

October 2, 2014

TransferJet Consortium Incorporated Association

### **Highlights of the TransferJet Consortium Booth at CEATEC JAPAN 2014**

TransferJet Consortium Incorporated Association will exhibit at CEATEC JAPAN 2014, which will be held at Makuhari Messe from October 7 to 11, 2014.

In addition to the current version of TransferJet, the next generation of the standard will be introduced. The SD Association (headquartered in California, U.S.; hereinafter "SDA"), an organization setting standards for SD memory cards, had announced in spring an enhanced iSDIO specification with built-in TransferJet capabilities. At CEATEC, TransferJet Consortium and SDA are planning a collaborative exhibit.

The consortium looks forward to your presence at this event where, through a variety of demonstrations, you will have the opportunity to experience first-hand the convenience and ease of transferring large amounts of content to another individual's device 'as though passing it from hand to hand'.

#### [Highlights]

##### 1. Seminars & Stage [events]

- New technology seminar: A look at the next-generation TransferJet standards that the consortium is developing, based on the 60GHz frequency band. This year, a lecturer from NTT has been invited to deliver the seminar.

Lecture title: Usage Innovations - Contactless Ultra-High-Speed Downloads  
Using the 60GHz band

Speaker: Mr. Masashi Shimizu, Nippon Telegraph and Telephone Corporation,  
NTT Network Innovation Laboratories

Date and time: 14:00-15:00, October 7, 2014

Location: Exhibit Hall, Seminar Room 6

Register to see this event at:

[http://eventregist.com/e/ceatec2014?lang=en\\_US](http://eventregist.com/e/ceatec2014?lang=en_US) (free of charge)

- Booth-stage presentations and mini seminars: Throughout the day visitors will be introduced to an array of topics covering everything from the latest trends to semi-technical topics, such as API releases and speed improvements.

## 2. Introductions of integrated products and accessories

Smartphones and tablets with built-in TransferJet capabilities will be on display to serve as reference. An improved, faster prototype of the external accessory USB adapter which was launched for sale last year will be introduced. Do not miss this chance to see firsthand the ever-expanding world of TransferJet high-speed transfer technology.

## 3. Technology corner

In addition to the current standard, there will be an introduction to the next-generation specifications presently being submitted for standardization within IEEE. The latest information on the enhanced iSDIO specification, which adds TransferJet capabilities to SD memory cards, will be presented.

[Exhibit overview]

Dates: October 7 to 11, 2014

Location: Life & Society Stage/Hall-2/Booth# 2L62

For further details, go to : <http://www.transferjet.org/>

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