

BCN Inc.

Daiya Bldg, 6th Fl.,
3-18-14 Hongo, Bunkyo-ku, Tokyo 113-0033 Japan
TEL +81 3-4236-5135 FAX +81 3-3818-3006

BCN AWARD 2010, Secretariat, Masao ICHIKAWA (Mr.)
03-4236-5136 (direct), ichikawa@bcn.co.jp

New Section of *BCN AWARD* – BCN establishes “Section Netbook”, effective January, 2010. The gaining power of netbooks already occupies more than 30% of laptop PC sold.

BCN Inc. (HQ: Tokyo, City of Bunkyo; CEO: Kikuo OKUDA) announced on July 17th 2009 that it will establish the “Section Netbook” as a new section of the *BCN AWARD*. The “Section Netbook” will be effective from the beginning of January 2010 when the *BCN AWARD 2010* will be awarded.

The *BCN AWARD*, which was awarded for the tenth time this year January, honors the vendors with the best sales of the preceding year. The award is based on the calculation of POS data we are gathering from major national retailers and PC shops. Target of the award are vendors in about 97 sections, such as PC, PC supplies and digital consumer electronics. The calculation period for the next *BCN AWARD 2010*, including the new “Section Netbook”, is from January to December 2009.

Accordingly, beginning in 2010, the *BCN AWARD* will contain three PC sections – “Section Desktop PC” and “Section Laptop PC” as before, and will add the new “Section Netbook”. The target product of the “Section Desktop PC” and the “Section Laptop PC” will be as before, desktop PCs and laptop PCs. The target product of the “Section Netbook”, which will be a sub-section of the “Section Laptop PC”, will be laptop PCs which meet the criteria of our definition of netbooks.

Netbooks already occupy more than 30% of units sold of laptop PCs (June 2009) and have become a vital component of the laptop PC market. Since major Japanese PC makers have enlarged their spectrum of netbooks, the selling space for netbooks in shops has increased remarkably. By establishing the “Section Netbook” as a sub-section of laptop PCs, BCN is responding to this trend.

Our current definition of “netbook” mainly depends on monitor size and type of CPU. However, since we regard netbooks as a “laptop PC mainly for the use of internet”, we will response flexibly to latest developments. For example, when a new CPU for netbooks will be released, we will include this information in our netbook definition.

The winners of the *BCN AWARD 2010* will be announced at the beginning of January 2010. The prize giving ceremony will be held on Friday, January 22·2010 at the Aoyama Diamond Hall.

***Definition of netbook**

At BCN we define netbooks as a laptop PC which fits the criteria given below.

Monitor size: 12.1 inches or less

CPU: Atom, A 100, A 110, Celeron M (extremely low voltage type), Athlon Neo

AMD Geode LX, VIA C7-M ULV

Sold from 2008 onwards

The criteria above have been determined by BCN according to the specifications of netbooks that have been sold until June 10th 2009. Modifications or additions might be possible.

<Company Profile>

BCN Inc.

Founded in August 1981. Publishing the IT-business paper “Weekly The BCN” and the monthly free magazine “BCN Ranking Magazine” (print media business). Operating the IT-business site “Web BCN”, the consumer orientated site “BCN Ranking” and the information site for IT industry “BCN Marketing” (web business). Offering the “BCN Ranking Data Service” by gathering POS data of digital consumer electronics from major national retailers (data base business). Awarding the *BCN AWARD* every year January to the companies with the best sales in each category. In January 2009 the *BCN AWARD* had been awarded for the tenth time.

BCN gathers the daily Point of Sale (POS) data from 22 home electronics retailers (Amazon Japan, Eiden, Otsuka Corporation, GoodWill, K's Holdings, Thirdwave, Sakuraya, 3Q Group, Joshin Denki, Stream, 7dream.com, Sofmap, ZOA, T·Zone Strategy, Deodeo, BicCamera, PC Depot Corporation, Best Denki, Midori Denka, Murauchi.com, Unitcom and Laox) everyday. This data is used to provide the BCN Rankings and news releases about market trends.*

**The number of companies mentioned above includes companies contracted to supply data for us.*