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For Immediate Release:

March 14, 2007

## JVC Exhibits at World's Largest Design Fair: Milano Salone del Mobile

*Promoting JVC Design, and Unveiling Pulsating Sphere Speakers,  
Designed Through an Online Competition*

Victor Company of Japan, Ltd. (JVC), will exhibit for the first time at the Milano Salone del Mobile, the world's largest international interior and furnishings trade show, to be held in Milan, Italy, in April 2007. The company will display and demonstrate a pulsating sphere speaker designed through an online competition, based on JVC's proprietary 12-sided construction.

JVC is increasing its emphasis on design as one of the performance elements of its products. As part of global design efforts, JVC has been carrying out various collaborative activities with aedo-to.com, an Italian design firm with a prominent reputation in Italy, a country on the cutting edge of design. These activities include user surveys, and European design trend studies that span several years. As part of these efforts, JVC has been soliciting online submissions from designers around the world based on the theme of JVC products. Every year since 2004, the company has held a design competition in order to encourage the designers of tomorrow. Results include designs for camcorders and flat panel displays (FPD).

In the international design competition for fiscal 2006, JVC made a broad appeal for entries based on the concept of a pulsating sphere speaker using a unique dodecahedron (12-sided) structure developed by JVC, where every surface emits sound. As a result, JVC received entries from 110 designers around the world, and numerous designs and ideas were gathered as a reference for the commercialization of the pulsating sphere. An award ceremony for the competition was held in Milan on November 23, 2006, to honor the winning designs.

Outstanding designs from the competition will be on display in the JVC booth in the city of Milan during the duration of the Milano Salone del Mobile in April 2007. There will also be audio demonstrations using a prototype pulsating sphere speaker device. In all this, JVC will highlight both the advanced design qualities and the superior audio technology of JVC products. The HD-ILA Hybrid Television, HD Hard Disk Camcorder and other products will also be on display.

For this event, JVC is planning to exhibit at Superstudio Più, located in Milan's Zona Tortona district. Although it is not the main venue, this facility is the third largest trade show site, and is visited by many people each year.

JVC intends to feature both its design activities and audio technologies at this international design show.

### *Reference: Milano Salone del Mobile*

The Milano Salone del Mobile is held every April, and is the world's largest trade show for interior and furnishings. In addition to the International Furnishing Accessories Exhibition and International Furniture Exhibition at Fiera Milano International (the main site), a variety of events and small or large exhibitions (called *Fuori Salone*) are held in different places in the city, mostly in the Triennale, Zona Tortona, and Brera districts and around Duomo Cathedral. Special attention has been drawn to the Zona Tortona district during the Milano Salone in recent years, where many apparel manufacturers and art galleries stand in a row.

## **Overview of Milano Salone del Mobile**

Location: Milan, Italy  
Dates: April 18 - 23, 2007  
Venues: Fiera Milano International and various places in the city  
Number of exhibitors: About 2,200 organizations (in 2006, Fiera exhibitors only)  
Number of visitors: About 220,000 people (in 2006)

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