

# Press Release Coverage



## NEC India launches ME operations

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NEW DELHI: NEC India, a wholly-owned subsidiary of NEC Asia and NEC Corporation, has announced that it is expanding into the Middle East region for its retail solutions business, through its India subsidiary company NEC India Pvt Ltd, and its newly appointed partner HMH Establishment ("HMH"), a UAE-based IT company.

NEC has an established presence in India and is aggressively targeting verticals like education, hospitality, enterprise, biometric security and other growth segments through its products & solution suite comprising projectors, commercial display units, EPBX, IP Telephony, Point of Sale (POS) solutions & Biometric ID solutions.

Takashige Mouri, Associate Vice President, NEC Corporation, said, "NEC has immense experience in implementing retail solutions for local and global retailers across vast geographical range. We are confident that through our established partner HMH, the retail and hospitality industries in the Middle East region will find our solutions user-friendly and convenient, and benefit from our expertise in managing their retail operations from the frontend to backend."

Being a market hub for Eastern and Western Europe, North Africa and India, the Middle East region is fast evolving and has become a significant market for NEC. The quality and technology-conscious region is also recovering fast from the global slowdown and is experiencing a good year-on-year GDP growth. It is thus timely that NEC brings its latest retail point-of-sale (POS) solutions to the retailers in the thriving retail industry in the Middle East region.

POS (Point of Sales) and mobile devices are one of the flagship products from NEC in the retail solutions segment. With a compact form factor designed to fit within the limited counter space of a retail store, NEC's POS terminals remain as one of the most attractive, robust and efficient solutions in the market. Unique design features such as reliability, scalability, remote access, power efficiency and user friendliness have always been the focus of NEC's POS offerings to improve customer experience.