During 12th-15th May this year, I was invited by Fujitsu to attend Fujitsu Forum 2008, which was the biggest IT annual conference in Japan. It was such a great opportunity for me to have an experience and hand-on learning with Japan’s largest IT company, which is one of the world leaders in technology. A few days at the conference changed my perception on Fujitsu; I found that Fujitsu is indeed an IT guru with arrays of technology, solutions, and services to offer, not just a hardware manufacturer like I used to think of.

The Fujitsu Forum 2008 was in a theme of ‘Field Innovation’, divided into three sessions. The first session was Global Guest Program. It was a management seminar which was held at Grand Hyatt Hotel, Tokyo. The second session was Fujitsu Forum 2008, which was the highlight for this event that Fujitsu and its alliances brought a complete showcase of technology and solutions. The exhibitions, held at Tokyo International Forum, had as many as 100 booths giving hand-on experience to the participants through professional demonstrations. The last session to top the remarkable experience with Fujitsu’s technology was Fujitsu Platform Solution Centre located on the 30th floor of World Trade Centre Building in Tokyo. The centre was an information showroom for Fujitsu’s hardware platform, ranging from server, data storage, and distinguished and latest solutions that came straight from Fujitsu’s laboratory.

As you may now eager to know more about the event, I would like to present you Fujitsu Forum 2008 in more details by session as follow:

**Global Guest Program**

For this program, Fujitsu invited senior executives from client companies and its alliances as well as press from all over Asia Pacific, including Australia and New Zealand, to attend a full-day seminar on 13th May 2008. The main theme for the morning session was about Fujitsu’s philosophy, direction, visions, and solutions on the topic of ‘Field Innovation’, staging Fujitsu top-level executives as panelist speakers. The afternoon session was workshop that divided delegated into smaller groups for a seminar on Fujitsu’s platform on business process, applications, and services highlighting the strength of Fujitsu.

From an interview with a senior executive who have been to Fujitsu’s annual conference for many years, it was noticed that this year Fujitsu would have a revamp in business model that would focus on solutions and services rather than hardware like what they had done before.

Hiroaki Kurokawa, President of Fujitsu, elaborates the vision reflecting on the event theme this year - ‘Field Innovation’ that “Nowadays, IT has played a vital part in developing business, society, and way of life, called as a ‘field’ in which we work, play and socialize. Thus, we would like to drive the idea of ‘Field Innovation’ by bringing IT to enhance our quality of life and business process.”

In this session, Michimaza Mochizuki, Corporate Vice President, Head of Asia Pacific Regional Operations gave an overview of Fujitsu’s business operation in Asia.
New Mouse-Type Palm Vein Sensor

For businesses, it is important to put excellent security on data protection, leading to a need in reliable identification systems. Palm Vein Sensor is one of the latest innovations in identification systems that has been used widely such as in attendee organizing, membership management and computer and area access management.

At this booth, there was a demonstration of Palm Vein Authentication Sensor and through a Palm Vein mouse that can identify users through the Palm Vein Authentication Sensor that can process data within a few seconds.

Accelerating broadband speed with Advanced Photonics and Q&A session with the press.

Mochizuki mentioned that for the Asia Pacific market, Fujitsu continued on driving the sale of server and storage product and would add software products (operation and middleware) and services to fulfill the needs of the market in each territory. "In delivering our solutions or services, we consider the potential of each market whether we can offer our products in term of volume product, business solution, or telecommunication solution."

For Fujitsu’s business direction in Asia Pacific this year, Mochizuki revealed that the company would focus on delivering services and hardware solutions to keep the pace with the business policy laid by the parent company which would like to drive into service business and offering managed services in the region progressively. Moreover, Fujitsu would level up from IT solution service provider to business-solution service provider and put more concern on the environment issue.

“To help renovate the business model to be more on service providing, Fujitsu has set up data centres in many countries in Asia Pacific region for clients and alliances of Fujitsu to test solutions and applications. At present, we have set up 11 centres in this region and considering to set up more data centres in the near future," added Mochizuki who presented the ambition and vision of Fujitsu.

Fujitsu Forum 2008

Fujitsu Forum 2008 was a large-scale exhibition with as many as 100 booths demonstrating solutions and products from Fujitsu and its alliances. At the event, visitors had a chance to experience and get informed on the function and operation of IT technology in details. However, time was not something I had plenty, I would like to present you some of those outstanding booths that I visited.

RFID Tags

Fujitsu had brought and presented RFID technology in a simple concept to make it easy to understand. The technology demonstrated was Laundry Tag which was the latest RFID technology from Fujitsu. The RFID tag was in a form of linen which was suitable for labeling clothes or textile and could be used in laundry. The new tag worked on UHF frequency at 13.56 megahertz. This new tag had wider scanning length compared to the old RFID tag. In addition, there was a demonstration of Fujitsu’s TagFront EdgeBase V1 middleware that was used in developing RFID as well.

