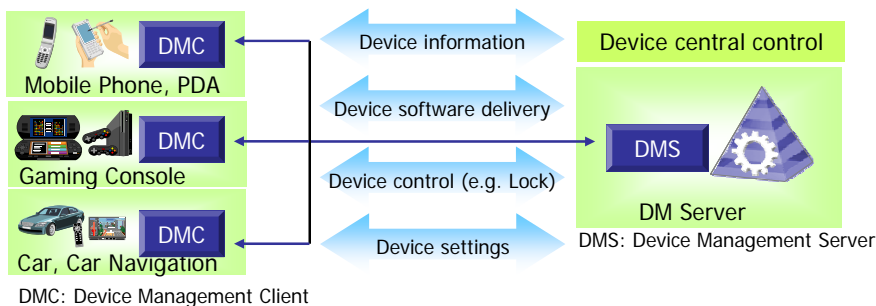


Device Management Solution

■ About NEC's Device Management Solution...

Today, operators, service providers, and device suppliers have to respond to diverse demands of the market in short span. To meet those diverse demands, NEC have developed a product NC7000-DM to connect, to communicate, and to server the customers with device management technology.

NEC's Device Management solution, NC7000-DM, enables to remotely management and configures settings, firmware upgrades, and lock & wipe to devices such as car navigations, vending machines, office equipments, and many other devices. The solution also provides statistic information collected from device.



Moreover, NC7000-DM brings benefits to all participants; operators, handset suppliers, end-users.

- **Better customer experience** to identify potential bugs and remote firmware update.
- **Increase security** with “lock and wip” and **locate the position** of lost handset.
- **Improve customer satisfaction** with remote setting and correction.
- **Understand more about user's preferences** by usage analysis.
- **Bring new values-added service** to mobile services.

NC7000-DM is just a beginning. Device Management technologies can be collaborated with other services to bring product synergies and new services. Network connection failure logs collected by NC7000-DM becomes source of “Blind Zone Detection” service. Usage logs are turned into marketing source to develop new mobile advertisement ecosystem to distribute advertisements by personal preference. NC7000-DM helps to achieve operators business by improving customer satisfaction and attracting potential customers with unique services.

SaaS Solution – Application NET



■ “Application NET” launched in NEC Australia

Melbourne, 18 November 2008: NEC Australia today launched an integrated SaaS application store, providing third party and NEC-developed software and telephony services via a single portal to meet all the IT needs of small and mid-sized businesses. **Applications Net**, which has been developed in Australia and will be rolled out through NEC worldwide, allows businesses to select a range of applications.



Application Partners

Strength of NEC SaaS Platform

- Aggregation Portal for Multiple Applications
- Simple Implementation and integration
- High User Security and Authentication
- Simple Administration and Management

Source: <http://www.nec.com.au/mediareleases08/necagoeslivewithsaas.htm>

Please contact us if you need more information.

NEC Australia

URL: <http://www.nec.com.au/>

<http://www.nec.com.au/mediaroom/default.htm>

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