

NEC launches Middle East operations through India

New Delhi, 23 rd February, 2010 – NEC India Pvt. Ltd, a wholly-owned subsidiary of NEC Asia (HQ: Singapore) and NEC Corporation (HQ: Japan), today 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 – H.M.H. 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.

NEC has to over three decades of experience in the retail domain and constantly strives to develop new technological innovations to empower retailers to optimize their retail operations with proactive strategizing through its innovative, high-quality, robust yet eco-friendly Japanese solutions that makes it a preferred technology partner for leading retailers in the supermarket, departmental store, food and beverages, and hospitality industries. Being the leading retail solutions provider in Japan, NEC supports close to 15,000 locally- and globally-linked retail stores across various industries globally including Southeast Asia, US, China, and Japan.

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.

David Arambhan, Country Head – Retail, NEC India, said, *“Middle East has emerged as a key market for retailers across the world. Driven by changing market dynamics and rapid economic transformation, the region is witnessing rapid changes in the retail industry. Keeping in mind*

the growth in the industry, NEC, with its cutting edge technologies and innovative solutions, is well positioned to cater to the needs of the retail sector in Middle East.”

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.

For more information on NEC's retail solutions, please visit <http://www.nec.com/global/solutions/retail-pos/index.html>.

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About NEC Corporation

NEC Corporation is one of the world's leading providers of Internet, broadband network and enterprise business solutions dedicated to meeting the specialized needs of its diverse and global base of customers. NEC delivers tailored solutions in the key fields of computer, networking and electron devices, by integrating its technical strengths in IT and Networks, and by providing advanced semiconductor solutions through NEC Electronics Corporation. The NEC Group employs more than 140,000 people worldwide. For additional information, please visit the NEC home page at: <http://www.nec.com>.

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About NEC India Pvt. Ltd.

NEC India Pvt. Ltd, a joint venture between NEC Asia Pte Ltd (18.55%; HQ Singapore) and NEC Corporation (81.45%; HQ in Japan), was established in New Delhi, India, in August 2006. To strengthen NEC's business capabilities in India and also to expand its IT and networking businesses in the rapidly expanding Indian market, NEC India works with its customers to introduce new solutions and services for a ubiquitous networking society, supported by Next Generation Network (NGN), a result of NEC's vision of NGN and IT integrated technologies. Leveraging on NEC's unique capabilities in integrating IT and networking technologies for a diverse customer base across governments, businesses, individuals and society worldwide, NEC India customizes solutions to construct large-scale, highly reliable, scalable and flexible IT and network systems, such as Security and Surveillance Systems, Carrier Network, IP Telephony Solutions, Retail solutions (Hardware and Software), Private Network Solutions (Enterprise and Exchange wide EPABX, IT Telephony, KTS), High Performance Computing (Super Computers), IT products such as Servers, Storage and Thin Clients in addition, to the sale of its Multimedia Products such as Projectors and Commercial Display Products and Solutions for the Indian market. For more information, please visit <http://www.necindia.in/>.

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