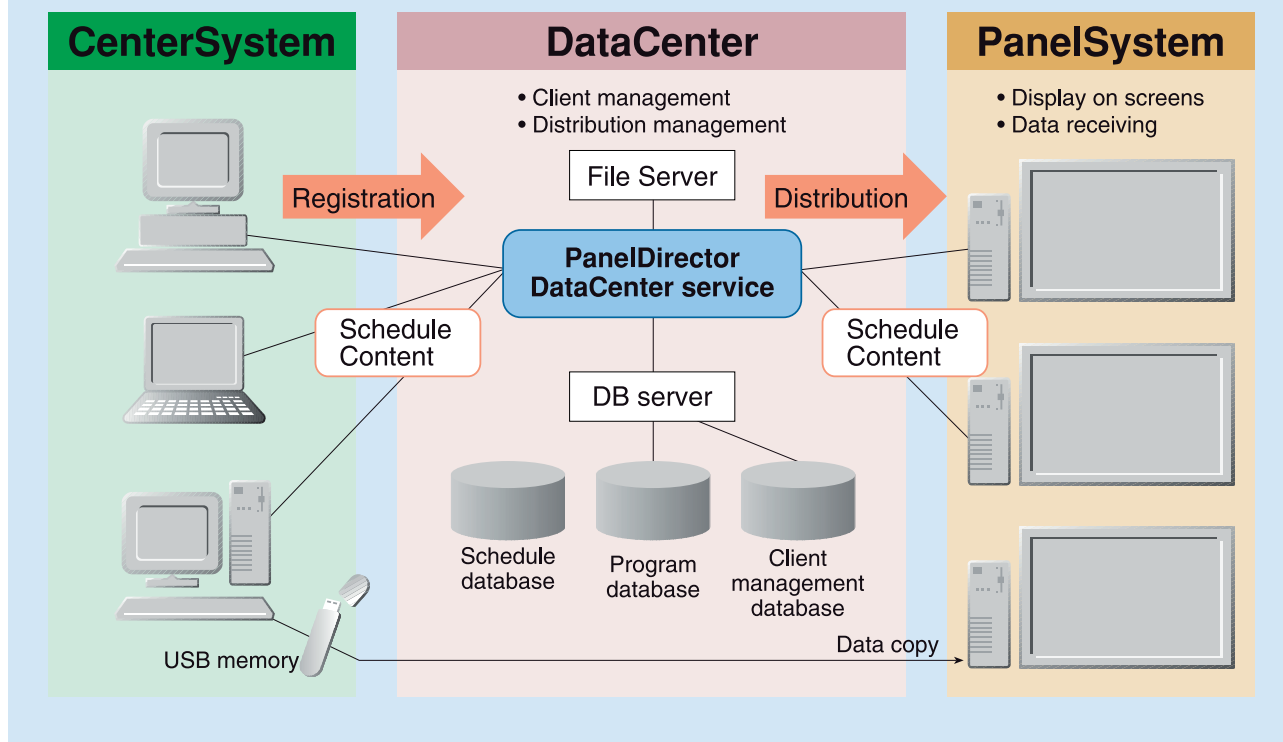


PanelDirector Key Features

- Program and schedule management
- Panel management
- Supports mixed connection environment including LAN, public line and offline)
- Supports general formats of digital contents
- PowerPoint, HTML, Flash, still images, moving images, RealAudio and so on.)
- Split-screen displaying
- Displays messages in various ways
- (Displays messages on each split pane's bottom or top)
- Distribution feature
- (Environment-independent data distribution: LAN, public line, and off-line)
- Interruptive distribution feature
- Utilizes other source contents by referring URL and running .EXE files

< System configuration >



ABOUT NEC ASIA PACIFIC PTE LTD

Singapore-based NEC Asia Pacific is the regional headquarters for NEC Corporation (HQ: Japan) in the Asia Pacific region (South and Southeast Asia, and Oceania). As a leading infocomm technology provider and systems integrator offering regional sales and services support and consultancy, NEC APAC develops solutions on carrier network, global identity, RFID, enterprise server, unified communications, multimedia display, and contact centre, as well as provides outsourcing and managed services.

To leverage on its technological expertise in the field of public safety, NEC APAC has established a regional competency centre (public safety) to expand its capabilities and expertise to support businesses in the Asia Pacific region.

In line with the NEC Group Vision to realize an information society friendly to humans and the earth, NEC also embarks on corporate social responsibilities (CSR) initiatives to support and "make a difference" to the Nature (environment), Education and Community.

