



KEA Chairman's Hessege on the opening of KES 2006 Innovative Digital Solution

My respected electronics and information industry family members:

I am very pleased to inform you that this year, KEA plans to hold KES (Korea Electronics Show) at KINTEX (Korea International Exhibition Center) under the theme 'Innovative Digital Solution' in a more developed shape than last year with many domestic and overseas global IT firms, including Philips, Sharp, Haier and BenQ as well as Samsung and LG participating.

For the globalization and largercaling of Korea's representative electronics-specialized exhibition, KES, all the executives and employees of KEA have done the best for inducement of leading IT domestic and foreign enterprises, development of various auxiliary events, reinforcement of publicity, etc. since early this year.

Owing to our such efforts, KES 2006, which marks its 37th anniversary this year, will be reborn as a global electronics show representing Asia to exhibit world's leading high-quality, high-tech IT products in a wide exhibition space of 32,000 m² with the participation of



about 600 firms from 18 countries, the larger number than ever before.

With preparation of special publicity halls, such as New Tech Demonstration Hall, Excellent IT Design Hall and Newly-Developed Excellent Electronics Parts Hall, KES 2006 will become a venue enabling to experience a wide variety of future digital technologies.

Furthermore, IT-specialized business discussions, including Global IT Electronics Outsourcing Forum, Global EMS Trading Forum

and Russian IT Companies Trading Forum, are expected to contribute to the expansion of trade for small and medium enterprises (SMEs).

In addition, information exchanges also will be made through various auxiliary events, keynote speeches by domestic and overseas eminent businessmen like President Hwang Chang-Kyu of Samsung Electronics, international seminars forecasting technologies and the future in the digital-fusion era, a new products presentation session by major enterprises, etc.

Now, an exhibition is not an event that shows products simply but an high added-value industry that develops related industries and creates wealth of the nation. When looking at CES of the United States and CeBit of Germany, this phenomenon is self-evident, and KEA also is strenuously endeavoring to make KES a global show within a few years that can

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International Technology Seminar Program

Presenter	Program Title	Date & Time
KETI	Ways of Responding to Global Environmental Restrictions and Lead-Free Soldering Application Practices for Electronics Products	October 17, 13:00~17:30
Samsung Electronics	Universal Home API (UHAPI) Technology Seminar Standard API for DTV Device	October 18, 10:00~12:00
KETI	Digital Fusion Industry Trends and Prospects Home Network Industry Trends and Advancement Strategy	October 18~19, 09:00~17:00
C&C Instruments	UBQ (Ubiquity) Comprehensive Solutions	October 18, 09:00~18:00
Patent Support Center, KEA	International Patent Disputes Responding Seminar Global Enterprises' Management Strategy Standard Patents and Licensing Strategy Mobile Internet Patent Tech-Responding Strategy)	October 18, 14:00~16:40
MOCE	Explanatory Session on Japan's Kyushu Economic and Industrial Bureau Status and Future Prospects of Korea's Electronics Industry	October 19, 09:30~10:30
KCA Korea Connector Industry Association	Korean Connector Industry Technology Seminar	October 19, 13:00~17:00
BenQ	DLP Projector Technology Seminar	October 19, 14:00~16:00
Doyle Korea	Quality of Electric Power in the Digital Era	October 19, 10:30~15:30
KATS	Seminar on the Strategy Responding to International Environmental Restrictions	October 20, 13:00~17:00
Japan VCCI	VCCI Workshop	October 20, 13:00~17:30
KFEO, NAEK	Digital Convergence Technology Seminar	October 20, 09:00~16:30
CSI Int'l	Common Utilization and Standardization Methods of PCB Parts	October 20, 14:00~17:00
PL Center, KEA	Seminar on Strategic Responses to PL for the Electronics Business Community (Centering on Fire Causes and Analyses)	October 20, 14:00~17:00
IEEK	Special Edition on RFID	October 21, 13:00~17:00

KETI (Korea Electronic Technology Institute), KCA (Korea Connector Industry Association), KATS (Korea Agency for Technology & Standards), KFEO (Korea Federation of Engineering Organizations), NAEK (National Academy of Engineering of Korea), IEEK (Institute of Electronics Engineers of Korea)

stand shoulder to shoulder with CES or CeBit. Therefore, I hope that you will continue to watch KEA, while asking you to provide a plenty of assistance for the development and globalization of KES.

I truly wish KES 2006 would become a momentum for participant firms to learn new technologies and trends and to expand markets, an opportunity for all visiting companies or businessmen to collect many ideas and information and also an exhibition to help the government and related organizations in establishing the nation's future development strategies.

On this occasion, I would like to extend my deep

gratitude to many domestic and foreign firms and related agencies that have taken part in KES 2006 actively despite difficult economic environments at home and abroad so that the show can be held more successfully than any year in the past.

Thank you very much.

Yoon Jong-Yong
Chairman
Korea Electronics Association (KEA)

Award Presentations on 1st 'Day of Electronics'

The Ministry of Commerce, Industry & Energy (MOCIE) and KEA will present meritorious awards and medals to selected people on the first Day of Electronics. The presentation of awards and medals to those who greatly contributed to developing the nation's 50-year-old electronics industry into the nation's No. 1 export industry, is aimed at encouraging the motivation of the electronics workers, as well as, further fostering the industry as a power engine for the nation's economy.

