

Next Generation Digital Signage

~ NEC, Intel, and Microsoft strategic relationship ~

NEC provides integrated solutions and services for digital signage systems with the standardized digital signage platform based on Intel products such as the Core-i processor and Microsoft products such as Windows Embedded Standard 7.

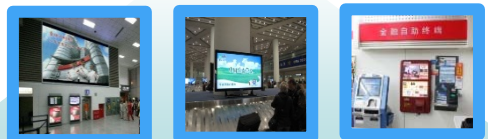
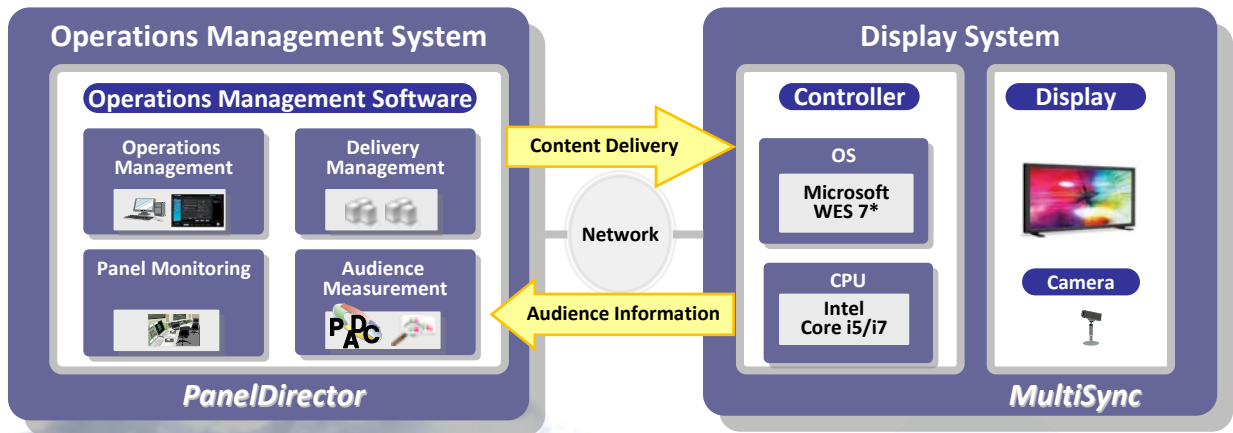
NEC Corporation, Intel Corporation and Microsoft Corporation announced that the companies entered into a strategic relationship to provide an integrated digital signage offering for the global market in 2010. This collaboration will result in an optimized digital signage platform that addresses the retail and digital signage market segment's need for a more streamlined, high performance, and highly reliable solution.

The three companies have shared the same vision of the next era of digital signage to support "diversified digital contents," "interactivity," "intelligence," and "life cycle management".



Product Structure

NEC provides integrated comprehensive solutions including products such as Display System and Operations Management System and services such as system integration and cloud services.



Features

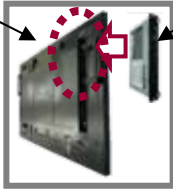
Diversified Digital Contents

With control devices and displays based on Intel® Architecture to meet user demands for diversified content

- ❑ NEC developed controller module and display specialized for digital signage based on the Intel® Open Pluggable Specification (OPS)
- ❑ Provides high performance and high reliability as well as space savings

OPS** Display

- With backlight LED
- Ultraslim design
- High brightness
- 24/7 operations
- Versatile



OPS** Controller

- Displays Full HD video
- Easy maintenance due to installation in an expansion slot
- No need for power cable

Interactivity

With contents and applications to leverage Windows® Embedded Standard 7

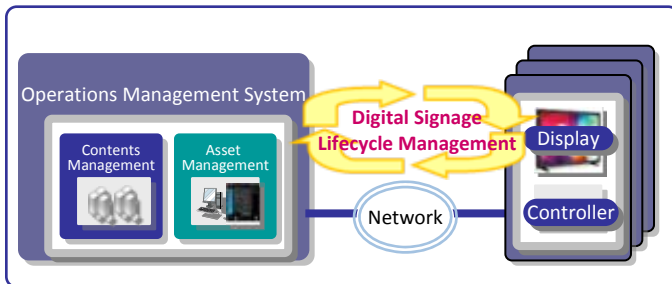
- ❑ Utilizes Microsoft's Windows® 7 technologies within Windows Embedded Standard 7 such as Windows Presentation Foundation and Windows Touch for multi-gesture touch interfaces and context-aware applications
- ❑ Enhanced collaboration with external sensor technologies



Lifecycle Management

With enhanced operations management

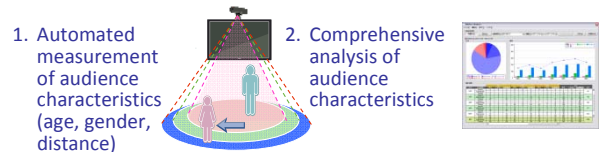
- ❑ Remote management functions such as power management and software upgrades for distributed displays and controllers utilizing Intel® vPro™ technology and Microsoft System Center Configuration Manager
- ❑ Lifecycle and schedule management of digital contents



Intelligence

With enhanced Audience Measurement Solutions

- ❑ Manages digital signage software and audience measurement software on a single board by utilizing Intel® Core™ i5/i7 processors and Microsoft Windows Embedded Standard 7
- ❑ Provides more flexibility to create visual analysis of collected data by utilizing Microsoft SQL Server 2008 R2 database software



NEC's face recognition technologies ranked number one at the benchmark test carried out by the National Institute of Standards and Technology (NIST).

* WES 7: Windows Embedded Standard 7

** OPS: Open Pluggable Specification, Intel's initiative to standardize the design and development of digital signs

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