

Cartronics Taipei 2006 Review

Welcome the First Year of Taiwan Cartronics

The Most Professional Car Electronics Exhibition in Asia

Statistic Data of Cartronics Taipei 2006

Period of exhibition: August 17, 2006~August 20, 2006

Place of exhibition: TWTC Hall 1

Scale of exhibition: 400 exhibitors and 900 booths in total.

Number of visitors: about 60,000 person-times.

Visitors came from: nearly 30 countries, including U.S.A., France, U.K., India, Nigeria, China, Japan, Korea, Malaysia, Vietnam, Thailand, Singapore, Russia, etc.

Purposes of visitors: purchasing, about 20%; seeking for cooperative partner, about 20%; information collection, about 40%.



The first Cartronics Taipei opened on August 17 in TWTC Hall I.



There was no empty seat in the opening ceremony of Cartronics Taipei 2006.



Overseas buyers negotiated with manufacturers on the spot.

Cooperation of associations in different industries

Associations of different industries cooperated with each other to promote the development of cartronics in Taiwan

TCPO

TMDIA

TTVMA

TCA

TSIA

CHAN CHAO



The Opening Ceremony of Cartronics Taipei 2006

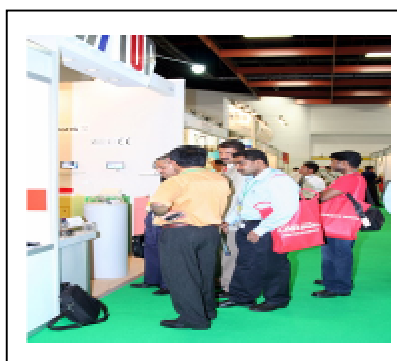
Gathering of overseas heavyweight buyers

Nissan, Toyota, Hitachi

Yellow Hat, Renesas, Phillips

STMicroelectronics

GM, Valeo



Five focuses of exhibition

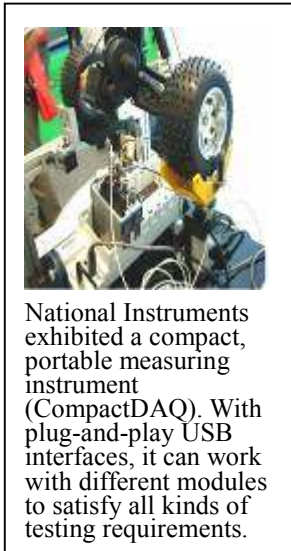
Car audio/video equipment, car information equipment, car safety system, car electronics design, and Telematics & ITS service, covering the up, mid and down-streams of the industry



AeroVision Avionics exhibited a 7-inch portable player that supports DVD, multimedia and DVB-T digital TV receiving.



The cartronics department of BenQ released BenQ Azteca 306 bluetooth digital audio/video system, providing a dedicated car entertainment environment for Ford 6 and Tierra Xt.



National Instruments exhibited a compact, portable measuring instrument (CompactDAQ). With plug-and-play USB interfaces, it can work with different modules to satisfy all kinds of testing requirements.



Aimed at the severe working environment inside a car, Kontron exhibited a mobile computer named ECM. It is a high-performance, small-size, and reinforced system platforms of specific applications.

Professional activities brought business opportunities

Taipei CarTronics Forum:

Totally more than 500 person-times of attendees participated in the forum lasting for one day and a half.

- Product & Technology Release: Totally six were held in 2 days.
- Buyers' Night: Exhibitors and buyers were invited to join in for free.



There was no empty seat in the forum



A hot atmosphere prevailed in the product release.



Mr. Nobe, high-rank director of Nissan lectured in the forum.



A hot atmosphere prevailed at the Buyers' Night



Mr. Lin, Chairperson of Taipei Convention and Exhibition Association, addressed in the forum.

Promotion through diversified channels: Onsite, Online & Onpaper

- Promotional literatures and consistency identification system.
- Chinese, English and Japanese web pages, releasing information of the global Cartronics market in a real-time way.
- Release the latest exhibition information through the Buyer's Manual and Show Daily during the period of exhibition.



Unified Identification System of the Exhibition



The Website of Cartronics Industry in Chinese



The Website of Cartronics Industry in English



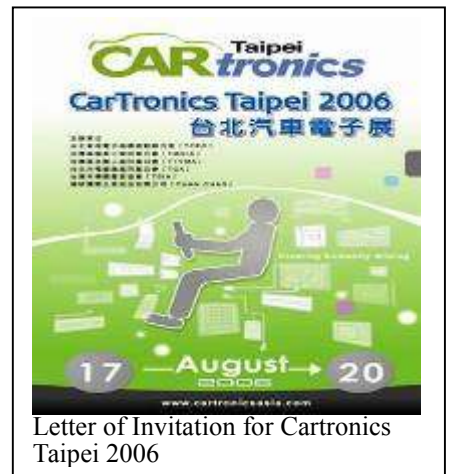
The Website of Cartronics Industry in Japanese



The Cover of the Journal of Cartronics Taipei 2006



Show Daily Was Distributed in the Site of Exhibition Every Day



Letter of Invitation for Cartronics Taipei 2006