, equipped with 30 latest cameras, was set up to capture the momentary motions of visitors and play time slide shows in real time. Many experience-oriented pavilions definitely appealed to visitors, therefore further juicing up the KES 2013.





▲KEA President & CEO, Insuk Nam delivered his welcome speech



▲Gala Show



▲The head of the international buyer group delivered his congratulatory message

Special Networking Opportunities at the Gala Show

A large-scale gala show was held at Stanford Hotel Seoul (located in Sangam) on October 7 to celebrate the opening of the KES 2013. The gala show, emceed by Korean comedian Seong-won Kim, was attended by nearly 300 guests, including CEOs of participating companies, government officials, officials from municipalities and international buyers from Qatar, France, Russia, the Philippines, Japan, China, etc. The gala show featured a flamboyant laser show, soprano and tenor performances, World Liquor Ceremony, a K-POP performance by South Korean girl group "Jewelry" and Lucky Draw Event designed to raffle off gifts to gala show attendees. International buyers and representatives from domestic companies enjoyed great opportunities for business networking over dinner. And, the KES Innovation Awards Ceremony took place to award the 20 finalists (manufactured by 18 companies), which were handpicked for their excellence in creativity and innovativeness.



▲Gala Show Emcee Seong-won Kim (a Korean comedian)



▲The KES Innovation Awards Ceremony



▲A flamboyant laser show at the gala show



▲VIP guest attending the KES gala show



▲International buyers having a good time at the gala show



▲Korean girl group Jewelry took the stage at the gala show



▲Representatives from participating nations proposing a toast during World Liquor Ceremony



▲International buyers enjoying the gala show



▲A soprano singer sang at the gala show



▲The gala show featured a tenor performance



▲Comedian Seong-won Kim and international buyers took to the floor



▲Lucky Draw Event for gala show attendees

KES Innovation Awards

The 20 winners (manufactured by 18 companies) of the 2nd KES Innovation Awards were chosen following thorough evaluations by judging panels comprised of experts from each sector. The 20 finalists were deemed to be creative, innovative enough to enrich human life and change the world. The 2nd KES Innovation Awards Ceremony was divided into three categories: Best New Product, Best Design and Best Contents. Products, equipped with either up-to-date technologies or superb technological innovativeness, were named winners in the Best New Product category. The Best Design category winners were products that factored in consumers' aesthetic taste, ergonomic convenience and product functionality. Products that successfully differentiated themselves from others by embracing creative ideas were named winners in the Best Content category.

I New Product



▲The Samsung Curved OLED TV (Model No. KN55S9C)



▲The LG Curved OLED TV (Model No. 55EA9800)



▲Mu Solvers' Lucid Speaker (Model No. LS 80M), an in-ceiling speaker designed to provide the same sound quality to all listeners



▲Bandi On by Bandi Tongsin (Model No. BDT100): the world's first remotely-controlled light switch employing independent power supply technology



▲ICEPIPE's LED Plant (Model No. CR2000), which excels in heat radiation and is ultra light in weight.



▲HNC's Smart Hanger (Model No. SH-P1000), a new-concept hanger that deodorizes and disinfects clothes



▲The world's first reverse sound technology-based earphones, developed by PSI Korea (Model No. PS-20): They save ears from getting tired of listening to music for long by preventing sounds directly contacting the ear

II Best Design



▲The LG G2, a chic-looking smartphone that features an ergonomic and intuitive rear key design and the thinnest bezel (2.65mm)



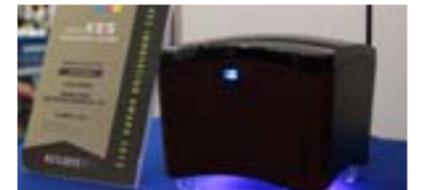
▲Choice Technology's X-pointer Pulse Stylus (Model No. XPS300): it is made of upscale aluminum



▲Samsung Electronics' S9 ultra HDTV (Model No. 85S9): it sports creative, well-refined simplicity and the so-called Clean Back design



▲Exelway's slim speaker (Model No. STA1000TBR): its thin, slim body helps it fit into small spaces and its chic colors make it blend well with luxurious surroundings



▲Audio Station by Kwang Sung Electronics Korea: it comes with special emphasis on user convenience and moods

III Best Content



▲Nanophotonics' 360 degree camera (Model No. pCAM4101): its precise video processing algorithm promises omnidirectional video images of decent quality



▲Rayglyph's Ani robo (Model No. Real Talk Digital Aquarium): it enables real-time dialogue with sea animals



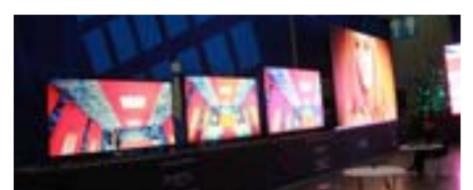
▲VivaNS's Argos: it is capable of analyzing mobile apps, as well as web sites



▲CNC's ClickShare: a presentation collaboration system that enables screen sharing and the division of the screen into four quadrants



▲ICG's Trin LED Screen (Model No. T1310): it features an optimum resolution and a noise-free design



▲Korea Digital's educational meteorological observation system (Model No. KWS-2000): S. Korea's first meteorological observation system developed for educational purposes



▲PLK Technology's OPTIAN: an automotive black box combined with an advanced driver assistance system (ADAS)



Samsung Electronics, "Journey of Wonder"

Under the theme "Journey of Wonder," the Samsung Electronics booth was embellished with premium home appliances, including the Samsung 85-inch Ultra HD TV. The entrance to the Samsung booth was decked out with Samsung's next-generation TVs and 85-inch, 98-inch UHD TVs, which impressed visitors with their real-like vivid images and large sizes.

The Smart TV section of the Samsung booth allowed visitors to have hands-on experiences with smart TV's beneficial features – for instance, watching smartphone contents (e.g. food recipes) on large TV screens and utilizing educational functions designed to assist children with their studies. Samsung also showcased improvements on its previous displays - for instance, the Series 9 Monitor with a built-in calibration engine (Samsung's high-end display showing what "color realism" is), the Samsung Series 7 10-point Touchscreen Monitor and "wide viewing angle" monitors that are capable of turning into vertical alignment (VA) type displays.

