



Press Release Dated December 15, 2009



December 15, 2009

Booth Designed by Eavam International for ARM Wins Top Award at Embedded Technology 2009!

Eavam International Co. Ltd.
TYO Inc.

The booth designed and operated by Eavam International Co. Ltd. (hereafter "Eavam", TYO Group; head office: Chuo-ku, Tokyo; President & CEO: Shigezo Sayama) for ARM Ltd. has won the top award at Embedded Technology 2009.

The winners of the Embedded Technology awards were chosen based on a comprehensive survey distributed to those who attended on the first day of the conference (November 18), along with an evaluation conducted by the event organizer, the Japan Embedded Systems Technology Association. The survey asked attendees about the appeal of the products exhibited, the design of the booth, and how they were treated by booth personnel. The ARM Ltd. booth won the highest award at the conference because the cohesive booth design, which exhibited products that are backed by the highest level of technology from 29 vendors in one place, left an impression on visitors by showing the appeal of the latest technologies.



Eavam's design skills are well-regarded, as shown by the fact that it has major foreign-funded IT companies among its clients. It has been involved in numerous promotional events and a variety of campaigns. Going forward, Eavam will continue to offer services brimming with creativity that address its clients needs.

*Embedded Technology

A trade show and conference that brings together embedded technologies and solutions that are crucial to the state-of-the-art technologies, including next-generation digital consumer electronics, handheld devices, car electronics, robots, and a variety of industrial equipment.

[Client Company Profile]

ARM Ltd.

President: : Takafumi Nishijima

Location: : 8F Dai-2 Ueno Building, 3-7-18, Shin-Yokohama, Kita-ku,
Yokohama-shi, Kanagawa Prefecture

Main business activities: Designing, developing, and licensing microprocessors and software
Providing maintenance, technical guidance, and consulting for
microprocessors and software Selling software development systems,
processor evaluation boards, and ICE units

URL: : <http://www.jp.arm.com/>

[Company Profile]

Eavam International Co. Ltd.

President: : Shigezo Sayama

Location: : 3F Tsukiji Yasuda Dai-2 Building, 4-5-9, Tsukiji, Chuo-ku, Tokyo

Main business activities : Marketing communications

URL: : <http://www.eavam.co.jp/>

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