



NEC Empowered by Innovation

full circle



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Special 100% NEC issue

NEC Unified Solutions - now 100% Empowered!

It is with great pride and pleasure that I introduce you to NEC Unified Solutions. As you may know, as from April 2010 "NEC Philips Unified Solutions" became 100% NEC, and is now known as "NEC Unified Solutions". It is a move that is in line with the intentions of NEC and Philips at the outset of the joint venture in 2006 and exciting times for all us to experience this transformation.

Our new status of 100% NEC is significantly more than a company ownership and name change. We are now a full member of the NEC global family. A global top five player in our field and the only company that spans the full spectrum of Computers and Communications. And that, I believe, gives you, our customers and partners, a strategically compelling competitive advantage.

As organizations of all shapes and sizes continue to search – now, more

urgently than ever - for new ways to generate revenue, control costs and optimize productivity they inevitably realize that the latest communications technologies hold the key. With NEC as your partner, you are in an excellent position to open the door to business improvement, not only with state-of-the-art products and applications, but also with the power and resources to plan, implement and manage new technologies and solutions for your longer term strategies.

You, our EMEA customers and channel partners, can now expect more innovation, more technology integration, and a greater competitive advantage in enterprise communications. You can also look forward to all the opportunities of other NEC divisions such as computers, display solutions, digital signage, and security.

The activity of NEC Unified Solutions is a cornerstone in NEC's strategy to advance its enterprise communications and

networking activities in EMEA and our evolution to 100% NEC provides us with even more inspiration in realizing this. Thank you very much for the faith you have shown in our company and relationship over past years, the continuation and expansion of which I look forward to as we address your needs of enterprise customers and business partners and wish you the best of success and inspiration in doing so.

Welcome to 100% NEC.

Paul Kievit
President NEC Unified Solutions



NEC in EMEA 40 years of innovation

Some people perceive NEC to be a relatively new player in Europe, while in fact NEC began operating in the region in the early 1970s, rolling out sales, manufacturing and R&D functions. NEC now has 20 companies, employing more than 4,000 people, and is directly present in over 26 countries throughout EMEA. About 50% of all NEC overseas activities are located in Europe!

Besides Sales and Marketing and central support, NEC has two European research facilities; the Network Laboratories and the C&C (Computers and

Communications) Research Laboratories, both in Germany.

NEC also co-operates with partners such as universities and industrial companies and is, for instance, member of the Car-to-Car-Communications consortium, working together with automotive manufacturers to establish a standard for direct communication between cars. A useful application is warning drivers of unexpected situations and potential accidents. The objective is to achieve global standardisation by merging innovations from across the globe into common, advanced solutions.



Why NEC?

So why choose NEC? A very reasonable question to be asked by our customers, business channels and other partners. Well, there are many good reasons to rely on NEC – our products, our solutions, our global presence, our passion for innovation, our dedication to support our customers, and our deeply rooted sense of responsibility towards society and the earth. As a global partner spanning the full spectrum of ICT products and solutions, we are a reliable and stable partner that combines global scope with local presence.

All this makes it impossible to select one simple reason for "Why NEC?", but the next best thing is a summary that gives 10 powerful answers:

- 1 A global ICT organization spanning the full spectrum of ICT products, services and solutions
- 2 100+ years history and expertise in ICT, known for driving innovation and investing in R&D
- 3 Financially strong and viable company, showing stability not enjoyed by many top suppliers in recent years
- 4 Environmentally friendly solutions that are low in energy consumption and footprint
- 5 On the cutting edge of emerging areas such as cloud-oriented solutions and services
- 6 Leading enterprise solution provider, front runner in mobile technology and UC
- 7 A user-centric approach, placing people at the centre of communications to accelerate business processes
- 8 Stimulating and adhering to open standards, ensuring optimal flexibility
- 9 Evolutionary approach towards new technologies, protecting existing investments to the maximum
- 10 Stable, reliable and dedicated to our customers and business partners, making it easy to do business with us

