

Impress Watch Corporation

<http://impresswatch.jp/>

Broadband, personal computers, audio and visual equipment, games, cellular phones..., all on the Internet. **Impress Watch** is a news site that delivers daily specialized information on IT and consumer electronics. The site began with the launch of the e-mail version of **INTERNET Watch** in February 1996 (considered the dawn of the Internet age), and with an increasing number of specialized themes within the genre of information technology and consumer electronics, the site boasts the highest domestic access rate for a news site in this genre.

By "Watching" current developments in digital products and the Internet, the site provides timely, continuous information while aiming to provide information services for the future that meet the needs of new lifestyles.

No. of unique users: 9.8 million users

Total monthly page views: Approximately 200 million page views (as of April 2007)



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Address 20 Sanbancho, Chiyoda-ku, Tokyo 102-0075, Japan
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Established October 3, 2005
Capital 95 million yen
Fiscal Year April 1 – March 31
Sales 1,066 million yen (Fiscal year ended March 2007)
Employees 64 (As of March 31, 2007)

Board of Directors Keiichiro Tsukamoto Chairman
Akio Sekimoto President/CEO
Toru Ogawa Director
Masanobu Iseri Director
Kenji Kasamuta Director
Kazuhiko Hagiwara Director
Hideki Tanaka Director

Auditor Yutaka Suzuki

Business: IT news service

Impress Watch—comprehensive digital news service <http://www.watach.impress.co.jp/>



Impress Watch Homepage
Latest information from all Watchsites. Updated four times daily, at 11:00, 14:00, 17:00 and 19:00. All sites are checked every 10 minutes for up-to-date IT news.



Enterprise Watch
Daily news on hardware, security, networks, systems, etc. for corporate IT divisions. Includes interviews, reports on technology overseas, and conference reports.



PC Watch
Daily news on personal computers and peripherals, reviews of new products, latest trends in technology overseas, reports on events, and serialized columns by popular writers.



Digital Camera Watch
Daily news on digital cameras, peripherals, imaging software, etc. Includes reports using production-model cameras and sample photographs with new camera models.



AKIBA PC Hotline!
Useful Akihabara shopping information, researches its own reports on price information for CPUs, HDDs, memory. Information on new products, repairs, and the newest shops.



AV Watch
Latest news and reviews of AV hardware and software, and reports on the home electronics industry. Product release date information and links to DVD promotional campaigns.



GAME Watch
Wide range of game-related information covering software for home-use PCs and arcade machines, the newest game hardware, in-depth game reports, and events.



K-tai Watch
Latest product information on cellular phones and mobile terminals, cellular phone site information and reports on telecommunications industry trends, conferences and exhibitions.



INTERNET Watch
Daily news on the Internet "now," ranging from new trends in technology and security to the latest developments in the IT industry, as well as links to useful services.



Broadband Watch
Information on network services and trends in broadband-related technologies, news on new broadband content and equipment reviews for a daily read of the state of the Internet.



Windows Forest
Established site for Windows online software, with library of software tested and carefully selected in-house. Latest news, rankings and update information for online software.



Robot Watch
Japan's first specialized news site for robotics with samples from recreational uses to sophisticated R&D. Information on robots themselves and events, design and development.



Kaden Watch
Distributes a variety of information on the sophisticated technologies behind "white goods" like refrigerators, washing machines, vacuum cleaners, air conditioners, rice cookers and microwave ovens.