

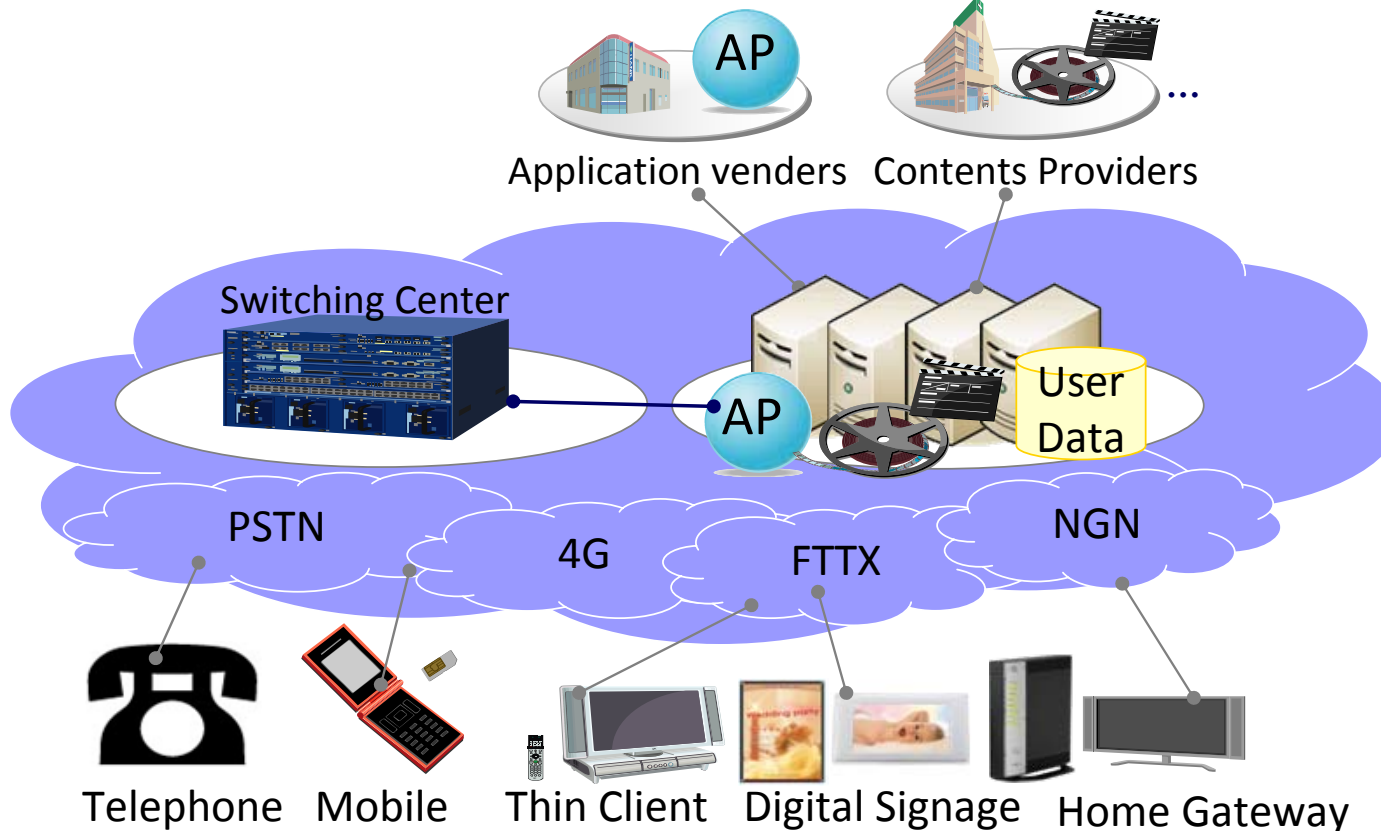
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# The Introduction of Cloud oriented ICT Service Business of Carrier

(IT and NW Evolution and Future Vision of Carrier Business)

# Cloud oriented ICT service business of carrier

- Carrier becomes a core player of cloud computing, various services are provided by through carrier's platform.
- User can use any services, anywhere, anytime.