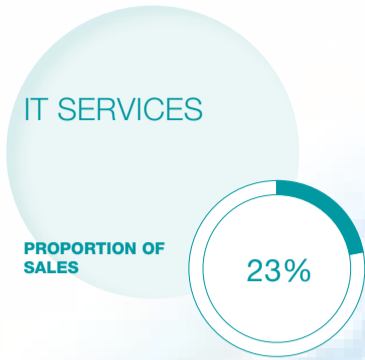


Our Portfolio at a Glance

NEC Corporation is one of the world's leading providers of Internet, broadband network and enterprise business solutions. Day after day, our 140,000 employees worldwide are dedicated to meet the specialized needs of a diverse and global customer base. NEC distinguishes three business domains in which we group our main products and services: IT/Network Solutions, Mobile/Personal Solutions and Electron Devices. Here we present a bird's-eye view of the main products and solutions in our portfolio:



Nobuhiro Endo,
President NEC Corporation

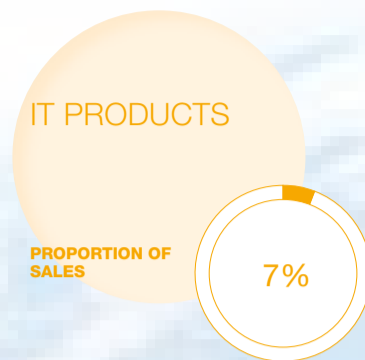


IT Services

NEC supplies government agencies and private-sector companies with a range of IT services covering systems implementation, maintenance and support, and outsourcing. Using its extensive experience in building highly reliable systems backed by state-of-the-art IT and network technologies, NEC aims to realize an information society friendly to humans and the earth.

IT Services include:

- Consulting
- Systems integration
- Maintenance and support
- Outsourcing

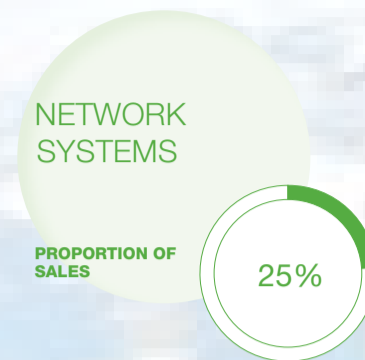


IT Products

NEC supplies customers with products essential to the implementation of IT systems, including servers, supercomputers, storage equipment and software. NEC is committed to boosting the performance and energy efficiency of its products to help realize safe, secure, convenient and eco-friendly IT infrastructure.

IT Products include:

- Servers
- Mainframe computers
- Supercomputers
- Storage products
- Professional workstations
- Software (operating systems, middleware, application software)

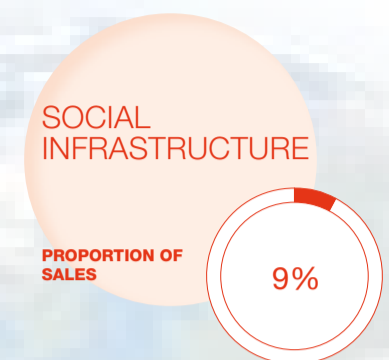


Network Systems

NEC supplies equipment required in network implementation to communications service providers and corporate customers, along with network control platform systems and operating services. NEC's wealth of experience in large-scale network implementation and strong technical capabilities contribute to the development of highly reliable communications networks.

Network Systems include:

- Systems for communications service providers
- Network infrastructure (Mobile and Fixed-line)
- Backbone networking (SDH systems, WDM systems, Routers/switches)
- Access networking (Broadband access, Mobile access, Microwave)
- Network control and service delivery platforms
- Enterprise network systems (IP telephony, Wireless, UC, Cloud)



Social Infrastructure

NEC supplies industrial systems that support social infrastructure, including broadcasting systems, artificial satellites and integrated CCTV surveillance systems for airports and local governments, as well as other security-related systems that enhance public safety.

Social Infrastructure includes:

- Broadcasting systems and Video Equipment
- Control systems
- Transportation systems
- Aerospace and Defense systems
- Fire and Disaster Prevention systems

8000 x UNIVERGE® SV8000

Despite challenging economic market circumstances, our UNIVERGE® SV8000 range is in great demand. Since introduction, close to 8000 of these powerful and versatile servers have found their way to satisfied customers in our EMEA markets!!

It is clear that the SV8000 family helps our customers to achieve their efficiency goals and in combination with our attractive set of applications and endpoints provides them with a strong Unified Communications solution.

The varied list of customer organisations – with companies across such diverse industry sectors as retail, healthcare, hospitality, education, government, professional services, construction and logistics to name a few - demonstrates that the SV8000 systems fit all possible market segments.



