

February 16th, 2005

Press release

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

“Development and Verification for Integrated Food Traceability Systems that utilize Ubiquitous ID Technology (2nd Phase)”, as part of the 2004 Food Traceability Development and Verification Activities of the Ministry of Agriculture, Forestry and Fisheries.

“Integrated Food Traceability Systems” that link people and places from the production sites and to the stores utilizing Ubiquitous ID Technology

- The start of in-store experiments that utilize various types of ucode tags and display terminals (2nd phase)

- The expansion of in-store experiments for food traceability systems utilizing the Ubiquitous ID Center.

In order to achieve its goal of realizing a ubiquitous computing society, the T-Engine Forum (Location: Shinagawa, Tokyo; Current number of member companies: 478; Chairman: Ken Sakamura, Professor of the University of Tokyo / Director of the YRP Ubiquitous Networking Laboratory), has been promoting research and development, standardization and feasibility study experiments of cutting edge IT technologies.

The Forum has been conducting feasibility study experiments for the Ubiquitous ID Center and has been advancing research and development, and conducting experiments in the production stage for “Integrated Food Traceability Systems that utilize Ubiquitous ID Technology“ as part of the 2004 Food Traceability Development and Verification Activities of the Ministry of Agriculture, Forestry and Fisheries. In addition, we have started sales experiments in the distribution stage and in stores in the Mitsukoshi Department store from Wednesday, February 2, 2005. We are now about to conduct experiments in the Keikyu Store from Thursday, February 24, 2005 as part of the second phase of the in-shop experiments.

These experiments will use cutting-edge Ubiquitous ID Technology, promoted by the YRP Ubiquitous Networking Laboratory for the Ministry of Internal Affairs and Communications and others, that will automatically recognize every “physical object” and “location” to provide us with necessary and useful information and services. (To be precise, this experiment uses the results of sponsored research from the “Research and Development for Ubiquitous Networking Technology (Ultra tiny chip network)” by the

Ministry of Internal Affairs and Communications, and “Research and Development for Basic Network Protocols that Realize Ubiquitous Computing Environments” by the National Institute of Information and Communications Technology.)

Prior to the experiments, an opening ceremony will be held. Please see the attached sheet for more information on the ceremony.

- Period: February 24 (Thurs) through March 2 (Wed), 2005
- Location: Food floor B1F of the Keikyu Store Noukendai Branch
- Items used in the experiment: Milk, tofu, rice, juice, fruits and vegetables
- Details:
 - ucode tags (ubiquitous code tag: bar codes and electronic tags will be used for these experiments) will be attached to various food packages, mainly milk and tofu, from the production/distribution stages and to the sales stage. We operate a group of systems that collect, record and manage history information using these tags to realize traceability.
 - Food with the ucode tags attached will be sold to general consumers on the food floor of the Keikyu Store Noukendai branch.
 - At the store, in-store displays and ubiquitous communicators will be setup. Production history and distribution information on food can be viewed by reading the ucode tags using these display terminals or ubiquitous communicators.
 - Also, the same information can be viewed by reading the ucode tags with mobile phones.
- Participating Organizations:
Keikyu Store Corp., Kyoudou Gyuunyu, Kuramaki Tofu, Otsuki Shoten, Murase Co., Ltd., Toko Foods Inc., Best Foods, Yokosuka Hayama JA, Yokosuka Telecom Research Park

(Exhibit 1)

**2004 Food Traceability Development and Verification Activities of
the Ministry of Agriculture, Forestry and Fisheries
‘Development and Verification for Integrated Food Traceability Systems
that utilize Ubiquitous ID Technology’ (2nd Phase)
“Opening Ceremony for In-Store Experiments”**

T-Engine Forum

The Opening Ceremony will be held as outlined below. Since space is limited, if you would like to cover the event, please fill in the attached form and notify us in advance.

