

Media Contact:**NEC Hong Kong Limited**

Joanna Siu

Business Manager

Tel : (852) 2733 5546

Fax : (852) 2733 5519

email : joanna_siu@nechk.nec.com.hk**NEC Hong Kong Limited**

Catherine Yuen

Senior Marketing Officer

Tel : (852) 2733 5543

Fax : (852) 2733 5519

email : catherine_yuen@nechk.nec.com.hk**For Immediate Release**

NEC Promotes Global Cloud Computing Business for Telecom Operators
- Telefonica places an order for SaaS project -

(Japan, U.K., Spain – 21st July, 2009) - Leading global carriers are currently driving the expansion of new Service Businesses through data centers that provide a wide range of corporate and private services while transitioning into IP and broadband connectivity. NEC contributes to the development of these cloud computing services with its long-standing record of worldwide service installation for leading telecom operators and its experience integrating IT and network technologies, including construction of data centers and service platforms.

Most recently, Telefonica has decided to contract NEC as a supplier of Software as a Service (SaaS) platform which will provide a variety of innovative services to small to mid sized companies affiliated with Telefonica S.A. (Telefonica), one of the world's largest and most influential telecom operators. NEC will construct and provide the infrastructure platform for a range of application software targeting businesses and homes via SaaS platforms.

Through this SaaS platform, Telefonica will provide a variety of business application software, such as CRM and asset management tools, as SaaS business for small to mid sized companies. The range of business applications is scheduled to increase in the future.

NEC and Telefonica are slated to jointly expand areas as PaaS and DaaS (**Note**), which are highly valued aspects of the growing cloud computing field, to which the above mentioned SaaS platform evidently will be integrated in the future. Looking forward, NEC aims to capitalize on this opportunity to promote the expansion of cloud computing business for telecom carriers throughout the world.

(Note) - PaaS: Platform as a Service; DaaS: Desktop as a Service. These are kinds of business models where various applications are offered through a network as a service.

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.

Being one of the main providers of telecommunication products and solutions in early days of telecommunication, NEC has established a strong reputation in hotel industry. Over 65% hotels adopted the all-in-one telecommunication products and solutions from NEC.

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

