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| **电信标准化局** | **logo_C_** |
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2011年9月16日，日内瓦

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| 文号：  电话： 传真： | **电信标准化局第227号通函**  TSB Workshops/P.R.  +41 22 730 5235 +41 22 730 5853 | - 致国际电联各成员国主管部门；  - 致ITU-T部门成员；  - 致ITU-T部门准成员； - 致ITU-T学术成员； |
| 电子 邮件： | [tsbworkshops@itu.int](mailto:tsbworkshops@itu.int) | **抄送：**  - 致ITU-T各研究组正副主席  - 电信发展局主任  - 无线电通信局主任  - 国际电联曼谷区域代表处主任  - 日本常驻日内瓦代表团 |
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| 事由： | **国际电联数字标牌讲习班**  **（2011年12月13-14日，日本东京）** |

尊敬的先生/女士，

1 应日本内务与通信部（MIC）的盛情邀请，国际电联将于**2011年12月13至14日**在日本东京秋叶广场酒店（Akiba Plaza）5层的秋叶厅（Akiba Hall）举办**数字标牌讲习班。(**<http://www.fsi.co.jp/e/solutions/other_solutions/‌akibaplaza/>)

讲习班将于第一天的09:00开始。与会者的注册工作将自08:30开始。

有关会议厅的详尽信息将在会议地点入口处提供。

2 讨论将用英文进行，主办国将提供日文同传。

3 数字标牌服务已在世界范围内得到广泛采用，车站、机场、购物中心和办公区都设有大型显示终端。最近的趋势显示，小型显示终端和用作数字标牌的数码相框也广泛用于零售商店和超市等。这项服务的体系架构已从独立式向网络式转变，多种异构数字标牌显示终端实现了宽带网络连接。

标准化是降低设备成本和确保互操作性的基础。例如，或许需要适当的标牌分配机制和战略，以使广告商和店主能够经济高效地使用标牌。针对这一情况，ITU-T第16研究组于2011年3月开始对数字标牌服务的标准化问题进行研究。

本次研讨会的目的是交流思想，并深刻了解先进数字标牌服务的功能与要求、主要参与者现行的最佳做法和现有的标准化活动。这次研讨会的另一个目的在于交流数字标牌服务的使用案例和将数字标牌服务作为新型宽带网络业务加以普及面临的共同挑战。

4 国际电联成员国、部门成员、部门准成员和学术成员以及国际电联成员国的任何个人均可参与。讲习班不收取任何费用。

5 **附件1**提供了初步议程草案。

6 供您查询最新议程、演讲稿、后勤及其它相关信息的活动网站见 <http://www.itu.int/ITU-T/worksem/iptv/201112/index.html>。

7 包括酒店住宿、交通、签证和健康要求在内的实用信息见**附件2**。

8 **与会补贴：**ITU-T将在预算允许的情况下，**仅向每个符合条件的亚太地区国家的一名与会者**提供数量有限的全额与会补贴。与会者须经最不发达国家和人均收入在2 000美元以下的发展中国家国际电联相关主管部门的正式授权。尽管所提供的与会补贴每个国家仅限一名代表，但国家代表的数量不受限制，前提是其他代表的费用由该国自理。申请与会补贴的代表请填写**附件3**中的**与会补贴申请表**，并**最迟于2011年11月14日前**通过**电子邮件：**[bdtfellowships@itu.int](mailto:bdtfellowships@itu.int)或**传真**：+41 22 730 5778发回国际电联。

9 **讲习班注册**：为便于电信标准化局就该讲习班的组织做出必要安排，希望您能通过活动网址以在线形式尽早、但**不迟于2011年12月5日**进行注册。**请注意，本次讲习班与会者的预注册仅以在线方式进行**。

10 我们希望告知您，某些国家的公民可能需要得到签证才能入境日本。有关签证要求的详细信息见**附件2**。

顺致敬意！

电信标准化局主任

马尔科姆•琼森

**附件：2件**

ANNEX 1  
(to TSB Circular 227)