1. Date and Time: 9:00 - 9:40 on February 24th, 2005 (Thu)
2. Location: Keikyu Store Noukendai Branch, Food floor B1F (3-1-1 Noukendai, Kanazawa-ku, Yokohama, Kanagawa Prefecture)
3. Participating Organizations:
T-Engine Forum, Ministry of Agriculture, Forestry and Fisheries, Ministry of Internal Affairs and Communications, Keikyu Store Corp., Kyoudou Gyuunyuu, Kuramaki Tofu, Otsuki Shoten, Murase Co., Ltd., Toko Foods Inc., Best Foods, Yokosuka Hayama JA, Yokosuka Telecom Research Park
4. Program
 - (1) 9:00 – 9:20 Opening Ceremony
 - Greetings: Ken Sakamura, Chairman, the T-Engine Forum
Ministry of Agriculture, Forestry and Fisheries
Ministry of Internal Affairs and Communications
Ryuichi Onso, Manager, Keikyu Store Noukendai Branch
 - (2) 9:20 – 9:40 Demonstration of Traceability Systems
5. Notes:
 - (1) The store will start preparations for the opening from 9:40. Please leave the store immediately following the ceremony.
 - (2) In principle, no shooting or coverage will be permitted in the store during operating hours.
 - (3) When you enter the store, you need to show your IDs. If you would like to cover the event, please fill in the attached form and notify us in advance.
 - (4) For those who are unable to attend the ceremony, demonstrations will be conducted (see Exhibit 2). These will be the same demonstrations as those conducted during the opening ceremony.
6. Contact
T-Engine Forum Secretariat (Within the YRP Ubiquitous Networking Laboratory)
The 28th Kowa Building, 2-20-1 Nishigotanda, Shinagawa, Tokyo, 141-0031
Phone: 03-5437-2270 Fax: 03-5437-2271
E-mail: press@www.t-engine.org
Contact: Hakuta or Taguchi

(Exhibit 2)

2004 Food Traceability Development and Verification Activities of the Ministry of Agriculture, Forestry and Fisheries

‘Development and Verification for Integrated Food Traceability Systems that utilize Ubiquitous ID Technology’ (2nd Phase)

“Demonstrations”

T-Engine Forum

Demonstrations will be conducted as follows. Since space is limited, if you would like to cover the event, please fill in the attached form and notify us in advance.

1. Date and Time: Demonstrations 15:00 – 16:00 March 1, 2005 (Tue)

2. Location: Keikyu Store Noukendai Branch, Food floor B1F, (3-1-1 Noukendai, Kanazawa-ku, Yokohama, Kanagawa Prefecture)

3. Details

- (1) 15:00 – 15:10 Greetings
- (2) 15:10 – 15:30 Demonstration of Traceability Systems
- (3) 15:30 – 16:00 Questions and Answers

4. Notes

- (1) When entering the store, you need to show your Ids. If you would like to cover the event, please fill in the attached form and notify us in advance.
- (2) The event will be held during store operating hours. Please be careful not to disturb the business when you cover the event.

5. Contact

T-Engine Forum Secretariat (Within the YRP Ubiquitous Networking Laboratory)

The 28th Kowa Building, 2-20-1 Nishigotanda, Shinagawa, Tokyo, 141-0031

Phone: 03-5437-2270 Fax: 03-5437-2271

E-mail: press@www.t-engine.org

Contact: Hakuta or Taguchi

**■ Food Traceability Systems/Keikyu Store In-Store Experiments (2nd Phase) –
News Conference Application Form _**

To: T-Engine Forum Secretariat

Fax: 03-5437-2271

E-mail: press@www.t-engine.org

* Please select the appropriate options, and return this application form to the T-Engine Secretariat via fax or e-mail in advance.

(1) I would like to cover the opening ceremony on February 24, 2005 (YES / NO)

- If YES: I will cover the ceremony from 9:00 to 9:40 only.

(2) I would like to cover the demonstrations on March 1, 2005 (YES / NO)

- If YES: I will cover the demonstrations from 15:00 to 16:00 only.

Company			
Department			
Name	Number of accompanying people :		
Address	〒		
Phone	- -	Fax	- -
E-mail			
Special notes			

End