Accelerate IoT by Connecting Technology

JAE - "Ghost in the Shell: Arise"

Exclusive tie-in campaign for the Hannover Messe 2017

In the Hannover Messe 2017 in Germany, JAE and "Ghost in the Shell: Arise"—an anime film—will have a tie-in campaign, the first collaboration between a connector maker and an anime production. During the event, we are going to distribute original novelty items and flyers to customers visiting the JAE booth, in order to expand the presence of JAE products in Europe.

This tie-in campaign is based upon a close connection between "Ghost in the Shell: Arise" and the current IoT in terms of the world perspective regarding the near future. The former is pursuing a community where science and technology are further sophisticated towards a high level of networking, while the latter is pursuing the internet of things. We at JAE develop high quality connectors and support the crafting—Monozukuri—in the future with our connecting technology. For this event, original novelty items such as transparent folders and flyers were produced, featuring collaboration of connector designs and animated characters in "Ghost in the Shell".

What is "Ghost in the Shell: Arise"?
It was originally a manga created by Masamune Shiro and published in 1989. The story is set in 2029, in a society where science, technology, and networking are rapidly advancing, and dramatizes the activities of a security police "Koan Section 9," named "Kokaku Kidotai" for prevention of crimes. It is an SF anime series that has gained widespread popularity and has been adapted for movies, TV series and OVAs after the publication of the manga.

<u>Overview of the Hannover Messe</u>

■Exhibition Name: Hannover Messe 2017 <u>http://www.hannovermesse.de/home</u>
■Trade Show Date: April 24 to 28, 2017
                          Monday to Friday: 9:00~18:00
■Location: Hannover Exhibition Grounds
■Booth: Hall 27, Stand F60
■Admission: http://www.hannovermesse.de/en/get-tickets/

JAE - "Ghost in the Shell: Arise" original novelty items exclusive for the event period will be distributed.

* 5 types of transparent folders available (On the flyer, a design is drawn from among the 5 types of folders.)
* The order of distribution of the folders and flyers may be changed.
* The distribution of the folders and flyers will end when all stock has run out. We apologize in advance for the inconvenience.
* We cannot accept requests for the exchange of items.
* Copying and resale of the items prohibited.