**Draft Programme**

**ITU Workshop on Digital Signage – Tokyo, Japan   
(13-14 December 2011)**

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| **Day 1 – 13 December 2011** | |
| **08:30 – 09:00** | **Registration** |
| **09:00 – 10:30** | **Opening ceremony**  **Keynote** |
| **10:30 – 11:00** | **Coffee Break** |
| **11:00 – 12:30** | **Session 1:** Standardization activities on related bodies   * ITU-T, DPAA, OVAB Europe, W3C, etc. (TBD) |
| **12:30 – 14:00** | **Lunch** |
| **14:00 – 17:00** | **Session 2:** Status and use cases in each country concerning digital signage service   * Japan (TBD), Korea (TBD) |
| **Day 2 – 14 December 2011** | |
| **09:00 – 10:30** | **Session 3:** Status and use cases in each country concerning digital signage service   * Two or three presenters, TBD |
| **10:30 – 11:00** | **Coffee Break** |
| **11:00 – 12:30** | **Session 4:** Challenges and standardization roadmap   * Common challenges with deploying digital signage system and service * Standardization items for digital signage system * Summary |
| **12:30 – 12:45** | **Closing** |
| **Afternoon** | **Technical Tour (TBD)** |

ANNEX 2  
(to TSB Circular 227)

**GENERAL INFORMATION**

ITU workshop on Digital Signage will be held in Tokyo, Japan, 13-14 December 2011. The workshop is organized by ITU and hosted by the Ministry of Internal affairs and Communications (MIC) of the Government of Japan.

The following information is provided for the participants.

1. **VENUE**

**Akiba Hall on the fifth floor of AKIBA PLAZA**

**Address:** 3 Kanda-neribeicho, Chiyoda-ku, 101-0022 Japan

**Tel**: +81 3 5209 6285

**Fax**: +81 3 5209 5261

**Website**: <http://www.fsi.co.jp/e/solutions/other_solutions/akibaplaza>

1. **CONFERENCE FACILITIES AND REGISTRATION**

Registration will start from 0830 hours (tentative) on Tuesday 13 December 2011 on the fifth floor of AKIBA PLAZA.

1. **HOTEL ACCOMMODATION**

The following hotels are recommended for all participants to stay during the meeting:

* **Akihabara Washington Hotel:**<http://www.akihabara-wh.com/english>
* **Hotel Remm Akihabara:**  
  <http://www.hankyu-hotel.com/cgi-bin2/cms2/index_en.cgi?hid=51remmakihabara>
* **Yaesu Fujiya Hotel:**<http://www.yaesufujiya.com/english/>

Participants are requested to **book** a hotel room by contacting **directly** the **hotel of their choice**.

1. **TRANSPORTATION**

Participants from foreign countries will enter Japan through Narita International Airport (Narita Airport) or Tokyo International Airport (Haneda Airport).

Regarding access to the hotel and the venue (AKIBA PLAZA) from airport, please visit above-mentioned websites of the hotel and the venue.

For more information and transportation system, please visit the following website.

* Narita Airport: <http://www.narita-airport.jp/en>
* Haneda Airport: <http://www.tokyo-airport-bldg.co.jp/en/>

1. **VISA AND IMMIGRATION INFORMATION**

Participants who require a visa should apply for a visa at a Japanese consulate or diplomatic mission in their respective country well in advance of their departure.

Participants are also advised to contact their local travel agents or carriers. The Embassy may take at least two weeks for visa processing.

For more information, please visit the website of the Ministry of Foreign Affairs of Japan at:

* <http://www.mofa.go.jp/j_info/visit/visa>

**Please ensure that you fill out all items in the form as this information will be used for the Visa Supporting documents, then email the form to the following contact point together with a copy of photograph page of the passport no later than 14 November 2011.**

If for some reason the flight details change after submission of the form, please immediately email the information on the final flight schedule to the contact point.

The contact points for an invitation letter and/or the visa supporting documents are as follows:

Mr Yoshiaki Tomioka / Mr Shigeo Okamoto / Mr Tomohisa Shimoyama

Phone: +81 3 5253 5771 Fax : +81 3 52753 5764

E-mail: [digital-singnage-ws@ml.soumu.go.jp](mailto:digital-singnage-ws@ml.soumu.go.jp)

NOTE – E-mail is the preferred means of communication.

1. **PRACTICAL INFORMATION**

**About Tokyo:** Tokyo, the capital of Japan, is one of the largest cities of the world with a population of 12.64 million inhabitants. Central Tokyo (the ward area) is 621km2 in area, where 8.53-million people live. For more information, please see:

* <http://www.metro.tokyo.jp/ENGLISH/PROFILE/overview01.htm>
* <http://www.metro.tokyo.jp/ENGLISH/PROFILE/faces.htm>

**Weather:**  The temperature in Tokyo during December ranges from 2 to 12 degrees centigrade. Average rainfall in December is about 40 mm in Tokyo.

