

Event Report

EXPRESSCLUSTER Launch Event in China



NEC China, a leading company for information and communication technology, proudly announced the launch of a new software solution – EXPRESSCLUSTER X 3.0 that minimizes the loss of business opportunities during the maintenance or disasters in March this year.

More than 100 attendees including 15 major IT media

High attention to the high availability software in the age of Cloud Computing

High availability and disaster recovery are the crucial issues for mission critical systems in China as well as other countries in the world, because of the natural disaster and increasing demand for supporting important system, service reliability, and business continuity. At this time, to meet this trend and insight, in China, NEC strongly addressed the launch of EXPRESSCLUSTER X 3.0, the high availability and disaster recovery software which is greatly improved from the previous version, shortly after 3-city big launch event in India.

The event was held under the theme of “Cloud”. NEC symbolized the upcoming “Cloud Computing” age with NEC company color, blue and white color image of cloud. NEC mightily announced that “let us make the glorious future with NEC in the age of Cloud Computing”. NEC also highlighted EXPRESSCLUSTER as the software supporting mission critical systems in the age of Cloud.

In the highlight of the event, the traditional ceremony called “冰雕注酒” attracted the audiences. NEC representatives poured the blue-colored water to the carved ice with the EXPRESSCLUSTER X 3.0 logo while implying the start of the bright future for EXPRESSCLUSTER in China.



“冰雕注酒” ceremony



Audience

Launch Event in China

Kotetsu Omiya - *General Manager in 1st IT Software Division of NEC Corp.*, greeted with the opening speech, and Li Yong - *Senior Manager of NEC China*, welcomed all the attendees with a speech on market scope in China. Mr. Cao Gang - *Manager of National Application Software Testing Labs*, covered the HA solution in the age of Cloud. From the partner, Zhao Liyang - *General Engineer of ZTE*, and Xin Quan - *Vice President of Aero-Info Technologies* - spoke about HA importance in communication industry and in air control respectively. Zhao Ran - *Product Engineer of NEC China*, explained the detailed function of the new version, and Dai Yingjun - *Assistant Manager of NEC China*, gave a brief demonstration.

In the end, NEC welcomed the very interactive Q&A session with the attendees. Questions ranged from the technical one such as product support and detailed function to the NEC China's overall strategies regarding the market, channel and partners. Moreover, in the separate session, the media gave lots of attention to the EXPRESSCLUSTER, especially, its usage in the Cloud model. NEC explained how EXPRESSCLUSTER works in the age of Cloud computing, chances and risks of the age, and strategy for the future sales in China. NEC invited 15 media companies to the event, besides the online advertisement to warm up this event. NEC successfully communicated with the whole of China.



Kotetsu Omiya – General Manager of 1st IT Software Division of NEC Corp. Li Yong – Senior Manager of NEC China



Zhao Ran – Product Engineer of NEC China

Dai Yingjun - Assistant Manager of NEC China



Mr. Cao Gang - Manager of National Application Software Testing Labs



Advertisement on Media

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