

NEC's Home Gateway Solutions

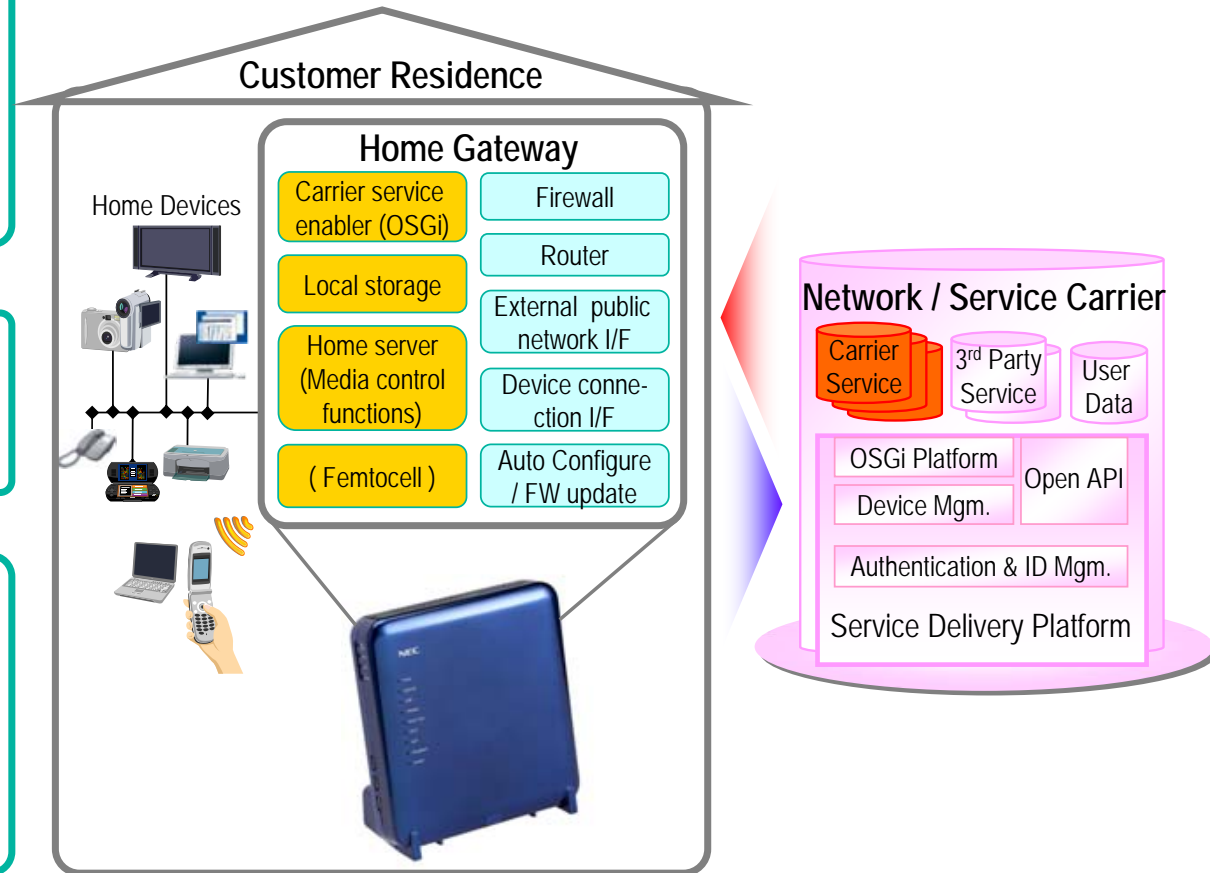
Overview of NEC's Home Gateway Solutions

Home Networking & Entertainment Services

provided through media control and software management

Service Platform of highest quality, reliability & performance

Utilization of Carrier Assets (e.g. presence information from Home GW, location information and subscriber information)



Why NEC's Home Gateway Solutions

Consulting Services

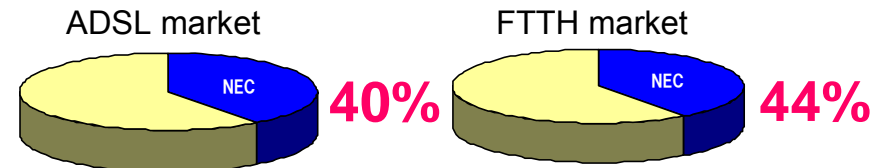
(Service model generation & platform architecture design)

Cutting Edge Service Solutions

for this residential service platform
(Both Home gateway device and all service delivery platform components)



NEC's Broadband device hardware has **Top Market Share** in Japan
(2008 NEC estimation)



NEC is a full member of **OSGi Alliance**

Example of Home Networking & Entertainment Services

Home Networking & Entertainment with Local Storage

- Session continuity from PC to TV
- Simultaneous TV and PC

Home Networking & Entertainment with Network Storage

- Film (Video) transfer from Handset to PC
- Film (Video) transfer from TV to handset

Software Management

- Web camera control by OSGi (JAVA Framework)

NEC as the Best Partner for Home Gateway Solutions

Home Networking & Entertainment Services

provided through media control and software management

- Increase sales / improve brand image
 - Increase sales by entering into the multimedia service business
- Reduce churn rate
 - Prevent customer attrition by storing user data on the network

Service Platform of highest quality, reliability & performance

- Rapid service deployment
- Technical advantages
- Enable rapid end-2-end system construction
 - Provide services with proven high quality

Utilization of Carrier Assets (e.g. presence information from Home GW, location information and subscriber information)

- Acquire new users
 - Acquire new users with new services only available from the carrier
- Increase sales
 - Increase ARPU by providing new services
 - Increase revenue by developing new businesses with 3rd parties

Empowered by Innovation

NEC