



The Place To Be

# Media release

Minister for Information and Communication Technology

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## **ELECTRONIC PAPER DEMO AN AUSTRALIAN FIRST**

In an Australian first, the Victorian Minister for Information and Communication Technology, Marsha Thomson, today gave a demonstration of Fujitsu's ground-breaking new colour 'electronic paper'.

Electronic paper features colour images that can be continuously displayed without the need for electricity. It's anticipated the technology will be on the market within the next 18 months.

"Electronic paper is set to revolutionise the paper-based world with infinite possibilities for advertising, point of purchase displays and tags, even restaurant menus," Ms Thomson said.

Ms Thomson demonstrated a prototype of the new technology during the opening of Fujitsu Australia Limited's new Asia Pacific Digital Media Networks Centre of Excellence in Melbourne, which will showcase Australian expertise in digital media technology and drive export opportunities.

"With the emerging digital media market predicted to grow to US\$2 billion by 2007/08, Fujitsu's new centre is a timely and innovative addition to the ICT landscape of Victoria," she said.

"Fujitsu Australia's \$1 million investment in Melbourne is also expected to create new job opportunities in Victoria over the next five years.

"The Centre will inform companies across a range of local sectors, including retail, hospitality, transport and Government, about the possibilities in digital media, how it can enhance marketing and communications initiatives and extend the value of existing technology investments."

Ms Thomson said organisations could learn how it is possible to tailor their messages to specific audiences and locations in real-time, using Fujitsu's cutting edge technology.

Initial uses of the technology would include real-time pricing and offers and in-store information kiosks, with some major retailers already planning to use it for Radio Frequency Identification (RFID) shopping trolleys and other emerging applications.

Ms Thomson was joined by Fujitsu's Australian and New Zealand CEO, Rod Vawdrey and Fujitsu Limited's Executive Vice President, Global Business Group, Dr Kyung-Soo Ahn.

Mr Vawdrey said Fujitsu Australia's digital media expertise would benefit the State and the regional market through the creation of jobs, specialist skills and knowledge and export sales.

"By establishing our regional Digital Media Networks Centre of Excellence in Melbourne, we are saying to the rest of the Asia Pacific Region that Victoria is the place to look to for the latest developments in digital technology and integration services," Mr Vawdrey said.

Fujitsu Australia agreed to open the new Centre in Melbourne following talks between Ms Thomson and Dr Ahn on the Bracks Government ICT trade mission to Japan in June.