The number of award-winners is estimated at around 50,

including the exemplary entrepreneurs and workers of electronics companies and those who have done meritorious services in related organizations.

The kind of awards and medals include the industrial medals, the industrial insignia, the presidential citation, the prime minister's citation, the ministerial citation and the Gyeonggi governor's citation.

The award presentation will be held at KINTEX at 11:37 a.m. on October 17, shortly after the opening of the exhibition.

11th 'Electronic Parts Technology Awards' Ceremony

KEA will present the Electronic Parts Technology Award designed to promote the local development of high-value-added electronic parts and support endeavors to explore new markets for newly developed parts.

In the large companies category, Samsung Electronics has been selected as the winner of the grand prize of the Presidential Award for developing 'Flash Memory Disk.' In the SME category, Iljin Display Co. Ltd. has been chosen for the grand prize for developing 'Projection 1-LCD Panel.'

The winners of the gold prize, or the Prime Minister's award, are LG Electronics that developed high-efficiency

synchronous reluctance motor and inverter for home electronic devices and MtekVision Co. Ltd. that developed 'Portable Multimedia IC.'

The silver prize, or the Minister of Commerce, Industry & Energy award, will go to four companies, including LG Innotek Co. Ltd. that developed 'Ultra slim wide angle 2.0" / 2.2" QVGA LCD module' in large companies category. In the small- and medium-sized companies category, four companies also have been selected; they include Tomato LSI Inc. which developed 'Cell phone VGA TFT driving chip.'

Diverse Trade Forums to Be Held at KES 2006

KES 2006 will hold various trading forums by inviting numerous overseas buyers from a number of countries, living up to its reputation as a dedicated IT business fair.

- Global IT Electronics Outsourcing Forum
 - Date & Time: October 18 (Wed), 2006
 - Venue: Conference Room, KINTEX
- Trading with Russian IT Companies Forum
 - Date: October 18 (Wed), 2006
 - Venue: Conference Room, KINTEX
- Global EMS Trading Forum
 - Date: October 17 (Tue), 2006
 - Venue: Conference Room, KINTEX
- Invitation of Chinese Electronic Industry Executives

and Media

For the KES 2006 period, KEA has invited journalists from leading Chinese media organizations, including CCTV and Xinhua, together with some 20 executives from key electronics companies, including TCL, ChangHong, HISENSE and BOE.

The invitation is aimed at uplifting the image of the Korean electronics industry throughout China. It is also hoped that there will be fruitful business negotiations involving the invited Chinese businessmen and their Korean counterparts. In addition, this event is related to efforts to explore prospective Chinese participants in future KES exhibitions.

Korean Firms Lead Global OLED Market

LG Electronics, Korea's second-largest electronics maker, ranked first in sales of organic light-emitting diodes (OLEDs) in the global market during the second quarter of this year, according to technology market researcher DisplaySearch. LG sold around US\$27.5 million worth of OLEDs during the

April-June period, up 200% from the same period last year, boosting its market share to 24.6%. The company also ranked first in shipments in the second quarter.

Samsung SDI Co., another Korean company, came in second with a 20% share by sales, followed by Pioneer

Corp. of Japan with 15.2%. Samsung SDI was at the top until the previous quarter.

Global OLED sales grew 45% in the second quarter from the previous quarter to US\$112 million, according to DisplaySearch.

China Welcomes Premium Korean Refrigerators

Citing market research reports, Samsung Electronics, Korea's No. 1 electronics maker, announced it led China's two-door refrigerator market with a 30% share in the first seven months of the year. LG Electronics Inc., which took a 29% share, was in second place.

In 2004, however, the market shares for Samsung and LG in the segment

stood at just 6.9% and 8.6%, outperformed by China's electronics giant Haier, and Siemens of Germany at 25.5% and 12.0%, respectively, according to a separate report.

Samsung Electronics attributed its brisk sales to a price cut and growing consumer preference for premium products.

The two-door refrigerator market in

China has been growing sharply. In 2001, only 928 units were sold in the world's most populous nation, representing 0.03% of the total refrigerator market. That number is expected to increase to some 80,000 units this year and 110,000 units next year.

1 Gbps Internet on the Horizon



Korea's Electronics and Telecommunications Research Institute (ETRI) announced that it has developed fiber-to-the-home (FTTH) solutions that efficiently enable a 1Gbps data transmission speed.

At present, only 16 subscribers can use an optical fiber line providing 1Gbps

service, which is one of the main barriers to the commercial debut of the 1Gbps Internet. ETRI's technology advances, which take advantage of various length frames of optical fiber, increases the number to 512 users per cable. The leading-edge techniques are expected to substantially raise the commercial viability of the 1Gbps landline connectivity, which could debut this year.

In addition to the fixed-line connection, 1Gbps speed is a crucial milestone in the world of wireless Internet, a field in which Korea is also a

trail-blazer.

During the recent Fourth-Generation (4G) Forum on Jeju Island, host Samsung Electronics demonstrated wireless technologies that promise a downlink speed of 1Gbps.

The 4G mobile system is defined as a network that transfers data at rates of 1Gbps to stationary users and at 100 Mbps for those on the move.

Samsung projects the ultra-fast portable Internet will be available in 2010, while the cellular phone maker looks to debut handset-sized terminals with 4G capability in 2008.