A Passion for Innovation

What's in a slogan? All major companies have one - sometimes it is called a pay-off or tag-line, but whatever it's called everyone has one. The purpose of a slogan is simply to get people thinking about a company the way it prefers to be perceived, in our case it's "Empowered by innovation". This expresses our commitment to empowering people and society through continuous innovation. It has a double meaning: 1. NEC itself is powered by innovative thinking. 2. Our customers become empowered with our innovative solutions. Our brand statement is not a mere claim, but is indeed based on NEC's rich tradition of innovation and milestone breakthroughs since our company's founding on 17 July 1899 (as Nippon Electric Company, later renamed NEC Corporation). Highlights include:

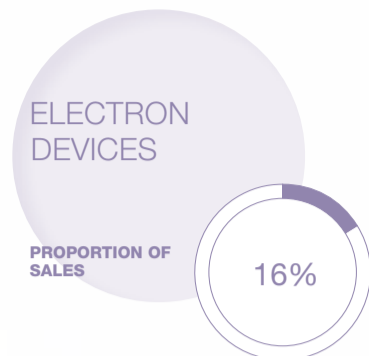
1900	Production of telephone sets and small switching systems started
1919	First domestic switchboards for long-distance calls
1927	First NEC PBX installed in a Tokyo department store
1928	NEC's first fax machine
1944	First to test microwave multiplex communications
1960	Development of ICs begins
1964	NEC provided the world's first microwave communications system for TV in time to broadcast the 18th Olympiad
1970	NEC chairman Kobayashi predicts convergence of computers and communications, long before advent of the Internet
1983	NEC introduces the NEAX® 2400 PBX, the predecessor of present day NEC systems. It established features that became standard in the industry
1985	NEC's SX-2 supercomputer demonstrates world's fastest performance
1995	World's first prototype 1 Gbit DRAM unveiled
2002	NEC again broke world record super computer speeds
2008	NEC launches UNIVERGE® SV8000 series of communication systems



In addition to these milestones, NEC has many technology and customer research groups around the world. It owns more than 50,000 patents. And each year it spends almost 8% of its annual sales on R&D. The R&D activities of NEC Unified Solutions are aligned and integrated on a global scale, forming a world-wide development organization spanning Japan, Australia, the US and of course EMEA. Through innovations driven by these R&D activities, NEC aims to achieve global growth over the medium and long term. As we realize our future as 100% NEC, we will be building on this rich heritage.

Around the globe in 30s

Recently, NEC has provided...



Personal Solutions

NEC provides mobile handsets, personal computers and other terminals that channel individuals to the ubiquitous networking society, as well as 'BigLOBE' Internet services. NEC is also developing new services that combine all of those elements. Harnessing cutting-edge technology, NEC seeks to develop products and services that are simple and convenient for everyone.

Personal Solutions include:

- Mobile handsets
- Personal computers
- Personal communications equipment
- Internet services
- Displays solutions

Electron Devices

NEC provides the semiconductors, electronic components and other products that play a vital role in realizing higher performance devices mainly for manufacturers involved in digital consumer goods and automobiles.

Electron Devices include:

- Semiconductors (LSIs, Microcontrollers),
- Discrete Devices
- Optical and Microwave Devices
- Lithium-ion Rechargeable Batteries
- Piezoelectric Devices
- IC cards
- LCDs

...ID Security in South Africa

NEC's award-winning Automated Fingerprint Identification System is the most cutting-edge finger print identification technology in the world. It forms the core of an integrated ID solution for national ID, voter ID and immigration systems. Not only does this highly accurate system reduce queue waiting times and the time taken to verify data, it dramatically reduces the possibility of fraud and identity theft. Not surprisingly then, that the government of South Africa recently went digital with this unique technology.

...e-Government in Argentina

NEC is helping governments and public authorities across the globe to improve and streamline their services. And recently, NEC worked with the government in Argentina to coordinate the creation of the Autopista de la Informacion – an informa-



tion highway based on a next generation networking that rings the province of San Luis with optical fiber, radio and satellite links, information services, healthcare services and civil registry.

...Venue management in the UK

NEC provided all the necessary technology and communications solutions to The O₂ Arena. From IP telephony to network solutions, from servers to computers, NEC delivered comprehensive venue

management to this famous stadium that offers a 'world of entertainment under one roof'.

