



Drawing 5,800 Foreign Buyers

KES '07 Nets US\$ 2.43 Bil. Export Talks

The 2007 Korea Electronics Show (KES '07) closed on October 13 after a five-day run at KINTEX, harvesting US\$2.43 billion worth of export consultations and drawing 212,000 visitors which include 5,800 foreign buyers.

The Korea Electronics Association (KEA), which hosted the event with the support of the Ministry of Commerce, Industry and Energy, said products such as the 1080 full high-definition TV, the full high-definition home theater system and the dual format DVD player were displayed. Ultra mobile personal computers, the latest developments in NAND flash memories and mobile CPUs were also displayed.

The KES also hosted an international conference with Sun Microsystems head Scott McNealy and LG Electronics President Lee Hee-gook giving special keynote speeches on digital convergence and opportunities that can be derived from such developments. The exhibition was timed to take place with similar events in East Asia.

Noteworthy exhibition items and fields from participating companies were as follows:

- First, digital media products which lead



world market showcased HD 1080 (pixel) Full HD TV, Full HD home theaters, Dual Format DVD Players, Touch Screen Mode Moving Image MP3 player, and HD Camcorder and digital cameras.

- Second, cutting-edge IT products which pave the way for the future digital world included super slim, high powered, HD cellular phones, ultra mobile PC, super slim, high powered notebook PCs, the first VoIP Monitor in the world and HD super large size LCD monitor and super slim laser printers.

- Third, high value-added new development excellent electronics

parts displayed 1.8inch 64 gigabyte Solid State Drive (SSD), etc.

In addition, trade sessions for parts and materials were held with the participation of invited buyers from global IT companies. Also, there were export consultation meetings involving invited buyers from foreign countries. These events were all aimed at helping expand the exports of the participating companies.

Korean electronics exports have grown 22.1% on average every year since 1972, with the total value surpassing US\$100 billion in 2005, Korean electronics exports in 2006 reached US\$114.7 billion, or about 35% of its total overseas shipments.

Home Network Tech Standardization Sought

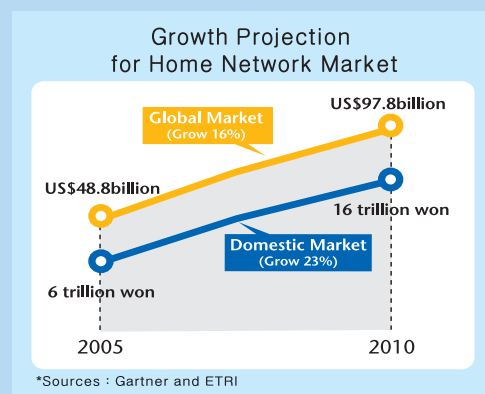
KATS hosted the 18th ISO/IEC JTC1/SC25 (Interconnection of Information Technology Equipment) Plenary and WGs Meeting, September 3-7 at Shineville Resorts in Jeju Island with about 120 international standards experts from 23 countries.

ISO/IEC JTC1/SC25 is responsible for international technology standards in the fields of HES (Home Electronic System), customer premises cabling, interconnection of computer systems and attached equipment, etc. Since joining this technical committee in 2002 as a p-member, Korea has been engaged in related international standardization activities.

During the five-day meeting, the participating international experts worked on draft international standards for HES Gateway and HES CMP (Centralized Management Protocol) technologies providing pivotal functions for residential home network services and 10Gbps Cabling technology, etc., which will lead next-generation home network industries.

In the middleware field, which determines the central system for home network standards, in particular, five countries (the U.S., Germany, China, Japan and Korea) endeavored to reflect technologies of their own countries. Based on CCP (Common Communication Protocol)

technology, which has been reflected in international standards, Korea conducted activities to urge the adoption of UMB (Universal Middleware Bridge) technology for product interoperability and WiBEEM (Wireless Beacon-enabled Energy Efficient Mesh Network) technology for resolution of residential dead zones as new international standards.



KATS is going to broaden the advanced industrial infrastructure which securing the market competitiveness through standardization by finding Korea's wireless communication of home network and service technology which can lead internationally and realtime reflecting its technology on the international standard.

Korean IT Exports Grow in Sept. Despite Decline in Working Days

Korean exports of information technology (IT) goods inched up last month despite a decrease in operating days, bolstered by strong demand of mobile phones and flat panel products, a government report showed on October 2.

Korean companies exported a total of US\$10.8 billion worth of IT goods in September, up 0.8% from a year earlier, according to the report by the Ministry of Information and Communication. It is the third consecutive month for IT exports to exceed the US\$10 billion mark.

Imports of IT goods stood at US\$5.2 billion last month, down 1.8% from a year earlier, bringing the nation's IT trade surplus to US\$5.6 billion, the report showed.

IT exports growth in September, however, slowed compared with a month earlier, when the nation reported the monthly record high of US\$11.14 billion. The month-to-month drop is attributable to a decrease in working days in September when Koreans took a three-day Chuseok or fall harvest holiday, the ministry explained.

“Taking into consideration the long holiday, the daily exports of IT goods in September reached a record high of US\$550 million, up 21.4% from a year earlier,” the ministry said.