➔ Collaboration of Service

➔ Green ECO for society

➔ Reliability of cloud

➔ Ubiquitous

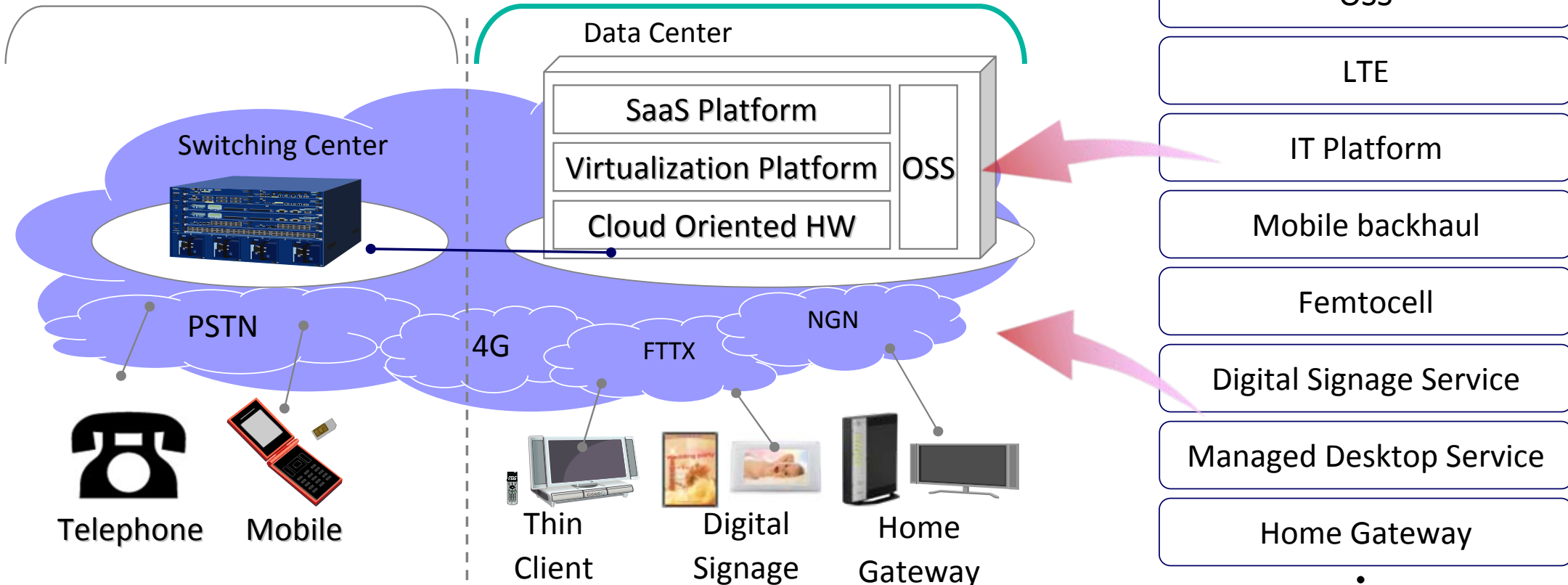
➔ Trust for service

# NEC for carriers

NEC is a best supplier to realize “Cloud oriented ICT service business of carrier” .

## Carrier's Legacy Business

## ICT Service Business



# NEC

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# Digital Signage Service of Carrier

# Digital Signage all around you

All Digital Signage supplied as a “Cloud” service by carrier.

## -Shopping center



## -Movie theater



## -Transportation



## -Public facilities



## -Financial



## -Hotel



## -Factory



## -Office



## -Educational institution



# The evolution of Digital Signage

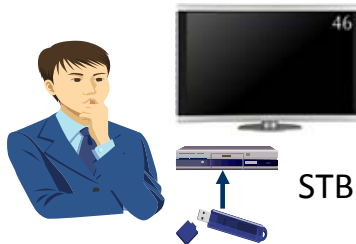
Static Sign were digitalized, and then networked to distribute contents. It now is evolving into new interactive media which can distribute and collect various information.