**Time Zone:** GMT + 9 hours.

**Banks & currency:** The Japanese currency unit is Japanese Yen (JPY). There are four kinds of bills (10,000 yen, 5,000 yen, 2,000 yen and 1,000 yen) and six kinds of coins (500 yen, 100 yen, 50 yen, 10 yen, 5 yen and 1 yen) used. Only Japanese Yen (JPY) is accepted at stores and restaurants. Major foreign currencies may be exchanged to JPY at foreign exchange banks at the International Airports on presentation of your passport. Japanese banks are usually open Monday to Friday from 9:00 to 15:00. The exchange rate as of **16 August 2011** is 76.84 Japanese Yen to 1 US Dollar. Major credit cards are accepted by most hotels, restaurants, department stores, but not local small shops.



**Tipping:** Tipping is not customary in Japan.

**Electricity:** The standard power supply in Japan is 100 V. The frequency is 50 Hz in eastern Japan including Tokyo. The type of power outlet/connector used in Japan is **A** type which is a two-parallel-pronged type.

1. **LOCAL HOST CONTACT INFORMATION**

For any information and arrangement of the events please contact:

Mr Yoshiaki Tomioka / Mr Shigeo Okamoto / Mr Tomohisa Shimoyama

Ministry of Internal affairs and Communications (MIC) of Japan

2-1-2, Kasumigaseki, Chiyoda-ku, Tokyo ,100-8926, Japan

Phone: +81 3 5253 5771

Fax: +81 3 52753 5764

E-mail: [digital-singnage-ws@ml.soumu.go.jp](mailto:digital-singnage-ws@ml.soumu.go.jp)

NOTE – E-mail is the preferred means of communication.

ANNEX 3  
(to TSB Circular 227)

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| ITU globe2 | **ITU Workshop on Digital Signage – (Tokyo, Japan, 13-14 December 2011)** | | | ITU globe2 |
| **Please return to:** | | **Fellowships Service ITU/BDT Geneva (Switzerland)** | **E-mail:** [**bdtfellowships@itu.int**](mailto:bdtfellowships@itu.int)  **Tel: +41 22 730 5227 Fax: +41 22 730 5778** | |
| **Request for a fellowship to be submitted before Monday, 14 November 2011** | | | | |
| **Participation of women is encouraged** | | | | |
| **Registration Confirmation I.D. No**: ………………………………………………………………………… *(Note: It is imperative for fellowship holders to pre-register via the on-line registration form at the event website:* <http://www.itu.int/ITU-T/worksem/iptv/201112/index.html>*)*  Country:  ……………………………………………………………….………..……………………………..  Name of the Administration or Organization: ………...……………….…..………………………………  Mr. / Ms.: ……………….………………………………….………………………………………………….  (family name) (given name)  Title: ………………………………………………..…………………………….……………………………  Address: ……………………………………………………………………………………………………….  ………………………………………………………..…………………………………………………………  Tel: ……………………….……. Fax: …………..…….………...  E-Mail: …...………………………………………………………………………………….  PASSPORT INFORMATION:  Date of birth: ……………………………. Nationality: ……………………………….……………………  Passport Number: ……………….…………… Date of issue: ……………………...….………..………  In (place): ……………………………….…..… Valid until (date): ………….……………………………. | | | | |
| CONDITIONS   1. **One full** fellowship per eligible country within the **Asia-Pacific region** **only.** 2. A round trip airticket in economy class from country of origin to venue by the most direct and economical itinerary 3. A daily subsistence allowance to cover accommodation, meals and misc. expenses 4. It is imperative that fellows be present for the entire duration of their fellowship. | | | | |
| Signature of fellowship candidate: ………………………………………….. Date: ……...……………... | | | | |
| TO VALIDATE FELLOWSHIP REQUEST, NAME AND SIGNATURE OF CERTIFYING OFFICIAL DESIGNATING PARTICIPANT MUST BE COMPLETED BELOW WITH OFFICIAL STAMP.  Signature: ……..………………………………………. Date: …………………………………………….. | | | | |

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