A Customizable Point of Sale System

This booth presented the operation of Point of Sale system in the form of ‘3-screen lane POS’ which would enhance customer service with information centre at the point of sale. It also demonstrated self-checkout system that had been used in retails in Japan. To complete the dimension of this point of sale system, Fujitsu also presented Customer Experience Demonstration that linked advertisement to audio system and digital media display, adding more fun and enjoyable experience of shopping to customers.

Improving Business Processes

The booth demonstrated 4-step of business process for enhancing business operation – 1) revise the business process with existing log system, 2) test the business process through model simulation, 3) automate the business process to make it more efficient and 4) keep track on possible obstacles and malfunction that can hinder the efficiency.
One of the event highlights was the last day of Fujitsu Forum 2008 which was a mini tour visiting Fujitsu’s Platform Solution Centre to have a learning experience on the latest technology from Fujitsu which was straight from the laboratory.

The Platform Solution Centre is located on the 30th floor of World Trade Centre Building in Tokyo, Japan. It was established with an aim to provide information for alliances and clients of Fujitsu to experience the technology of both hardware and software and solutions in a form of showroom.

At the Platform Solution Centre located on the 30th floor which was as large as 3,600 m2, Fujitsu prepared several resources and equipment for testing the operation of top applications delivered by the company and its alliances as well as client case studies in an environment of large-scale system. The feature of this centre was the large server room with all hardware products for all types of business with 320 server models. Some of them were what we are familiar with like PRIMERGY Intel server which was an economical server developed under Intel architecture by Fujitsu, PRIMEPOWER UNIX server with the fastest bus technology for business data processing operated under Solaris operation system, and PRIMEQUEST server that used dual-core Itanium chip for Windows and UNIX, enabling efficiency for large data base and consolidation. Moreover, there were 40 ETERNUS storages for UNIX operation that Fujitsu developed with high security and highly efficient disk arrays for client data protection.

It was a surprise, however, that Fujitsu also installed other genres of hardware in this room such as networking equipment and appliances. An officer at the centre explained that those hardware were developed to meet the needs of clients in Japan mainly and did not focus on penetrating to international markets. Therefore, many international clients did not know that Fujitsu also offered hardware other than server and storage.

Adding value to the centre, Fujitsu also provided 32 meeting rooms to hold demonstration, seminar, and consultation for visitors. Since its launch on 9th December 2004 until 31st March 2008, there have

Access to the server room is controlled by the biometric equipments that use Palm Vein Authentication technology.
been 129,083 people visiting the Platform Solution Centre, at the average of 15-200 people per day.

Not only did I have a tour around the Platform Solution Centre, but also an on-site learning on the solutions developed by Fujitsu and its alliances that were brought to be tested at this centre. I am sure would like to show you every detail of my learning. Nonetheless, I would present the synopsis of solutions to fit my writing space as follows:

Trust Infrastructure for Business Risk Evaluation
The solution is developed for enabling organizations to analyze their IT infrastructure, composing of users, platforms, and environment to manage risks and comply with regulations or legal constraints. The solution controls resource access within an organization by referring to Trusted Computing Group to make authentication of users and hardware. It is suitable for any organization that have a large number of employees working off-desk, financial business operation, health care management and outsourcing service management.

3D CAD Retrieval
3D CAD Retrieval is the technology that makes users retrieve 3D CAD files more efficiently. Apart from searching with keywords, users can now search files with a part of 3D CAD to retrieve the data, browsing through massive 3D CAD database in a form of library walk-through and select the 3D object that matches with the desired file. The technology would reduce cost in designing 3D CAD by pulling common 3D CAD data from the large CAD database as well as bringing the collected 3D CAD to be reused in designing a new 3D CAD.

Clear voice / Slow voice
The technology is developed to eliminate obstacle of voice communication that often hindered by noise. The Clear Voice technology is what we familiar with as it was used in mobile phone technology to cut out noise, making clear conversation. The Slow Voice technology is used to control speed of voice. Fujitsu has developed this technology to reduce the speed of normal speed to make it convenient for users to grasp the conversation, especially one in English.

Business Information Navigator
Although customer and employee database are now in the form of digital and filed into categories, many organizations find it difficult in retrieving data from different operating system. Thus, Business Information Navigator (BIN) is developed to pull and collaborate customer/employee database from different sources and present into a combined chart which is suitable for large organizations with large number of customers and employees. BIN enables users to see relationships between customers and employee performance on a correlated chart.