## Sign board

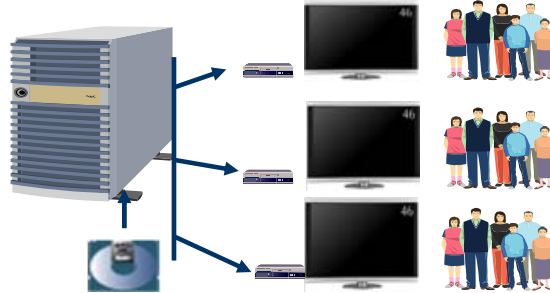


digitalization

## Digital Signage



## Distribution-type Digital Signage



Networking

Interactive



Analyzing Data

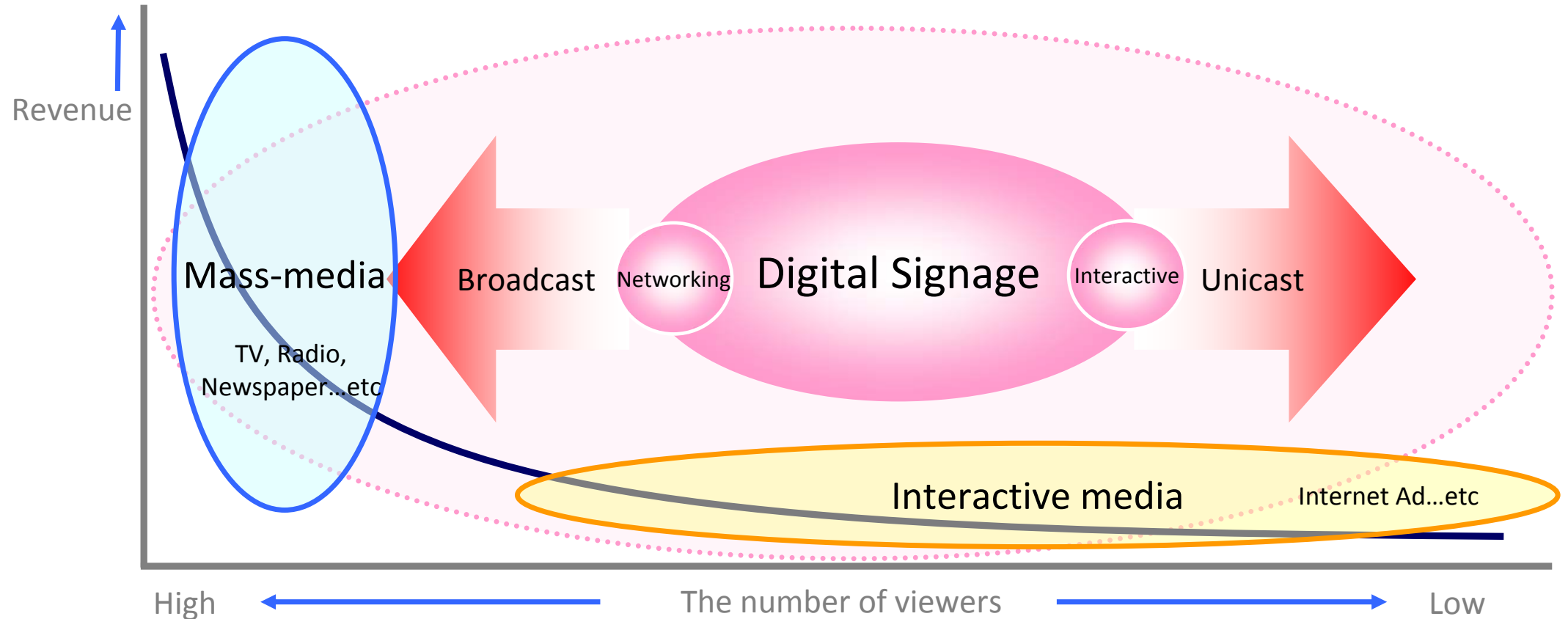
NEC's interactive Digital Signage

Ads



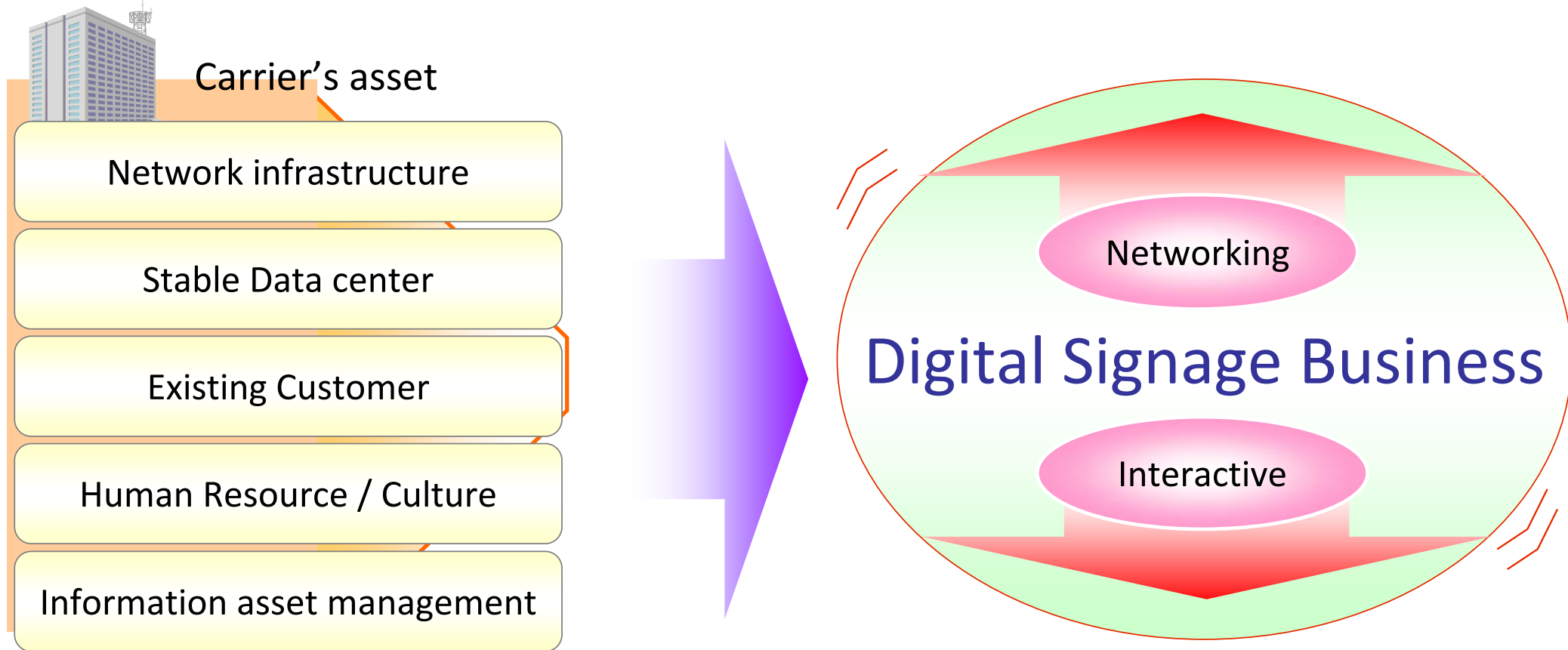
# The expansion of Digital Signage market

Digital Signage realize expansion of new advertising market by taking advantage of “Broadcast” as Mass-media and “Unicast” as Interactive media.



# Carrier's potential for Digital Signage business

Carrier will become the core player of Digital Signage market which expands by Network and Interactive. Because carrier has unique asset can be utilized for Digital Signage Service.

