

January 6th, 2004

To the press

Ken Sakamura
Chairman, T-Engine Forum
Director, YRP Ubiquitous Networking Laboratory
Professor, University of Tokyo
URL: <http://www.t-engine.org/>

**Re: The 2003 Food Traceability Development and Verification Experiments
of the Ministry of Agriculture, Forestry and Fisheries,
"Establishing Produce Traceability System using the Ubiquitous ID technology"**

The world's first "Produce Traceability System" that connects between production sites
and stores using the Ubiquitous ID technology.
Goes into an experimental phase in actual stores using 30 thousand IC tags.

In-store experiments start for the Produce Traceability System that uses Ubiquitous ID Center

Tokyo, January 6th, 2004:

The world's first 'Produce Traceability System' that connects between farms and stores using the Ubiquitous ID technology. goes into an experimental phase in actual stores using thirty thousand (30,000) IC tags.

T-Engine Forum (Location: Shinagawa-Ku, Tokyo. Number of the present members: 307 companies. Chairman: Ken Sakamura, Professor of the University of Tokyo and Director of YRP Ubiquitous Networking Laboratory) has been conducting research and development of the Ubiquitous ID technology that enables automatic recognition of "all physical objects" and display of requested information towards the realization of the ubiquitous computing era. Since last year, as the first feasibility experiment carried out by Ubiquitous ID Center, we have been conducting research and development and experiments in the production phase of a "Produce Traceability System Using the Ubiquitous ID Technology" that is one of the development activities carried out by the Ministry of Agriculture, Forestry and Fisheries. We are now ready to start in-store sales experiments from January 8th.

Prior to the start of the in-store sales experiments, we would like to hold an opening ceremony. For further information, please see the attached document.

Experiment Period: January 8th (Thu) through February 6th (Fri),
Locations: Keikyu Shopping Center Keikyu Noukendai (From January 8th),
Keikyu Store Heiwajima (From January 13th),
Keikyu Store Kurihama (From January 14th)
Scale: Approximately 30,000 vegetables

Details:

- At farm houses, while production history of produced vegetables is collected using ubiquitous communicators, ucodes will be attached to them before distribution, and distribution information will be recorded.
- The ucode-attached vegetables will be sold to general consumers at three Keikyu stores.
- In the stores, in-store display and ubiquitous communicators will be set up. Using the ubiquitous communicators, the ucodes attached to the vegetables can be read and their production and distribution history can be checked.

Cooperative Organizations:

Yokosuka Hayama JA, Keikyu Store Co., Ltd., Yokosuka Seika Co., Ltd.,
Yokosuka Telecom Research Park, Inc.

(Attached Document)

Opening ceremony for in-store experiments for
2003 Food Traceability Development and Verification Experiments
of the Ministry of Agriculture, Forestry and Fisheries,
"Establishing Produce Traceability System using the Ubiquitous ID technology"

T-Engine Forum

The in-store experiments mentioned in the title above will be conducted as follows. As each of the experimenting stores has only a limited space, we would greatly appreciate if you could apply for interviews, etc. prior to the ceremony.

The details are given below:

1. Date & Time: 9:00 A.M. to 9:30 A.M. on January 8th (Thu), 2004.

2. Location: Keikyu Shopping Center Keikyu Noukendai
(3-1-1 Noukendai, Kanazawa-Ku, Yokohama City, Kanagawa Pref.)
map: <http://www.e-keikyu.net/noukendaiten/>

3. Participating Organizations:

T-Engine Forum, The Ministry of Agriculture, Forestry and Fisheries,
The Ministry of Public Management, Home Affairs, Posts and Telecommunications,
Yokosuka Hayama JA, Keikyu Store Co., Ltd.,
Yokosuka Seika Co., Ltd., Yokosuka Telecom Research Park

4. Details:

- Greetings:
Ken Sakamura, Chairman of T-Engine Forum
Atsuko Okajima, Councillor in charge of Deputy-Director General, Food Safety and Consumer Affairs Bureau, The Ministry of Agriculture, Forestry and Fisheries
Manabu Kanaya, Director for Standardization Division, The Ministry of Public Management, Home Affairs, Posts and Telecommunications
Akira Kono, Store manager for Keikyu Store Noumidai Branch and Director, Keikyu Store Co., Ltd.
- Produce Traceability System demonstration

5. Contact:

T-Engine Forum Secretariat (in YRP Ubiquitous Networking Laboratory)
28 Kowa Building
2-20-1 Nishigotanda, Shinagawa-Ku, Tokyo
Phone: 03-5437-2270 (Koshizuka)
Fax: 03-5437-2271
E-mail : press@www.t-engine.org

6. Others:

Please note that no interview will be accepted after the ceremonies as the store opens at 10 a.m.