To learn more about our solutions, visit www.nec.com.sg or email us at digitalsignage@nec.com.sg

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NEC Digital Signage Solutions

Capturing the right audiences everywhere via intelligent viewer analysis system

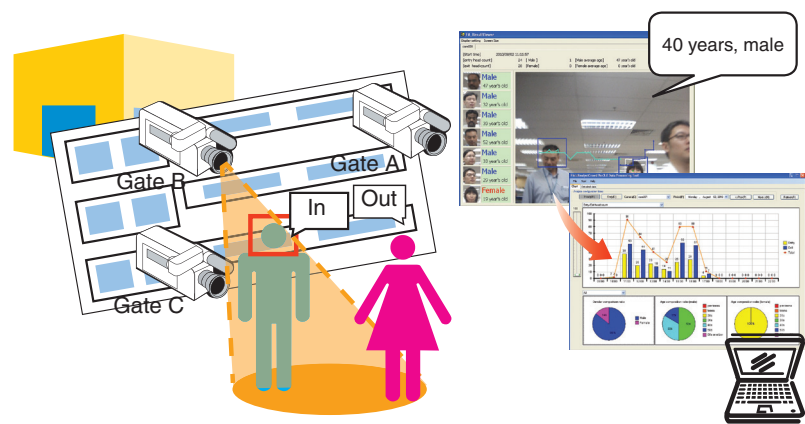
PanelDirector

PanelDirector is a software created by NEC for a complete digital signage solution. The software integrates all elements within the infrastructure - from the hardware to the software as well as the network and enables dynamic contents distribution.

The additional enhanced Audience Measurement technology also allows targeted ads for in-store marketing campaigns to be programmed based on varying customer demographics and business rules. Businesses can now measure the effectiveness of the contents; reach, inform and entertain their target audiences anytime, anywhere.

NEC FieldAnalyst for Gate

NEC FieldAnalyst for Gate allows visitor attributes to be analyzed automatically. It computes the total number of visitors including the respective attributes, store it in the system and ready to be pulled for analysis study usage. In addition, NEC FieldAnalyst for Gate makes it possible for administrator to view these data via a web-based interface. The data recorded could then be utilized in supporting corporate marketing campaign that requires customer demographic data.

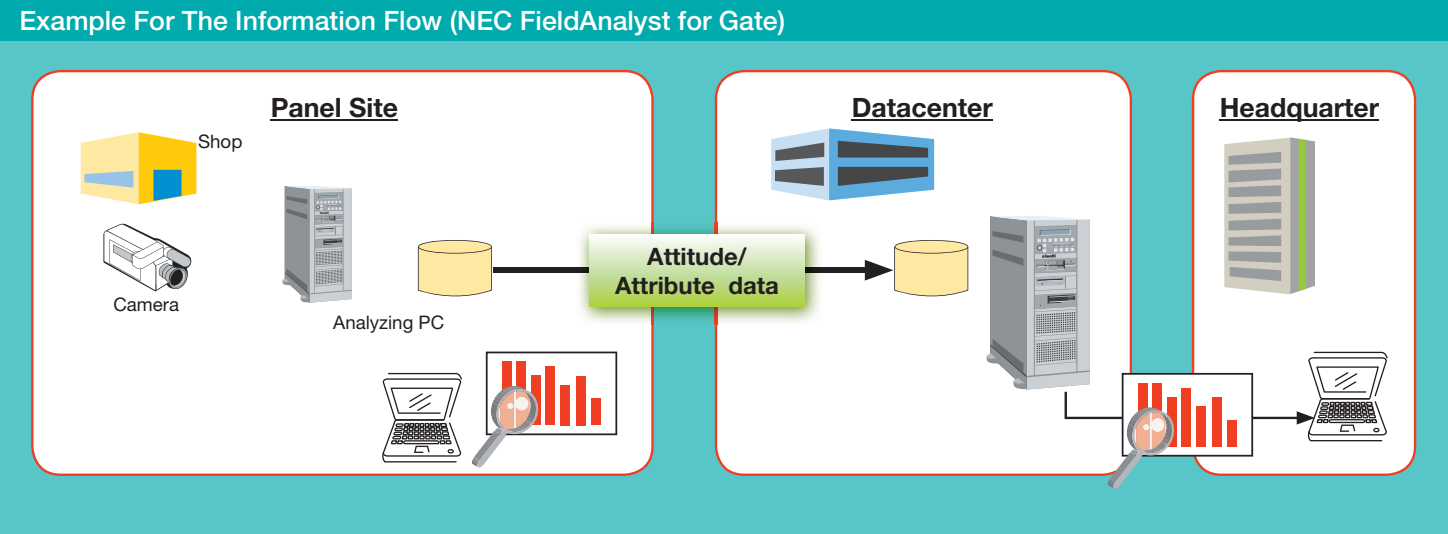
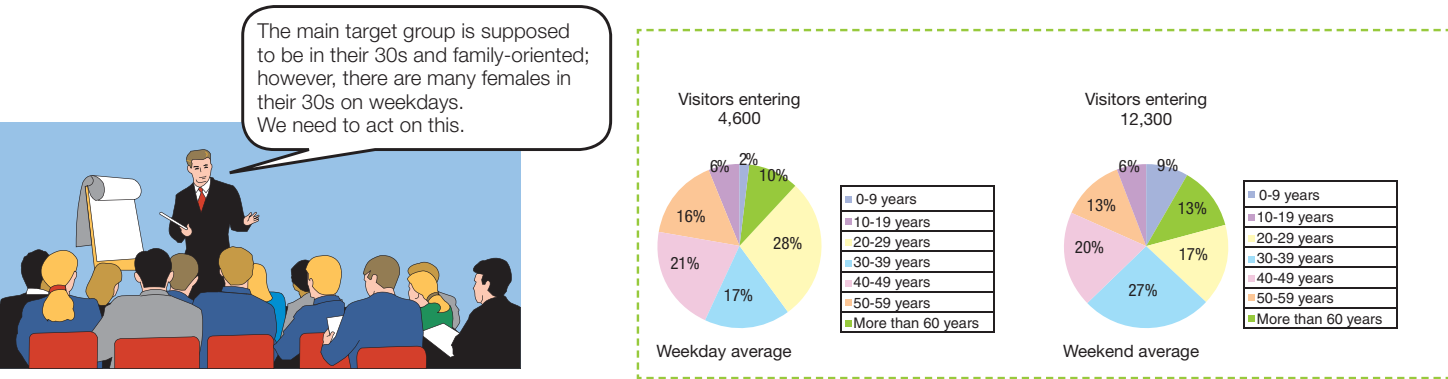