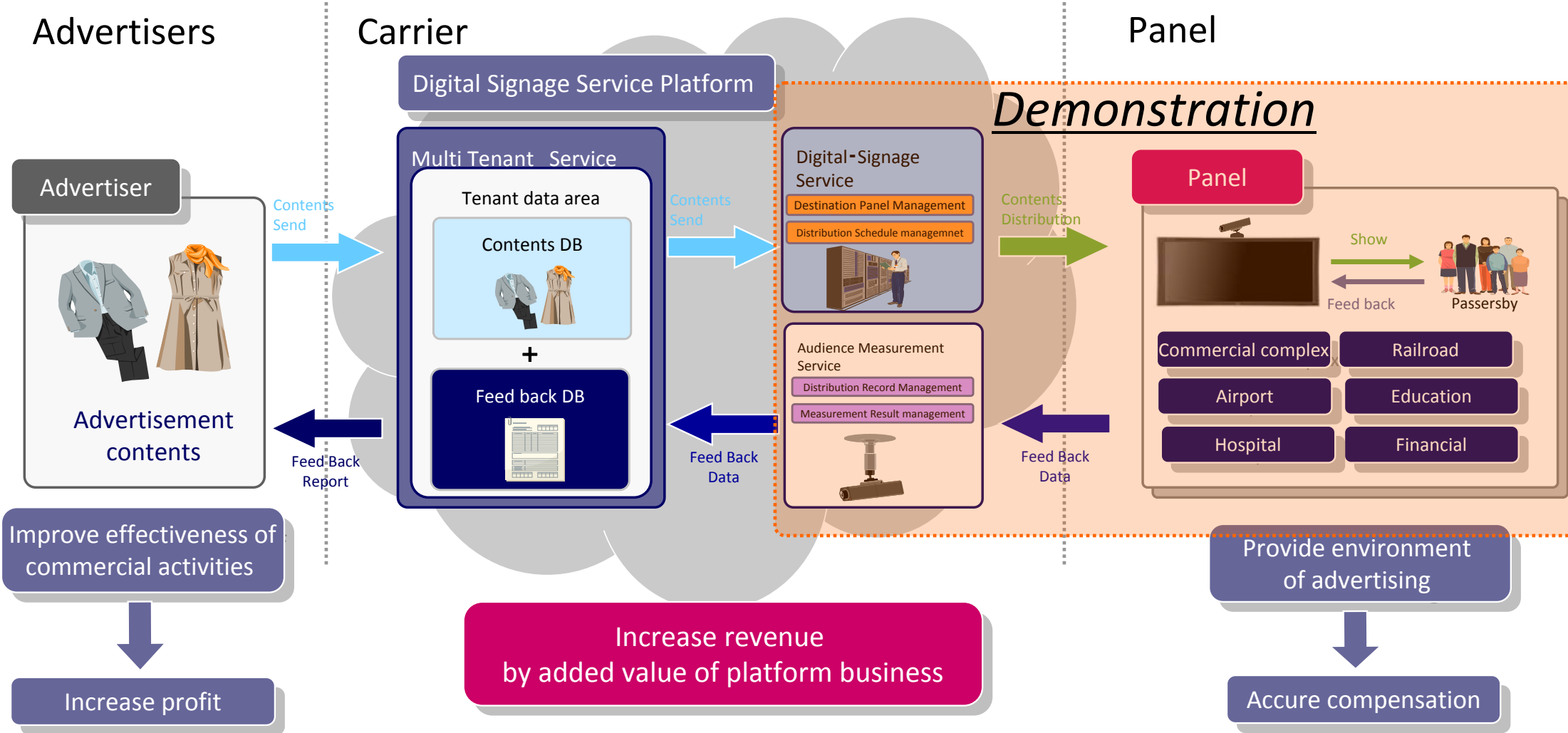


# NEC's Interactive Digital Signage Service

Advertisers

Carrier

Panel

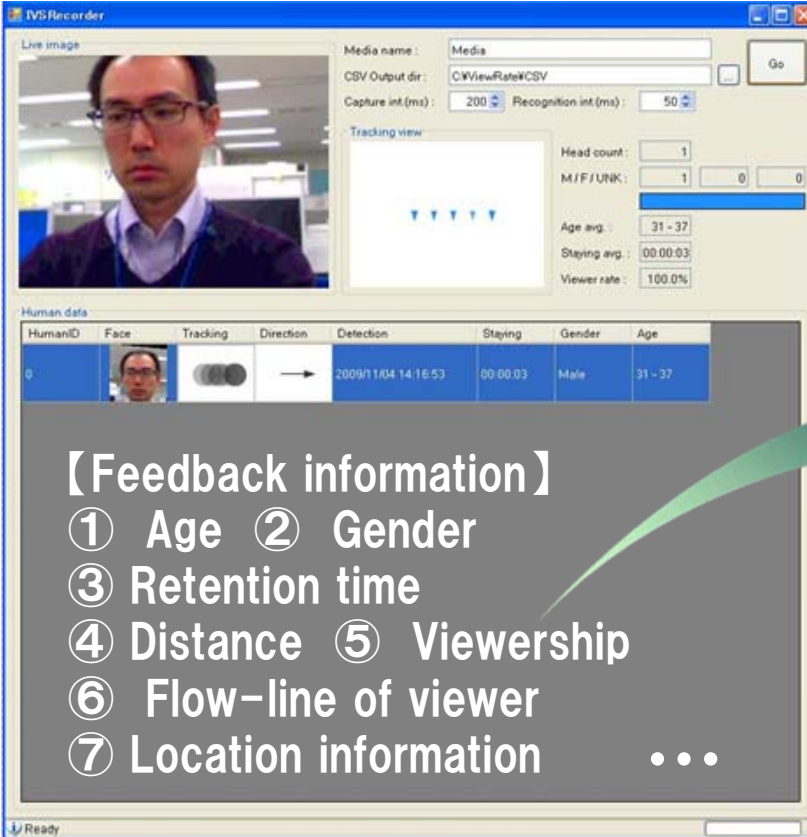


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# Digital Signage Service of Carrier Demonstration

# NEC's Audience Measurement Service

NEC's audience measurement service can provide Feedback information of distributed advertisement contents in real-time.



