Press Release June, 2012

Fact Sheet

3rd Educational IT Solutions Expo (EDIX2012)
Dates: May 16 (Wed) – 18 (Fri), 2012
Venue: Tokyo Big Sight, Japan
Organiser: Reed Exhibitions Japan Ltd.

< 2012 General Statistics >
- Total Number of Exhibitors: **508 companies**
- Total Number of Visitors: **22,313 visitors** (13,760 in 2011) 62% UP
- Number of Seminars: 18 sessions
- Number of exhibitor's PR sessions: 6 sessions

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Photo Highlights

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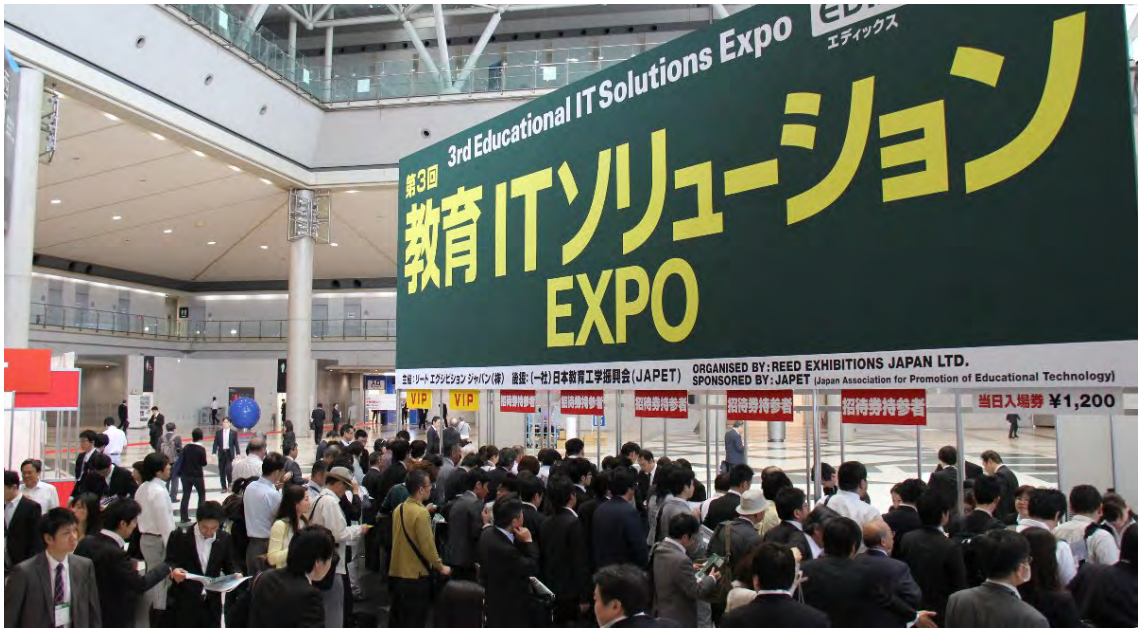
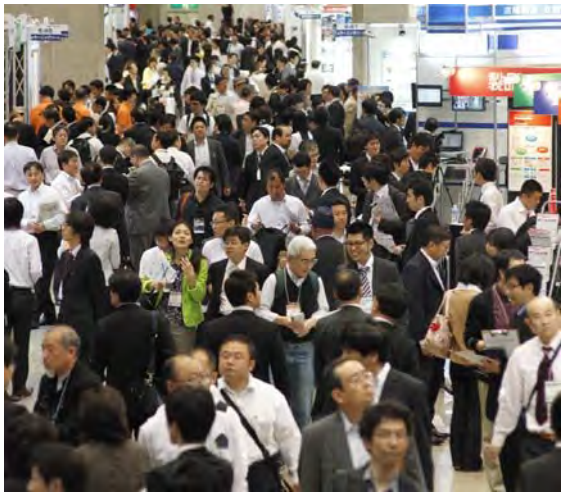
Dates: May 16 (Wed) – 18 (Fri), 2012



Asia's largest industry trade show, Educational IT Solutions Expo (EDIX2012) was held from May 16-18, 2012. With growing demand to adopt IT environment in Japanese schools and colleges, EDIX gathered 508 exhibitors presenting educational contents / technologies / services under one roof.



The exhibition halls were packed with number of visitors (from Universities, Colleges, Schools, Government, Education Commission, School Equipment Distributors, and IT / Network Service Providers, etc.) The total number of visitors reached 22,313 during 3days of the show period, which was 62% increase compared to the previous show. Many visitors came to find the latest technologies and services to improve their teaching methods and school operations. Serious business meetings took place all over the show venue.

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World's leading electronic manufactures demonstrated "Future Schools"

World's top electronic manufactures took large demonstration booths inside EDIX to appeal new concept of teaching and learning style using their interactive white boards and tablets. These presentations were held at each exhibitor' booths such as TOSHIBA, SAKAWA (with their partner of KOKUYO and Smart Technologies), SONY Business Solutions, PANASONIC System Networks, SHARP, EPSON, Narika (with their partner of Promethean), HITACHI, LENOVO, RICOH, and many others. These presentations attracted huge number of audience and enlightened many schools managers and educational boards who were beginners of using IT technologies.

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Japanese market will continue to grow
– International companies set a target to the next lucrative market

Japanese government have their sights set on introducing digital textbook for every student within few years, and strongly encourages universities and schools to adopt new technologies. This movement toward ICT environment is estimated to grow rapidly for 2016, when the market size will reach more than 12 billion USD. For international companies, Japan is a next lucrative market. Already, many companies from USA, UK, Canada, India, China, Korea, etc. exhibited at this year's EDIX and grasped positive reactions from schools and its distributors during the show. More and more international companies are expected to tap into Japan through EDIX.

The next Educational IT Solutions Expo (EDIX) will be held in May 15 - 17, 2013, as a key event of educational IT industry of Japan and Asia.

<Next Year's Exhibition Schedule>
4th Educational IT Solutions Expo (EDIX2013) Dates: May 15 (Wed) – 17 (Fri), 2013 <3days>
Venue: Tokyo Big Sight, Japan

More information >>> http://www.edix-expo.jp/en/

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