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**NEC**

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**For Immediate Release**

**NEC Won the Contract of the  
Integrated Automatic Bus Stop Announcement and Data Logger System by  
New World First Bus Services Limited and Citybus Limited  
~ Improving Transportation Efficiency and Passenger Satisfaction ~**

**【Hong Kong, 13<sup>th</sup> January, 2012】** – NEC Hong Kong Limited (“NECHK”) is proud to announce today that it has won the contract to deploy the Integrated Automatic Bus Stop Announcement (“ABSA”) and Data Logger (“DL”) System to 702 buses of New World First Bus Services Limited (“NWFB”) and 172 buses of Citybus Limited (“Citybus”) after its successful implementation of the same system across 760 buses of Citybus, the only large scale deployment of GPS and ABSA system in Hong Kong.

NECHK, being a leading company in providing information and communications technology to public and private sector, has been promoting Fleet Management Solution in Hong Kong SAR and Macau SAR since 2007, in which NECHK has becoming a key service provider in the transportation industry.

The BSA & DL System combines the Global Positioning System (“GPS”), bus odometer signal and proprietary snap-on-route technology to overcome the “ghost” GPS signal caused by the unique environment of narrow streets and skyscrapers in Hong Kong.

Each bus will be equipped with LED display panel(s), a control unit and a handset for interfacing with driver. Bus captain is only required to input route information once at starting point, thereafter the control unit will perform ABSA automatically without further manual operations. The automatic process takes the burden off the bus captains as well as provides more location-based announcements.

The ABSA adopts bi-literacy (Chinese and English) in LED display panel and Tri-lingual (Cantonese, English and Putonghua) in passenger announcement system. When the bus is approaching to a bus stop, a location-based “this stop” announcement will show the bus stop name. When the bus is leaving the bus stop, the bus stop name of next stop will be broadcasted automatically.

The control unit also logs the position and speed of the bus throughout the day. The data will be uploaded to server via Wi-Fi when the bus is returned to bus depot. Such data could be replayed on a digital map to visualize historical bus movements. The BSA content and software update can also be downloaded to the control unit via Wi-Fi.

Mr. Brian Foo, General Manager, Government & Public Solutions Division of NECHK claimed, "Citybus and NWFB have an innovative vision to deploy modern ABSA & DL on its fleet, NECHK has the best Fleet Management solution in town that can be customized to suit Citybus and NWFB's requirements. We value the opportunity offered by Citybus and NWFB to deploy the solutions to its whole fleet. With our expertise in system integration, project management and maintenance support, we believe we can provide high quality service to Citybus and NWFB, and also to set a trend to the public transport operators in the region."

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**For enquiry, please call 2795-5333 or [www.nec.com.hk](http://www.nec.com.hk)**

**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](http://www.nec.com.hk).