...Weather forecasting throughout Europe

NEC's SX Series - is the No.1 Vector Super Computer – is used by the UK Met Office, the French Meteo, the German DWD and many more countries across Europe to predict weather forecasts and environmental analysis.

The Sky's the Limit for Cloud Computing

In IT and communications solutions, NEC is strengthening its hand in areas with future growth potential. One example is the cloud computing era.

Across the globe, businesses are increasingly looking for IT systems that offer high flexibility and lower costs. Some large enterprises are even re-viewing entire business processes and IT systems aiming for overall optimization and reduced operational costs. One way of achieving this is to source certain functions over networks from external service providers, while retaining in-house specialist expertise in core areas can be the answer. That's why many companies are focusing attention on cloud computing services to better manage their businesses.

So what is cloud computing?

The cloud is a collection of services delivered over a network. Whether hosted internally or sourced externally, its goal is to provide easy, scalable access to computing resources and business applications. The name cloud computing was inspired by the cloud symbol that's often used to represent the Internet in flow charts and diagrams.

A hosted cloud service is provided on demand, it is flexible and it is fully managed by the provider. Hosted services are broadly divided into three categories: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS). Significant innova-

tions in virtualization and distributed computing, as well as improved access to high-speed Internet have accelerated interest in cloud computing.

To capitalize on these trends NEC is developing "cloud-oriented" services for a broad range of NEC customers and aims to supply platforms based on three distinct types of cloud-computing models. These are: the "enterprise cloud" model for systems integration within enterprises; the "carrier cloud" model for realizing NGN related services; and the "social cloud" model to support public services infrastructure.

Contributing to a Sustainable Society

NEC considers Corporate Social Responsibility initiatives to be inseparable from business activities. The NEC Group aims to create an information society friendly to people and our planet. We believe ICT contributes to creating a sustainable environment and to protecting the earth through innovative lifestyles and by minimizing adverse impacts. ICT should help all people to fulfill their potential and deepen mutual understanding, which is one of the reasons why NEC aims to include everyone in the digital society.

NEC adopted its first company-wide environmental policy way back in 1969, and since then our commitment to improving our environment has only grown, in mandated manufacturing standards for our suppliers, in comprehensive recycling programs, and in products using natural and recyclable materials. Our green initiatives are responsible for lowering energy consumption, while Unified Communications, mobility solutions and integrated business applications reduce the need for business travel and make telecommuting easier.

In short, we make it easier to be greener!





Four Seasons Ritz Hotel Lisbon selects NEC as strategic partner for Hotel Communication

One of the real classic “grand hotels” of Lisbon, the Four Seasons Ritz, has selected NEC as strategic partner for its hotel communication solutions.

Based on the increased need for new and advanced (IP) communication solutions – both from the demanding international clientele of Four Seasons, as well from the operational departments of the hotel – the Four Seasons Ritz

Hotel in Lisbon searched the market, to find the best solution available. After a vigorous selection process, the hotel management selected NEC Unified Solutions with the UNIVERGE® SV8500 IP-voice solutions as the platform for advanced communications.

As we continue to increase our market-share in the Hospitality market in EMEA, we are honored that this landmark Hotel has put their trust in us.

www.nec-unified.com

Our new company status of course requires a new website. We therefore would like to invite you to take a look at www.nec-unified.com. It is designed to radiate freshness and dynamism. We believe the new site is also more end-user oriented and that you will more easily be able to navigate to the solutions

that best answer your particular needs. The new website is designed to provide fast, friendly information and can be navigated via market segment solutions and directly via products, for example. Typically, you can zoom into the exact content you want within just three or four mouse clicks.

Visitors can choose one of 10 language (or national) versions, so people from almost anywhere in the entire EMEA region can surf the site in their preferred language and have access to the rich content. Try it and let us know what you think.



With people (not devices) at the center of communications, your customers, partners, and employees can always find the right people and the right information. Instantly.

Decisions are made faster. Problems solved sooner. No matter where your people are located.

The result? Your business processes become accelerated, creating competitive advantage and customer satisfaction. Your organization becomes more flexible and productive, your customers and partners more satisfied, your sales stronger, and your employees empowered for the future.

With NEC's communications solutions, it's simply a better way to work.

www.nec-unified.com

Empower your people!