Under the motto "Unprecedented Innovations that Change the World, Samsung also put on view a slew of premium home appliances, which were innovative enough to wow housewives and would-be wives visiting the KES 2013. The Samsung Motion Sync Vacuum Cleaner that changes its direction easily in small spaces, the Zipel Sparkling Refrigerator producing chilled sparkling water, the Zipel T9000 Kimchi Plus (a versatile refrigerator that doubles as a kimchi refrigerator), the Bubble Shot 3 W9000 (a washing machine which features automatic detergent injections (called "Auto Dispense")), the Air Speed Dryer (a home dry cleaning machine).

The Mobile section of the Samsung booth was keen on showing visitors the future of the electronics and IT industry. The Samsung Galaxy Note 3 + Gear (a smart watch) caught the eye of visitors. The Samsung Galaxy Note 3 showed off its new S Pen and its 5.7-inch large screen ensured much-improved multitasking functions. And the wearable Galaxy Gear was expected to make mobile communications easier and more comfortable in our daily life.

In addition, latest electronics and IT products offered brand-new experiences to visitors. The Samsung Galaxy NX, a new-concept mirrorless camera (which is a phone-camera hybrid built with the world's best smartphone technologies owned by Samsung), and NFC-enabled smart printers (which print out documents, email, SNS contents stored in smartphones through a simple gesture of placing a smartphone against them.)

In particular, Samsung Electronics' successive disclosures of new products raised KES 2013's profile and drew much attention from the public and the press. On the first day of the KES 2013, Samsung took the wraps off its commercial LFD with the world's thinnest bezel (3.7D), cementing its No.1 position in the global LFD market. On October 10, the last day of the KES 2013, the Samsung Galaxy Round (a smartphone equipped with a flexible display) was unveiled for the first time in the world.



▲The Samsung Food Showcase, a side-by-side refrigerator which divides the inside space into the Incase and the Showcase



▲The Samsung 98-inch UHD TV



▲NFC-enabled smart printers



▲The Samsung Galaxy Round made its global market debut



▲Visitors watching content on smart TV



▲Visitors getting their hands on the Samsung Galaxy NX



▲The Samsung Zipel T9000 Kimchi Plus, a multifunctional refrigerator that doubles as a kimchi refrigerator



▲Visitors using the Galaxy Note 3



▲A visitor wearing a Galaxy Gear smart watch



▲The Samsung Motion Sync Vacuum Cleaner with a swivel body separated from the wheels



▲The Samsung booth was crowded with visitors



LG, "From the World's First to the World's Best"

LG Electronics this year unleashed lots of its high-end strategic products, ranging from the LG OLED TV, the UHD TV and the G2 to the Vu 3, the G Pad and refrigerators with a water purifier.

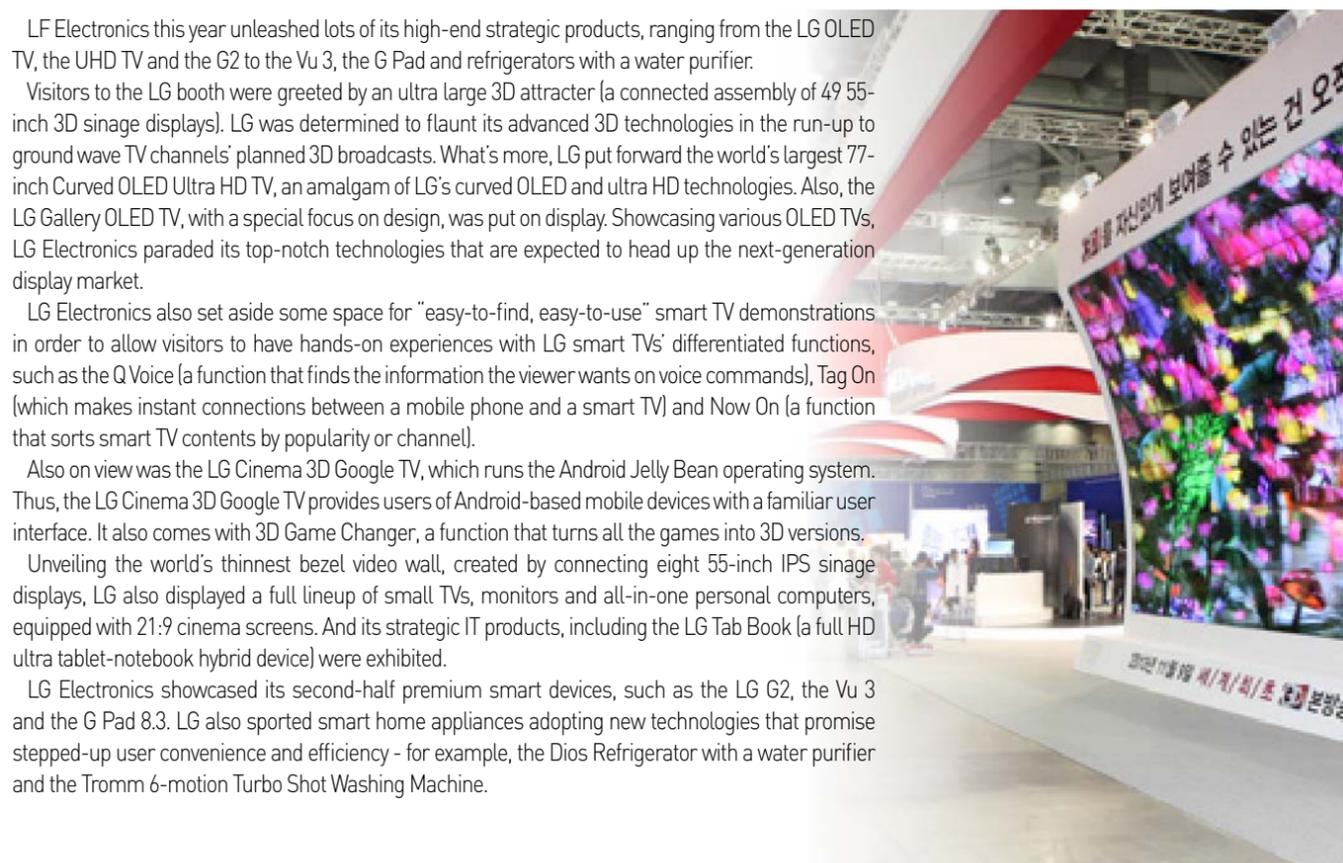
Visitors to the LG booth were greeted by an ultra large 3D attracter (a connected assembly of 49 55-inch 3D sinage displays). LG was determined to flaunt its advanced 3D technologies in the run-up to ground wave TV channels' planned 3D broadcasts. What's more, LG put forward the world's largest 77-inch Curved OLED Ultra HD TV, an amalgam of LG's curved OLED and ultra HD technologies. Also, the LG Gallery OLED TV, with a special focus on design, was put on display. Showcasing various OLED TVs, LG Electronics paraded its top-notch technologies that are expected to head up the next-generation display market.