The screenshot shows the IVS Recorder software interface. It features a 'Live image' window displaying a man's face. To the right, there are control fields for 'Media name', 'CSV Output dir', 'Capture int.(ms)', and 'Recognition int.(ms)'. Below these are 'Tracking view' and 'Human data' sections. The 'Human data' section includes a table with columns for HumanID, Face, Tracking, Direction, Detection, Staying, Gender, and Age. A large green arrow points from the software interface towards the right side of the slide.

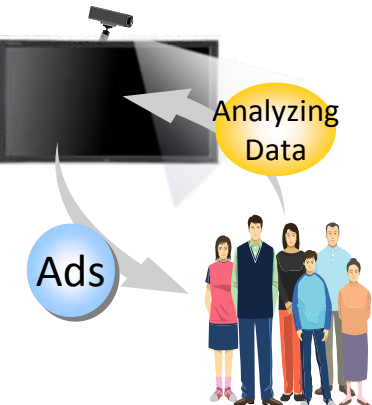
HumanID	Face	Tracking	Direction	Detection	Staying	Gender	Age
0				2009/11/04 14:16:53	00:00:03	Male	31 - 37

**【Feedback information】**

- ① Age
- ② Gender
- ③ Retention time
- ④ Distance
- ⑤ Viewership
- ⑥ Flow-line of viewer
- ⑦ Location information

Realize Various New Service

Service Service Service ...



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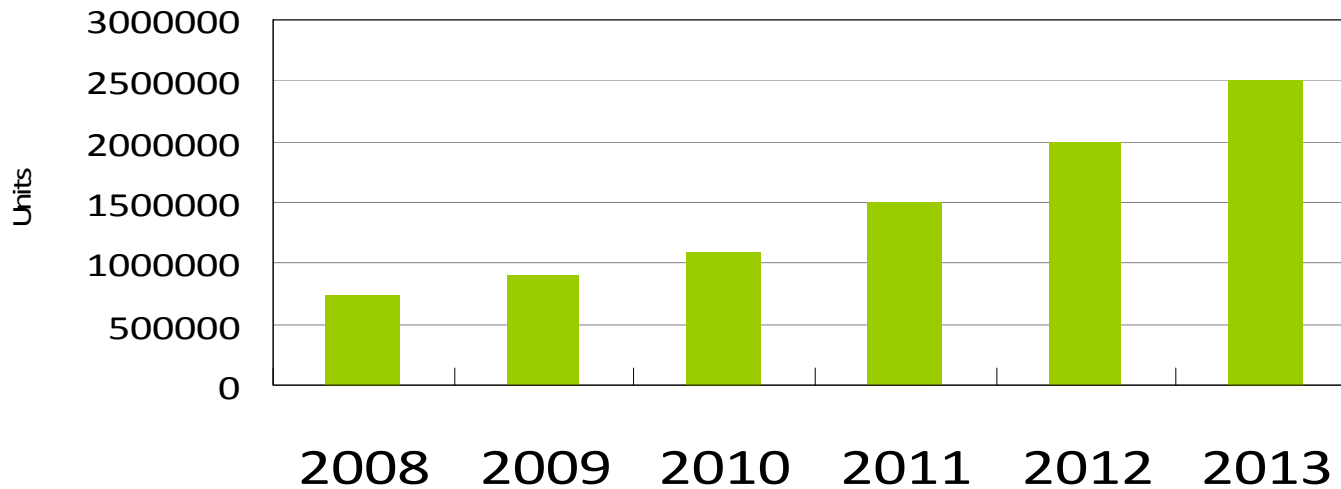


# Appendix

# Market size of Global Digital Signage

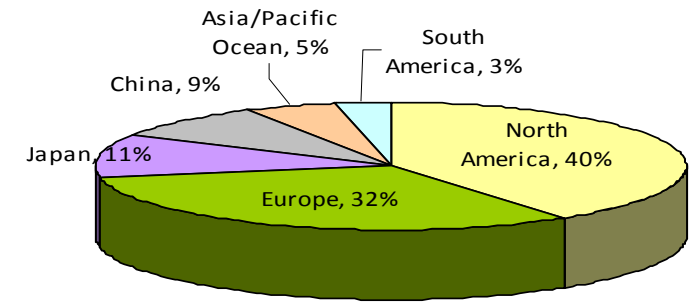
It is expected that the size of the Digital Signage global market will expand to 250M panels in 2013.

Global Retail Signage Shipments, 2009-2013



Source-iSuppli(2009)

Regional Comparison of Digital Signage Display



Source-2008 Flat Panel Digital Signage Conference (2008) Display Search