<Feed Back Information from FieldAnalyst>

- Age
- Gender
- Number of people traffic (in/out)
- Traffic Line of people
- Location information...etc

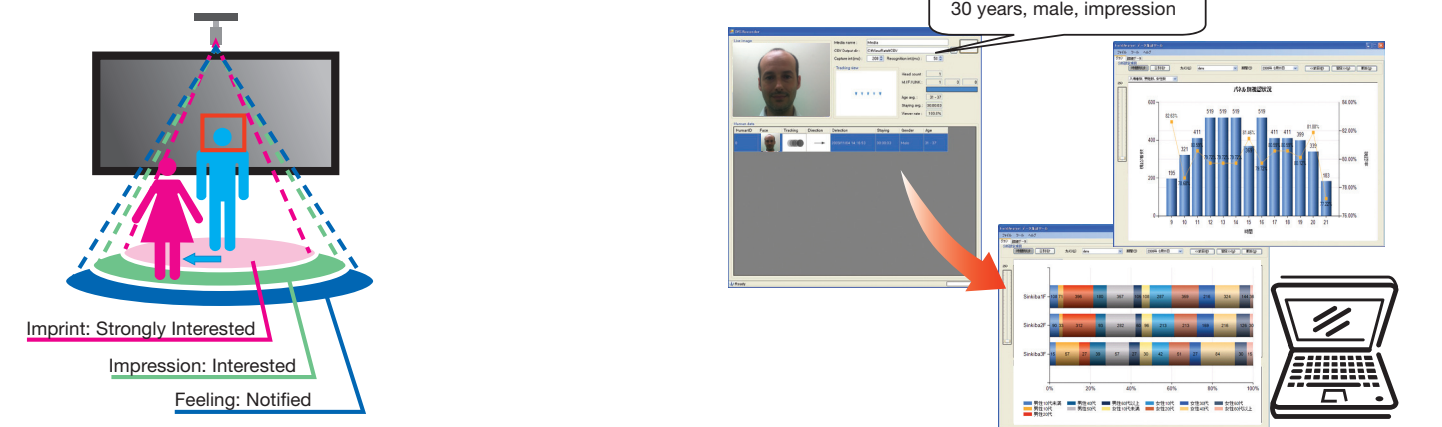
Advantages

NEC FieldAnalyst for Gate makes speedy and efficient method of getting customer analysis information possible. Consistent evaluation standards can also be created from the information captured. More importantly, it allows new strategies and act as a planning tool for future advertising moves.



NEC FieldAnalyst for Signage

NEC FieldAnalyst for Signage allows visitor attributes to be analyzed automatically by communicating with the digital signage system. It enables total number of people interested in a particular corresponding advertisement to be analyzed automatically, empowering administrators to improve contents based on PDCA cycle.



<Feed Back Information from FieldAnalyst>

- Age
- Gender
- Duel time
- Distance from panel
- Location information...etc

Advantages

The planning (Plan), execution (Do), audience measurement (Check) and analysis and improvement (Action) represent NEC's PDCA cycle in support of the ongoing advancement in superior content.