LG Electronics also set aside some space for "easy-to-find, easy-to-use" smart TV demonstrations in order to allow visitors to have hands-on experiences with LG smart TVs' differentiated functions, such as the Q Voice (a function that finds the information the viewer wants on voice commands), Tag On (which makes instant connections between a mobile phone and a smart TV) and Now On (a function that sorts smart TV contents by popularity or channel).

Also on view was the LG Cinema 3D Google TV, which runs the Android Jelly Bean operating system. Thus, the LG Cinema 3D Google TV provides users of Android-based mobile devices with a familiar user interface. It also comes with 3D Game Changer, a function that turns all the games into 3D versions.

Unveiling the world's thinnest bezel video wall, created by connecting eight 55-inch IPS sinage displays, LG also displayed a full lineup of small TVs, monitors and all-in-one personal computers, equipped with 21:9 cinema screens. And its strategic IT products, including the LG Tab Book (a full HD ultra tablet-notebook hybrid device) were exhibited.

LG Electronics showcased its second-half premium smart devices, such as the LG G2, the Vu 3 and the G Pad 8.3. LG also sported smart home appliances adopting new technologies that promise stepped-up user convenience and efficiency - for example, the Dios Refrigerator with a water purifier and the Tromm 6-motion Turbo Shot Washing Machine.



▲VIPs visiting the LG booth



▲The LG Cinema Google TV



▲The LG G Pad 8.3 with an intuitive user interface



▲Visitors watching contents on LG 3D TV



▲Visitors getting their hands on LG products



▲The world's largest 77-inch Curved OLED TV developed by LG



▲Ultra HD TVs



▲Visitors engaged in LG smart TV demonstrations



▲Visitors dabbling in interactive smart TVs



▲The LG Dios Refrigerator with a water purifier



▲Visitors watching 3D images with 3D glasses on

Technological Festival that Stimulates All of the Five Senses

The ICT pavilion was embellished with a variety of technologies and products that are closely related to our daily life. Interactive media contents employing cutting-edge technologies allowed visitors to communicate with sea animals in the virtual aquarium. And a 360 degree angle camera that does not tolerate any blind spot was a brand-new technology expected to further ensure safety in daily life.

The ICT pavilion offered visitors opportunities to learn about how ICT can be applied to our daily life and to realize how important the ICT industry is to South Korea's economic growth.

What makes the electronics and IT industry more splendid is multimedia technology. Multimedia technologies have already deeply permeated through our daily life and diverse multimedia technologies have continued to emerge and make progress. An in-ceiling speaker that provides the same sound quality to all listeners in a certain space was the outcome of efforts to address the difference in sound pressure levels in different locations. An advanced driver assistance system (ADAS) took advantage of camera sensors to warn the driver of the car ahead or any obstacles and to trigger lane departure warnings if needs be, thereby preventing a car accident.

HNC's functional smart hanger that deodorizes and disinfects clothes, stair-climbing robots born out of 20-something-year-olds' amazing conceits, rugged exploration robots, smartphone-based mobile robots for the elderly, etc. all offered a glimpse of what the future of the ICT industry would be like and showed how far the multimedia industry had come with the help of excellent ICT infrastructure and cutting-edge technologies and how crucial the ICT industry would be to taking the nation's industrial, economic development to new heights.



▲ Korean animation company Rayglyph showcased the nation's first Anirobo and media contents based on cutting-edge convergence technologies



▲ Media Nature's time slide and object VR systems



▲ Compact-sized cameras developed by Go Pro that holds the largest share of the US camcorder market



▲ Mu Solvers' Lucid Speaker, an in-ceiling speaker designed to provide the same sound quality to all listeners



▲ Korean speaker manufacturer Exelway showcased its new-concept, independently-developed slim speaker



▲ Nanophotonics holds a patent on 360 degree viewing angle camera technology based on video processing



▲The Panasonic Lumix GF6, equipped with a self-portrait friendly tilting LCD panel and Wi-Fi/ NFC functions

The Creative Economy Initiative's Keywords: Software, Mobile and Convergence

As the South Korean government, keen on its creative economy initiative, has been putting a high premium on software. As a matter of fact, high value-added software, mobile and convergence are the indispensable elements that will buttress the future of the electronic and IT industry. In particular, with the emergence of smartphones and smart pads, mobile and convergence have worked as the two major props for the nation's IT industry

Exhibits displayed at the Software/Mobile/Convergence pavilion included the world's first commercial home service robot based on wireless networks and PSI Korea's earphones (which use reverse sound technology to deliver exceptional sound quality while preventing damaging sound levels from getting to the ear). Other world-first, world-best inventions created by a multitude of companies with brilliant ideas amused KES visitors. The Software/Mobile/Convergence pavilion showed that the advancement of the software industry could contribute to the materialization of South Korea government's creative economy initiative.



▲ Yujin Robot's iRobi, the world's first commercial home service robot based on wireless networks



▲ VivaNS's Argos, the nation's first fixed-wireless integrated web management solution



▲ Banti Tongsin employees talked with international buyers about its world-first remotely-controlled light switch app



▲ Audi showed the convergence of a car and IT



▲ International buyers looking at Huvitech's automotive black boxes

Technology-armed SMEs Set a Milestone in the Advancement of the Parts and Materials Industry

Although they may have sounded unfamiliar to KES visitors, a multitude of buyers was headed for the Parts, Materials, Equipment pavilion, where conglomerates' crucial business partners - i.e. suppliers of top-notch parts, materials and equipment- were present. Their world-best technologies in parts, materials and equipment have helped catapulted Samsung and LG to where they are now in the global market. The Parts, Materials, Equipment pavilion showcased a variety of technologies and products developed by SMEs boasting first-rate technologies.

Sungmun Electronics, which succeeded in independently developing and mass-producing the nation's first rotary DIP switches & mini rotary DIP switches, this year marked its 6th entry to the KES. Kwang Sung Electronics Korea displayed the world's first high-performance, easy-to-install antenna, which also comes with price competitiveness. Also on display was Seyeon Tech's IP camera module, expected to be widely applied to areas like medicine, robots, national defense, etc. Other excellent parts that were inserted into global hit items that took the global market by storm clustered together at the Parts, Materials, Equipment pavilion

What's more, numerous global companies, including Qualcomm, SanyoDenki, Yokogawa Electric Corporation and Molex, took part in the KES 2013, basking in much attention of visitors and international buyers



▲LG Innotek displayed next-generation vehicle electric and electronic parts and a wireless control system for LED lamps.



