



Press Announcement

Epson sponsors the European Athletics Championships as official international partner

Goteborg, 4 August 2006 - **Epson** today announced its sponsorship of the European Athletics Championships to be held in Goteborg, Sweden from 7 to 13 August 2006.

As a trusted partner of the EAA since 2001, Epson is proud to provide innovative technology that helps athletes and media commentators, whilst enhancing viewer enjoyment of this major quadrennial sporting event.

Staged at the Ullevi stadium, the European Athletics Championships 2006 will bring together a record number of 1370 athletes; over 100 more than at previous championships and representing a record number of 48 different countries. As the most important athletics event in Europe this year, the European Athletics Championships will attract an estimated 2 million visitors to the city of Goteborg and approximately 1 billion TV viewers worldwide.

Coordinating the IT systems for such a major event as the European Athletics Championships relies implicitly on speed, accuracy and reliability – a challenge that provides the perfect opportunity for Epson to showcase its technological prowess. With the original Epson Performance Evaluation (EPE) System, for example, TV viewers will be able to enjoy field events as never before, thanks to three-dimensional analysis of the long jump and triple jump. Moreover, this analysis enables athletes to better understand and thus improve their performances. And Epson's unique Commentator Information System (CIS) makes it possible to collate and transmit in real time, results from the track and field, in addition to a host of information about the athletes and past events. This up-to-the-minute information is also the basis for the data provided to enthusiastic athletics fans worldwide by TV and Internet media.

These systems will be backed by an international team of approximately 22 technical staff, with other support to include high-speed, high-performance laser printers for the pressroom and for all the print needs of the local organising committee. In a world where fractions of a second or a millimetre can mean the difference between success and failure, Epson's high precision systems play an integral role in ensuring that the European Athletics Championships run smoothly.

"Epson is proud to be a trusted partner of the EAA" says Ramon Ollé, CEO and Chairman of Epson Europe. "And in the same way as athletes strive to reach ever higher targets, Epson's corporate culture of creativity and challenge continuously drives us to provide products and services that enable people to exceed their expectations."

Please visit www.epson.com/sports to find out more about how Epson technology supports athletics and other sports.

For information about Epson products in Sweden, please contact Katarina Svensson tel: + 46 (0)8-444 38 83 kvensson@epson.se, or visit www.epson.se

For information about Epson in other countries, please visit <http://www.epson.com>

For information about the European Athletics Association, please visit <http://www.european-athletics.org>

About the Epson group

Epson is a global leader in imaging products including printers, 3LCD projectors and small- and medium-sized LCDs. With an innovative and creative culture, Epson is dedicated to exceeding the vision and expectations of customers worldwide with products known for their superior quality, functionality, compactness and energy efficiency.

Epson is a network of 90,701 employees in 120 companies around the world, and is proud of its ongoing contributions to the global environment and to the communities in which it is located. Led by the Japan-based Seiko Epson Corp., the Group had consolidated sales of 1549.5 billion yen in fiscal 2005.

Epson Europe B.V., based in Amsterdam, is the Group's regional headquarters for Europe, Middle-East, Russia and Africa. With a workforce of 2,600 employees, Epson Europe's sales for fiscal year 2005 were 2,402 million Euros.

Outline of the Services Epson will provide at the European Athletics Championships in Goteborg, 7-13 August, 2006

1. EPE System

The EPE system – developed by Epson engineers – will be employed for the long jump and the triple jump in Goteborg. This system analyses field events from new angles, giving television viewers information they did not have access to in the past. Immediately following each jump, three-dimensional analysis will be made to reveal previously unmeasured data (unofficial figures), such as the placement of the athlete's foot on the takeoff board for the long jump and the length of the hop, step, and jump phases of the triple jump.

2. Compilation of Start Lists, Computation and Transmission of Competition Results

Pre-race start lists will be compiled and with the end of each race or event, timing data provided by Seiko will be used to either create a new start list or tabulate the final results. This information will be transmitted to printing points inside the Ullevi stadium and output using Epson high speed printers. The documents will be distributed to European Athletics Championships officials and members of the media and used to send news stories around the world.

2. Commentator Information System (CIS)

Competition information essential for television and media commentators will be provided through 450 Epson multimedia data terminals placed in the broadcasting and press seating area in the main stand. The touch-screen panels operate on an intranet-based system, enabling broadcasters and other media personnel to obtain not only start lists and results on a real-time basis but also competition schedules, past records, and the backgrounds of individual athletes.