Mobile phones and flat panels, two major export items for Korea, sustained overseas shipments of IT goods in the month, the ministry said.

Korea-U.S. Flat Display Standardization Seminar

To reinforce the constitution of the Korean display industry, which currently occupying the No. 1 global market share with world-class production technology, KATS has prepared and is promoting an 'International Standardization Plan for Display Industry,' encompassing multilateral standardization strategies, including establishment of cooperation channels with advanced countries.

As part of the plan, KATS invited Chairman Larry Weber of International Society for Information Display (USA) and Chairman Joe Miseli of International Display Measurement Commission (USA), which are taking the lead in sharing global research results and measurement standards for IMID (International Meeting on Information Display) 2007, and discussed ways to build international standardization cooperation systems.

At the 'Korea-U.S. Flat Display Standardization Seminar' of IMID 2007 held on August 29 at Daegu EXCO, participants also discussed ways to promote bilateral cooperation between the two countries regarding international standardization, which is actively proceeding in industry, research institute and academic circles.

At the seminar, the latest standards technologies were introduced, including measurement method of HDTV's power consumption, proper evaluation method for image signals in accordance with display size and resolution, subjective analysis and measurement method through



specific patterns, display measurement method considering the characteristics of human visual recognition, etc.

In the future, KATS intends to support the overfulfilment of 'Display Parts & Materials Technology Development Strategies' prepared pan-governmentally to raise the competitiveness of parts and materials industries, which are vulnerable compared with the scale of the display industry, by increasing draft international standards of Korean technologies and activating international standardization cooperation with competing countries.

Moving one step further from the past international standardization strategy that focused on key parts, KATS plans to actively promote preoccupation of international standards on basic and essential technologies for core materials.

Korean, U.S. Engineers Develop Low-Voltage Flexible Transistor

Korean and U.S. engineers said on October 8 they have developed a low-voltage flexible transistor that could be used to make wristwatch mobile phones and computers that can be worn like clothes.

Transistors, which amplify electric signals, are key components of semiconductors. The manufacturing of flexible transistors has been an important goal of engineers for the past several years, the Korea Institute of Science and Technology (KIST) said.

The Korean partner of the joint project with the Massachusetts Institute of Technology said the new

transistor was developed by making a paper-thin polyethylene terephthalate plastic circuit board, engraving it with chromium circuitry and applying an insulating film at room temperature.

"The product is easy to bend, relatively cheap to make, energy-efficient and safe for the user," said KIST researcher Hong Jae-min.

The lower voltage cuts down on energy consumption and reduces the risk of the user receiving an electric shock.

2007 U.S. Patent Lawsuit Seminar Held

KEA's International Patent Assistance Center organized '2007 U.S. Patent Lawsuit Seminar on Judicial Precedents' on October 10 at the Conference Room of KINTEX in Goyang City and invited patent lawsuit experts from U.S. Simpson Thacher & Bartlett LLP to make special presentations at the event.

The association prepared the seminar to help domestic enterprises better understand the newly revised U.S. Patent Law and also to suggest response measures to international patent disputes through the judicial precedents of the latest patent lawsuits in the U.S.

Lecturers and themes were George Newcombe on 'Proposed Legislative Reform in the U.S. Patent System'; Henry Gutman & Patrick King on 'Recent Developments in U.S. Patent Litigation'; and Jeffrey Ostrow & Harrison Frahn on Recent Developments in U.S. Patent Litigation (continued).

Guide to Membership in Electric Parts Community

Supported by the Ministry of Commerce, Industry and Energy, KEA is operating an integrated electronic parts search system (epartshub.com) in order to strengthen the export capability of SMEs and enhance the competitiveness of corporate management.

As part of these efforts, through operation of an electronic parts community, KEA intends to pursue

friendship and information exchanges among members and contribute to the development of electronic parts industries by collecting difficulties and recommendations from related business circles as well as by creating high valued-added information on electronic parts.

Therefore, KEA hopes that all member companies will participate actively in the formation and

operation of the community.

The electronic parts concerned include IT-related parts, including semiconductors, displays and mobile phone parts. Members of the community will receive support for operating expenses, separate assistance with content establishment expenses for excellent content and use of KEA's conference room for offline gatherings.

Guide to B2B Procurement Fund Loans

Jointly with Korea Credit Guarantee Fund (KODIT), KEA is operating 'e-Commerce Guaranteed Settlement System' to support the smooth funding of SMEs.

This system is designed to help SMEs resolve difficulties in securing procurement funds and also to guarantee sales companies' recovery of accounts receivables.

KEA solicits those procurement

firms lacking strong financial capability and sales firms having difficulties in recovering credit sales to take great interest and file applications for the fund.

Cited as effects of the system on procurement firms are enabling access to purchasing funds with only a credit appraisal, without the need of any mortgage or guarantee, and flexibility in the procurement fund repayment period, allowing a

repayment due date within a maximum of 180 days.

For sales firms, the system is expected to increase sales through expansion of sales on credit, eliminate the security value change risk following confirmation of guarantee limits and invigorate business operation as there will be no credit sales management burden.