▲Samsung Electro-Mechanics showed off the world's best SMs (sensor modules) and MLCCs (Multi Layer Ceramic Capacitors).



▲The Korea Electronics Technology Institute (KETI) showcased its text input technology based on a 3D spatial touch system and a kW-level wireless power transmission system.



▲The Electronics and Telecommunications Research Institute (ETRI) displayed flexible OLED lighting panels and a technology for building energy consumption diagnosis and commissioning.



▲Yokogawa Electric Corporation owns world-class wireless communications measuring instruments and measurement technology



▲Molex, a leading supplier of connectors and interconnect components, runs 25 research and centers in 15 nations



▲Hoesung Coil Parts, the only Korean company capable of both developing and manufacturing RF, power parts



▲Sensirion displayed the world's smallest temperature and humidity sensor, designed for mobile devices



▲Qualcomm boasted the Snapdragon 800 and Internet of Everything (IoE)



▲SanyoDenki showcased its servo motors and UPS products



▲Noise Tech displayed its static electricity generators and EMC testers



▲Wuhan Huangong Xingaoeli Electron Co. displayed NTC temperature sensors, air conditioners for homes and businesses and thermometers

World 3D Expo Showcased Various Cutting-edge 3D Printing Technologies

The 3D industry, which has been creating high value-added software by fusing with other industries (e.g. movies, construction, medicine, contents, etc.), is a new barometer of the future growth potential of the electronics and IT industry. Proving growing interests in 3D technologies, the World 3D EXPO 2013, participated in by a multitude of leading 3D companies, continuously enjoyed a high traffic inflow. 3D printers, 3D desktops, high-resolution 3D mini-theaters, etc. were put on display. In addition, the entries for the "3D-printed Idea Products" Contest, held by the 3DFIA (3D Fusion Industry Association), were displayed to show continuing advances in 3D printing technology. The "3D-printed Idea Product" Contest had received entries from 3D printing clubs, academia and industry for one month. Visitors to the World 3D EXPO 2013 had fun watching 100-inch 3D TV offering vivid but untouchable 3D images. Above all, Korean small- and medium-sized producers of 3D printers, who succeeded in obtaining their own expertise in 3D printing, left a strong impression on visitors.



◀ Excellence Award - Ok-bin Lim of VINET

▲ Participation Award - Dong-yeop Lee of SPAM LAB

◀ Best of Best Award - Gyeong-chaee Na of Hansol CSN



▲ Exhibitor's interview with the press



▲ Dignitaries visiting the 3D Printer joint pavilion



▲ A 3D broadcasting vehicle was displayed at world 3D EXPO



▲ Stratasys, the world's leader in 3D printing



▲ The 3D Printing joint pavilion, jointly set up by global 3D printing leaders



▲ Limepaper showcased mobile app Ticketle Gift



▲ NDIS boasted 3D optical films, display modules and flexible display modules



▲ Redrover's 3D stereoscopic medical imaging system, made from a 3D surgical board equipped with a 3D engine



Premium Enterprises that Enlivened the KES 213



▲ The PR booth for the Seoul Magok R&D Industrial Complex, a hub of cutting-edge convergence technologies (e.g. IT, BT, GT, NT)



▲ CNC, a leading company in data recovery and industrial equipment repairs



▲ Changsung showcased SMD power inductors using the world's first panel molding technology



▲ Chem-co flaunted the best raw materials macromolecule synthesis and coating technologies



▲ Komatech, a small but strong firm in antennas for mobile devices and industrial purposes



▲ DEFOG, a Korean provider of networks and server-related rack/cabinet housings

The Broadcasting Equipment Industry Expected to Create Strategic Future Industries

With the digital television transition (or the analogue switch-off), the transition to next-generation devices like IPTVs and smart TVs has also sped up. Accordingly, relevant industries are moving fast to seize rising opportunities and the broadcasting equipment industry has been thrown back into the spotlight as one of the nation's strategic industries with great potential for future growth.

The Broadcasting Equipment pavilion housed 18 domestic manufacturers of broadcasting equipment. Postium Korea Co. put on display its high-resolution rack-mount monitors, which support SD-SDI signals and analogue signals, as well as composite component signals. Since Postium Korea's rack-mount monitors, also equipped with built-in speakers, can receive all kinds of signals needed for broadcasting, they are expected to come in very handy. In addition, other state-of-the-art broadcasting equipment, such as Kirin Precision's LED special laminators (which have been used by famous broadcasters like KBS and NHK); antennas and lighting apparatus for HD cameras, developed by Spectrum and Matrix Light; and high-performance sounding equipment, was put on display at the Broadcasting Equipment pavilion.



▲UTAS showcased its smart network controller with an AP module onboard

▲Kirin Precision's LED special laminators for broadcasting



▲South Korea's first high-end teletext data generators for broadcasting, developed by Compix

▲The world's first 2.4-giga CDMA wireless microphone and amplifier, developed by AEPEL

▲Postium Korea's rack-mount monitors with an 800x480 resolution



▲The façade of the Broadcasting Equipment pavilion

Smart Convergence Show 2013 Proved that Convergence Makes Money

A great deal of synergy was created between the KES 2013 and the Smart Convergence Show 2013, co-hosted by the KEA and Exporum, a leading exhibition organizer based in S. Korea. The Smart Convergence Show 2013 was partaken in by nearly 50 companies engaged in broadcasting, communications, smart accessories, mobile software, contents, etc.

The Smart Convergence Show 2013 featured 3D animation and smart contents, developed by the Dept. of Mobile Information Convergence Technology at Gyeonggi College of Science and Technology; the Institute of Ulsan Culture Industry; and the Chungnam Smart Content Center. In addition, Tori Co., Beyond Tech, Tros Vision, Circus AR, UNUS, Hebsiba and Saekyung Electric Vehicle participated, flaunting the excellent quality of their products. In particular, Nikon Imaging Korea set up a moving studio, where visitors were given opportunities to have hands-on experiences with various cameras, lenses, accessories, etc.

