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NEC Strengthens Digital Signage Business
- Launch of new service solutions supporting digital signage -

(Tokyo – 16th July, 2009) - NEC Corporation announced today the full-scale reinforcement of its digital signage service solutions, including content creation support and service provision, through its newly established integrated brand, "PanelDirector."

In recent years, the digital signage field has kept pace with the advancement of IT by capitalizing on the latest communications networks to offer advanced digital content distribution, management and effectiveness measurement technologies. These favorable market conditions have allowed the digital signage field to dramatically accelerate the creation of diverse new content and services.

NEC's recognition of this changing market is reflected in the evolution its digital signage business from a content delivery service to a channel for delivering "effective content" through the use of effectiveness measurement technologies, which is expected to significantly impact the expansion of future digital signage business.

Looking forward, NEC aims to further increase the value of digital signage and the expansion of worldwide business through its IT and network technology, business consulting, system integration (SI) and service provision strength.

Details of the digital signage business reinforcement are as follows:

- 1) PanelDirector, the integrated digital signage service solution brand
NEC introduces PanelDirector, a total digital signage service solution brand that capitalizes on NEC's advanced face recognition and audience measurement technologies to create and deliver content and services.
- 2) Launch of digital signage service solution
 - Provision of a service solution menu that meets user needs, requires minimal investment and continually offers the latest technologies



< Service Lineup >

- 1) Signage distribution platform services
NEC provides the panel management, distribution management, content management, schedule management system and operational monitoring tools that are necessary to utilize digital signage.
- 2) Display terminal provision services
NEC provides a wide variety of dedicated equipment, including universal purpose and specialized terminals.
- 3) Audience measurement services
The effectiveness of content may now be measured through the combination of NEC's cutting-edge face recognition technology, which determines the age range and gender of individuals, and its highly accurate audience measurement services, which calculates the distance from, and amount of time that an individual pays attention to a display in order to deliver content that is most likely to appeal to a specific audience.
- 4) Promotion/content creation support services
Analyses from NEC's audience measurement technologies enable it to provide "planning" services in support of effective content creation. This planning (Plan), execution (Do), audience measurement (Check) and analysis and improvement (Action) represent NEC's PDCA cycle in support of the ongoing advancement of superior content.
- 5) Business specific services
Specialized application services can be provided for a wide range of industries, including advertising agencies, hotels, schools, hospitals, public facilities, financial institutions and others.
- 6) Network services
NEC capitalizes on its seasoned experience with IT and network technologies, in combination with its operational know-how, to provide optimal fixed line services that meet the diverse needs of communication carriers' services. The range of NEC's services includes equipment rental, monitoring, operation and maintenance.

In the future, NEC will work with the PanelDirector digital signage service solution to strengthen content through the analysis of audience measurements, and better understanding of sales links to environmental data (humidity, temperature, etc.). Furthermore, content distribution will be reinforced through the utilization of the latest networking capabilities, including NGN, WiMAX and LTE, in addition to the most recent display technologies, including 3-dimensional and contactless technologies, as well as sensor technologies. All of which is expected to contribute to the advancement of the digital signage industry and enable NEC to develop strategic products, solutions and marketing plans that support its position as a leading industry innovator.

In terms of global business expansion, NEC will capitalize on its No.1 worldwide share in large LCD displays for professional-use, a leading position in the global projector market, and face recognition technology adapted for people throughout the world, as a foundation to collaborate with communications carriers, SI, advertising agencies and others in order to advance global business.

PanelDirector represents just one of the solution menus that NEC will launch sale of beginning in July 2009, as part of its "cloud oriented service platform solutions" that utilization NEC's platform assets as a service in support of core systems for business partners and customers.



About NEC Hong Kong Limited

NEC Hong Kong Limited has a long and eventful history in Hong Kong since its establishment in 1984 and has been expanding its activities rapidly to meet the growing customer demand in Hong Kong, Macau and Mainland China. Dedicated to information and communication technologies, NEC provides advanced display & visual products, server & storage and telecommunication devices. NEC also plays a leading role in business solutions for security & border control, unified communication and IT platform, as well as services of IT consulting, networking and outsourcing. With a full range of technical experts and resources, we achieve professional customization in response to the dynamic needs of customers in various industries. With our extensive products and services, we continuously develop beneficial values for customers globally and become the one-stop answer for innovative technological excellence.

For more information, please visit www.nec.com.hk.