Various experience-oriented pavilions at the Smart Convergence Show 2013 enjoyed continued traffic inflows throughout the show, an indication that the public was highly interested in smart convergence. Meanwhile, the Seong-Nam City Elderly-friendly Product pavilion showed the growth potential of the senior industry that embraced electronics and IT while lots of visitors lined up to enter the Smart City pavilion, which demonstrated ICT-based urban network technologies through "display" versions of highly networked homes, buildings and offices.

Besides, the Smart Convergence Technology Seminar, held at the Creative Economy Convergence Industry pavilion during the Smart Convergence Show 2013, revolved around four themes: the creative economy initiative and the convergence industry, the U-health industry, the smart media industry and smart cities: the epitome of convergence technology. The Smart Convergence Technology Seminar served as a great opportunity for experts from industry and academia to exchange their expertise and technologies.



▲A visitor looking at elderly-friendly products



▲An EV Car was displayed at the Smart Convergence Show 2013



▲The Smart Convergence Technology Seminar



▲Nikon Imaging Korea featured a moving studio and DSLR and mirrorless cameras



▲Circus AR displayed software related to augmented reality (AR), product catalogs and magazines



▲VibraSystem showcased psycho-physiological response measuring/analyzing systems and lie detectors

Techno-Fair University Pavilion

Designed the Electronics and IT industry's Next Decade

The Techno-Fair University pavilion at the KES 2013 was set up by tech-savvy universities intent on technology commercialization. A select group of universities nationwide was given the opportunity to showcase their technologies. The disclosure of recently-patented, unannounced technologies was given priority to pave the way for industry-academia joint researches, technology transfer and technology commercialization projects. Twenty participating universities had a total of 700 business meetings, 40 of which led to in-depth consultations.

In terms of the number of meetings between universities and visitors, KAIST came out on top with about 150 meetings, followed by Korea University (100), Kwangwoon University (100), Kangwon National University (80), Hoseo University (40), Sogang University (40) and Chungang University (40). Since universities helped visitors have hands-on experiences with technologies, not textbook-based vicarious experiences, and since professors or researchers were present at their booths to conduct consultations, visitors were deeply satisfied with the rare opportunities to obtain useful information from them.

Attention-grabbing were KAIST's "user-digital sinage interaction technology," Chungang University's technology to improve video images under bad weather/low light level conditions and Sogang University's technology related to artificial ecosystems through real-time computation, etc.

Several universities, which employed precise targeting strategies and factored in industrial demands, put forward the technologies demanded by certain businesses, therefore notching up tangible results at the event. Chungang University's technology to improve video images under bad weather/low light level conditions found favor with makers of CCTVs and black

boxes while Yeungnam University's eye-to-eye contact video call system wowed mobile phones manufacturers.

KAIST showcased its smart e-book interface, a user-friendly interface that can be applied to all kinds of tablets. Pusan National University sported a technology that can change the tempo and note interval of condensed MP3 audio files during the decoding process without converting the audio files into time domain data.

On top of that, Sejong University, Korea University, Kangwon National University, Kyung Hee University, Hoseo University, Sogang University, Soongsil University, etc. also flaunted a variety of technologies, consequently souping up the KES 2013 even further. Their technologies are anticipated to be transferred to businesses to produce tangible results.

Besides, participating universities, which refused to sit idle and wait for visitors at their booths, moved out of their booth boundaries. The sight of academics handing out their brochures here and there during the KES 2013 was testimony to the nation's leading universities' enterprising spirit.



▲ Kyung Hee University showcased a technology that turns sound sources into a form of data through Multi-Array and LED-based communications technology



▲ The Kwangwoon University booth



▲ Kangwon National University displayed intelligent display lighting systems, including CCD image recognition technology



▲ Pusan National University sported a technology that can change the tempo and note interval of condensed MP3 audio files during the decoding process without converting the files into time domain data



▲ Chungang University showed its weather-proof image enhancement technology



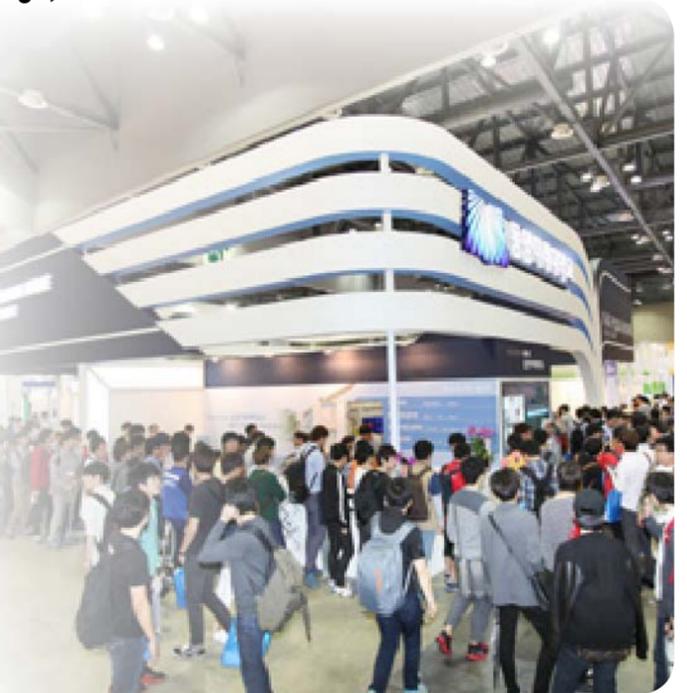
▲ Sejong University showcased its password entry blocking technology designed to prevent the danger of 'shoulder surfing' (the act of sneaking a look at your pin usually at ATMs)

Dongyang Mirae University, an Asian Hub of Job Training

Dongyang Mirae University, which this year marked its 10th consecutive participation in the KES, has taken pains to craft its curricular in order to meet its educational goal of producing global talents armed with "3Cs" (Competence Communication Skill, Community Oriented Mind). As a result, Dongyang Mirae University has been boasting the highest employment rates for graduates among S. Korean universities.

Dongyang Mirae University's Departments of Mechanical Engineering; Robotics Automation Engineering; Electrical, Electronics, Communications; and Computer Data made their presence felt at the KES 2013. Student clubs of each department, such as Robotics, MCA, Micro Mouse, EI, etc. put on view their inventions.

MCA, a student club of the Dept. of Robotics Automation Engineering, has entered various robotics contests annually, so it already has numerous awards under its belt. While conducting researches on automatic control via microprocessors and smart mobile application control, MCA is also running study groups focused on improving on-the-job control programming skills, designing apparatus by using SolidWorks (a 3D mechanical CAD program) and actually producing products with the help of CNS (Computerized Numerical Control) machines and milling machines.



▲ Dongyang Mirae University's stair-climbing robot



▲ Visitors looking at inventions developed by Dongyang Mirae University students

Innovative Enterprise Joint Pavilion, a Stronghold of Creative Economy Initiative

High-end, Small-sized Home Appliances Pavilion

The High-end, Small-sized Home Appliances pavilion, aimed to sustain growth in the small home appliance industry and expedite the development of innovative small appliances, displayed a cluster of products that were too attractive for general visitors, especially housewives, to miss. On view was a variety of high-performance, trend-sensitive, small-sized home appliances, which made the 2013 list of Consumers' Best Choices. Lots of visitors and buyers paid a visit to this booth.

Among the excellent products on display were Yujin Robot's Icebo Arte (a robotic vacuum machine that uses a built-in navigation camera to get its bearings precisely and calculate its cleaning routes) and electric shaving machines developed by JOAS (the only home-grown electric shaver brand).

The NEP-Certified Companies' Pavilion

NEP (New Excellent Product), a certification mark issued by the Korean Agency for Technology and Standards, is borne by products that use unprecedented technologies or comparable alternative technologies. The NEP-Certified Companies' Pavilion, set up by companies that obtained the mark featured VivaNS's Argos (South Korea's first fixed-wireless integrated web performance management solution that is also capable of analyzing the performance of websites), ICEPIPE's LED Plant (a high-efficiency, high-output, ultra light LED lamp) and so on.

The SBA Pavilion

The SBA pavilion, set up by the Seoul Business Agency (SBA), a public organization committed to supporting SMEs, showcased technologies developed by up-and-coming tech-savvy SMEs that were based in Business Incubation Centers in Seoul. Noteworthy were Korean software developer Egencomz's NFC-based SNS platform app designed to prevent pet owners losing their pets and LED Saver's lighting system that is automatically tuned on and off in anticipation of changes in illumination.



▲The High-end, Small-sized Home Appliances Pavilion



▲The NEP-Certified Companies' Pavilion



▲The SBA Pavilion



▲Yujin Robot's Icebo Arte competing against its rivals developed by LG, Samsung and iRobot



▲The VivaNS booth inside the NEP-Certified Companies' Pavilion



▲Egencomz showed off SNS platforms, which offer useful information through pet SOS and family doctor functions

The KICOX Pavilion

The KICOX (Korea Industrial Complex Corp) pavilion was jointly built by a select group of creative, innovative companies deemed to flesh out the Korean government's creative economy initiative. Korea Digital presented the nation's first educational meteorological observation system (Model No. KWS-2000). Above all, Choice Technology showcased the "X-pointer Pulse Stylus" (one of the winners of the KES Innovation Award), which supports not only iPhones but also Android-based smartphones.

The IITPA Pavilion

The Incheon IT Promotion Agency (IITPA) pavilion featured products, developed by promising companies based in Incheon, so as to promote Incheon's information communications industry. GS Instruments presented an upgraded version of its Network Analyzer Protek A333 (3GHz) while ICEFLOBE came with its sound wave generator that sends out announcements to the deaf or foreigners who do not understand Korean.

All the participating companies were solid small- and medium-sized venture firms, supported by the SBA, the KICOX and the IITPA. Having been recognized as promising SMEs, they were admitted to Business Incubation Centers, run by the SBA, the KICOX and the IITPA. Thus, high hopes were pinned on these companies as their technological prowess and future growth potential were widely acknowledged.

The KOVA Pavilion

As part of the Korea Venture Business Association (KOVA)'s endeavors to promote venture businesses and meet social expectations of a second venture boom, the nation's up-and-coming venture firms were given great opportunities to display their products and technologies at the KOVA pavilion. The KOVA pavilion was comprised of solid venture firms, including Bandi Tongsin, which showed off Bandi On, the world's first remotely controlled (based on smartphones) light switch that makes new electric wiring works unnecessary.

Also attend-worthy were GDS's durable LED magnifier (which was 100% domestically manufactured and adopted a soft body design) and other products, developed by Imedia, BNSPRo, Smartaddin, etc. Numerous Korean venture firms' strong presence at the KOVA pavilion raised the possibility of a second venture boom in the nation.



▲The KICOX pavilion



▲The IITPA pavilion



▲The KOVA pavilion



▲A Choice Technology employee demonstrated a product at the KICOX pavilion



▲Participating companies gave an interview to the press



▲Trade consultations between participating companies and buyers

The iMiD 2013

The International Meeting on Information Display (iMiD) 2013, comprised of 307 booths set up by 108 companies from eight nations, exhibited display panels and display-related parts, materials and equipment, such as LCD, OLED, flexible and touch displays. One-on-one trade consultations between participating companies and invited international buyers took place, raising the likelihood of participating companies taking home tangible results. Samsung Display and LG Display, the nation's top two display producers, also participated in the iMiD 2013.

Samsung Display put on display 55-inch curved full HD OLED panels, 98-inch, 85-inch ultra high resolution (UHD • 3840x2160) LCD panels, 31.5-inch UHD LCD panels for monitors, 5.68-inch super AMOLED panels for the Samsung Galaxy Note 3, etc. Furthermore, Samsung Display also invited approximately 250 college students to the iMiD 2013 and provided them with lectures and detailed information on Samsung Display, with a view to preemptively recruiting excellent talent.

Not to be outdone by Samsung Display, LG Display sported various new technologies, such as 55-inch curved OLED panels, 84-inch, 65-inch, 55-inch UHD panels, 47-inch transparent LCD panels, a large-scale 3D video wall

with the world's thinnest bezel (3.6mm), etc.

Merck, a pioneer in the field of LCD technology, knocked on the door of the iMiD 2013 and furnished a new perspective on the development of future display technology under the theme "Perfect Pixel." Merck presented its Ultra-Brightness FFS (UB-FFS), a fringe field switching (FFS) technology that ensures high levels of light transmittance. UB-FFS, which can be mass-produced at the moment, uses VA LC instead of the preexisting FFS LC. The UB-FFS, an energy-saving display technology featuring optimized panel designs, has succeeded in raising light transmittance by as much as 15%, therefore receiving great reviews for its excellence in mobile display color reproduction and the feel of touches.

What's more, other themed pavilions, like the pavilion dedicated to the winners of the 13th Information Display Awards and the Touch pavilion, were put up to allow visitors to have hands-on experiences with various displays.

The iMiD 2013 saw trade consultations (valued at USD 134.85 million) and receptions, participated in by 33 international buyers from nine overseas companies and 50 officials from 32 Korea-based companies, resulting in the signing of actual contracts worth approximately USD 36.53 million.



The iSEDEX 2013

Organized by the Korea Semiconductor Industry Association (KSIA) and the Consortium of Semiconductor Advanced Research (COSAR), the International Semiconductor Exhibition (i-SEDEX) 2013, the largest semiconductor exhibition in South Korea, provided visitors with great opportunities to take a closer look at semiconductor technology trends in and out of South Korea. A total of 131 companies from five nations put up 450 booths, including South Korea-based leading semiconductor producers (e.g. Samsung Electronics, SK Hynix and Dongbu HiTek) and global companies like Fairchild Semiconductor International and Amkor Technology.

Held side by side with the KES 2013, the iSEDEX 2013, the nation's largest semiconductor show decked out with South Korea's world-best memory semiconductors and excellent SoCs, featured state-of-the-art semiconductor devices, equipment, materials and other peripheral devices (including fabless manufacturing). In particular, next-generation products, such as 3D NAND, 8Gb LPDDR3 mobile DRAM, 10 nano 64Gb MLC NAND flash memories, etc., were in the spotlight.

Technology seminars, trade consultations and recruitment seminars were also held. Technology seminars revolved around education on semiconductor equipment safety standards and ISMP (Information System Master Plan) while recruitment seminars, held by large domestic semiconductor manufacturers, were focused on informing prospective job applicants of how to apply for job openings and of their recruitment schedules. Above all, this year, October 13 was designated as System-Semiconductor Cooperation Day to galvanize one-on-one business meetings between SoC companies and system companies. Furthermore, 42 international buyers from 20 foreign companies and 42 officials from 29 domestic companies took part in trade consultations (valued at approximately USD 200 million) with participating companies.



MEDIA COVERAGE

South Korea's three largest national television networks - i.e. MBC, KBS and SBS - gave prime-time coverage of the KES 2013 and other major domestic newspapers and online media outlets also heavily covered the KES 2013, such as The Chosun Ilbo, The JoongAng Ilbo, The Dong-A Daily News, The Korea Economic Daily, The Maeil Business Newspaper, The Electronic Times, eToday, e-Newstoday, The Financial News, Newsys, Ajunews, The Seoul Economy Daily, The Economy Today, The IT Today, eDaily, EBN, Bizwatch, The Kyeonggi Ilbo, Kbench, The MoneyToday (MT), Newspim, The Asia News Agency, inews24, The Hwanyeong Ilbo and Nocutnews.

Also global media outlets, including The National, Aljazeera, CDR info, Business Korea, Korea IT news, The Dong-a Ilbo, The Korea IT Times, Agence de presse Yonhap, China Daily, Shenzhen 24 Hours, etc. also closely followed the KES 2013. In total, the KES 2013 had nearly 400 mass media exposures.



MBC KBS SBS/CNBC



MONEY DAY MBC KTV



CHOSUNILBO YONHAP NEWS CAR TV NEWS



KOREA JOONGANG DAILY DONGA DAILY KOREA IT NEWS



THE KOREA ECONOMIC DAILY MAEL BUSINESS NEWSPAPER FINANCIAL NEWS



Growth in Participation by Overseas Companies and International Buyers

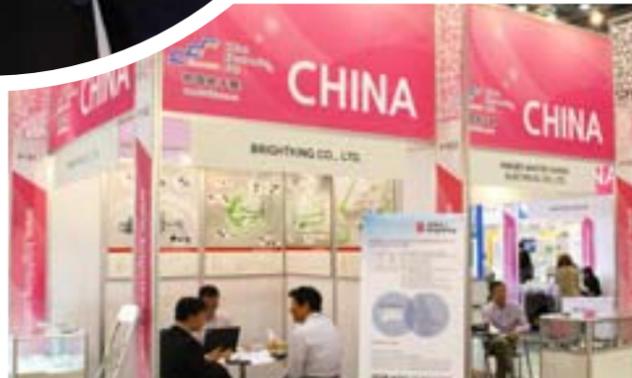
Despite the global economic downturn, the KES 2013, aimed to rev up the electronics and IT industry's overseas market entry, joined forces with 56 relevant institutions in 19 nations and successfully attracted a lot of influential international buyers and global companies, thereby further enhancing the S. Korean electronics and IT industry's global standing.

In particular, Qualcomm, the world's leader in smartphone chips and application processors (AP), joined the KES for the first time this year. Besides, German luxury automaker Audi, in collaboration with its official domestic dealer Teianmotors, put up 20 booths this year - the biggest since Audi's first entry to the KES in October 7 - in order to flamboyantly show off its trend-sensitive, auto-IT convergence technologies. Molex, a leading supplier of connectors and interconnect components, which runs 40 manufacturing plants in 16 nations and 25 research centers in 15 nations, also graced the KES 2013 with its presence.

As Japanese companies' inroads into the South Korea market have picked up since the Great East Japan Earthquake in 2011, Japan's leading small but strong electronics and IT companies joined the KES 2013 in droves. Yokogawa Electric Corporation showed off its world-class wireless communications measuring instruments and measurement technologies while SanyoDenki came with its unique servo motors and UPS products.

The China/Taiwan pavilion, where nearly 50 booths are put up each year by purveyors of parts and materials based in China and Taiwan, this year again greeted South Korean buyers with reasonably priced, high-tech electronics and IT parts.

This year saw an uptick in the number of Chinese companies participating in the KES. New KES entrants from the Chinese-speaking nations, including Han's Laser, a leading Chinese company specialized in lasers, Wuhan Huagong Xingali Electron Co. (which has been supplying sensors and chips to S. Korean conglomerates), Quadrant Components (one of Taiwan's leading companies in CCTVs and video monitors), seemed to be confident about competing against their Korean rivals. Hongkong Inventory, a leading B2B marketplace based in Hong Kong, participated in the KES



▲ The China pavilion



▲ The Taiwan pavilion



▲ Han's Laser, China's leading company in lasers



▲ SEIREN, one of Japan's leading small but strong electronics and IT companies



▲ The Broker Forum, a leading Canada-based eMarketplace



▲ People posed for a group photo after a tour of LG Electronics' production facility in Pyeongtaek City



▲ People posed for a group photo after a tour of Samsung Electronics in Suwon

for a 4th consecutive year. This year, numerous Chinese small- and medium-sized manufacturers of parts returned to the KES with improvements on their previous products.

This year, the KES, which has been at the forefront of searches for genuine international buyers, directly invited international buyers working for major IT convergence companies in 20 different nations to South Korea, such as Japan-based Murata Manufacturing Co., Bandainamco (a global games and entertainment company, which produced arcade game PAC-MAN, the Gundam series, Tekken, etc.), the Manila Electric Company (the Philippines' largest distributor of electrical power), Qatar Mobile Telecom (a leading telecom operator in the Middle East). The KES 2013 went to great pains to match participating domestic companies with those international buyers.

In addition, the KES 2013's custom-tailored matching programs, designed

to have participating domestic companies paired with invited international buyers, resulted in bolstering participating SMEs' marketing activities and raising participating domestic companies' satisfaction with their participation in the KES. And influential international buyers' tours of the production facilities of Samsung and LG Electronics helped enhance the S. Korean electronics and IT industry's international standing. Moreover, business tour programs designed to create new market demands were also prepared to furnish intentional buyers with another opportunity for business expansion.

All the efforts translated into nearly 3,000 international buyers visiting the KES 2013, brisk trade consultations (valued at USD 1.8 billion) between participating domestic companies and international buyers and the signing of actual contracts worth USD 250 million.



Korea Electronics Show 2014

Outline

Exhibition Title: The Korea Electronics Show (KES) 2014

Date: October 14 (Tue) - 17 (Fri), 2014

Venue: KINTEX Exhibition Center I (Hall 3-5)

Exhibition Scale: 1,500 booths set up by 600 companies (450 domestic and 150 overseas)

Hosts:  MOTIE  MSIP  Gyeonggi-Do

Organizers: **KEA**

Sponsors: NIPA, ETRI, KETI, KOSA, FKII, KOSEA, IPAK, KISA

Overseas Collaborators: CEAC, CCPIT, CECC, HQEW (China), TEEMA (Taiwan), JESA, JMA (Japan), HKTDC (Hong Kong), AEECC (Asian Electronics Exhibitors Cooperation Conference), IFA (Germany), CES (the US), RATEK (Russia), CMAI, TEMA (India), VEIA (Vietnam)

Exhibition Category: Multimedia, ICT, Parts & Materials, Software, 3D, Broadcating, Smart Convergence, Semiconductor, Display

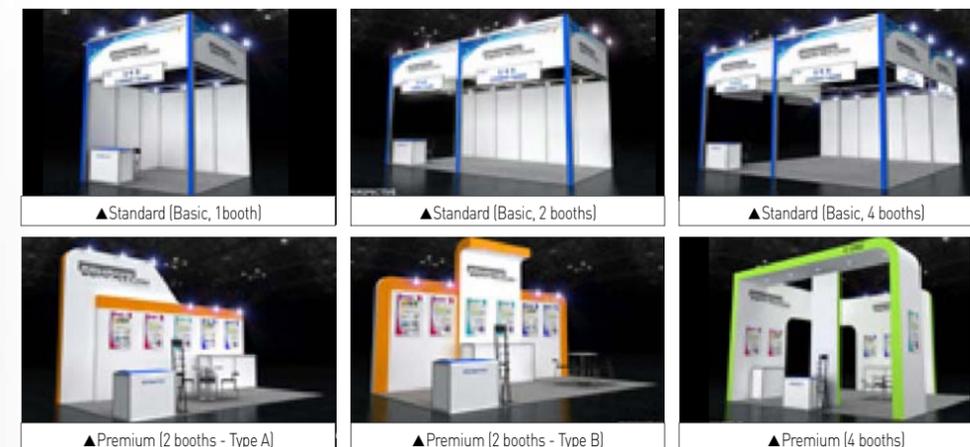
How to Register

Registration Deadline: July 31 (Thu), 2014

| Participation Fee | | | | |
|-------------------|--------------------------|-------------------------------------|--|------------|
| Category | | Unit Price/Booth (9m ²) | Note | |
| Foreign Companies | Space only (block booth) | | - Standard Booth (Basic): Space and basic materials are provided. - Standard Booth (Premium): Space and woodworking tools are provided. | |
| | Standard Booth | Basic | | US\$ 3,200 |
| | | Premium | | US\$ 3,800 |

NOTE: If the manufacturer of your exhibits is a foreign company, you fall into the foreign company fee category. When foreign companies wire their fees in Korean won, the exchange rate on the day their remittance is processed will be applied. Premium booth is available with a minimum of 2booths.

Booth Information



NOTE: The above images of booths are only for your understanding; the design and installation details are subject to change.

Discounts

| | |
|--------------------------------------|--|
| Discounts for KEA Fee-paying Members | KEA (Korea Electronics Association) member companies will get a 30% discount. (NOTE: SMEs (with up to 100 employees), which pay over 50% of their participation fees by June 27 (Fri), 2014, will be eligible for this discount offer. Those eligible for this discount offer will be ineligible for other discount offers.) |
| Early Bird Registration Discounts | 10% Discount: By March 28, 2014 5% Discount: By May 30, 2014 |
| Additional Discounts for VIP Clients | For SMEs that participated in the KES for two consecutive years (2012 and 2013), an additional 5% discount will be applied to their participation fees for the KES 2014. |

NOTE: Discount will be applied to companies who make their down payment before the deadline. Discount offers will be additionally applied in sequence.

Payment

Down Payment: Fifty percent (50%) of your participation fee should be paid within 15 days of your online registration

Remainder: The remainder of your participation fee should be paid by August 14 (Thu), 2014

| Name of bank | Account No | Beneficiary | Swift Code |
|--------------|------------------|-------------------------------------|-------------|
| Kookmin Bank | 598668-08-100416 | Korea Electronics Association (KEA) | CZNBKRSEXXX |

NOTE: Your down payment (50% of the participation fee) should be made within 15 days of your online registration; the remainder of your participation fee should be paid by the due date. Online registrations made after July 31 (Thu), 2014 will be charged in full. You must wire your participation fee in the name of your company. Remittance fees will Not be borne by the KES.

Inquires

Korea Electronics Show Management Office / the Exhibition & Marketing Team of the KEA
 (121-835) 11th floor, 54-Gil, World Cup buk-ro, Mapo-gu, Seoul, South Korea
 TEL 82-2-6388-6062-7 FAX 82-2-6388-6069 E-mail kes@kes.org



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