

Mobile Advertisement Solution

■ About NEC's Mobile Advertisement...

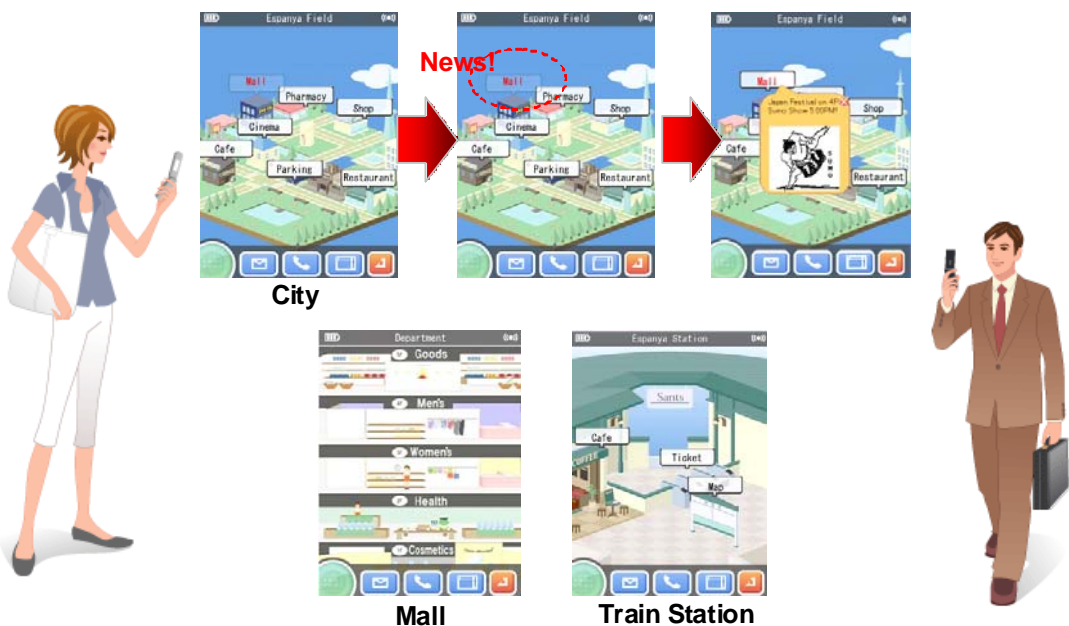
Many participants joined and flourish the mobile market which influenced and accelerated the device and infrastructure technologies to evolve for better qualities and services. Today, mobile phone became one of our necessities to communicate, share, coordinate, transact, and mobile internet became valuable market where people gather virtually.

In light of these trends, advertisement found an alternative way to reach to consumers; portal banner, advergaming, SMS/i-mail. However, ordinary mass advertisement is treated as "SPAM" rather than "advertisement". NEC believe that the solution must enhance its ability to delivery advertisement in a manner to reach the consumer and "recommend" goods rather than "inform" based on personal preference.

NEC have developed **NEC's Mobile Advertisement Solution** to bring the hidden potential of advertisement business to light .

Solution Key Benefits

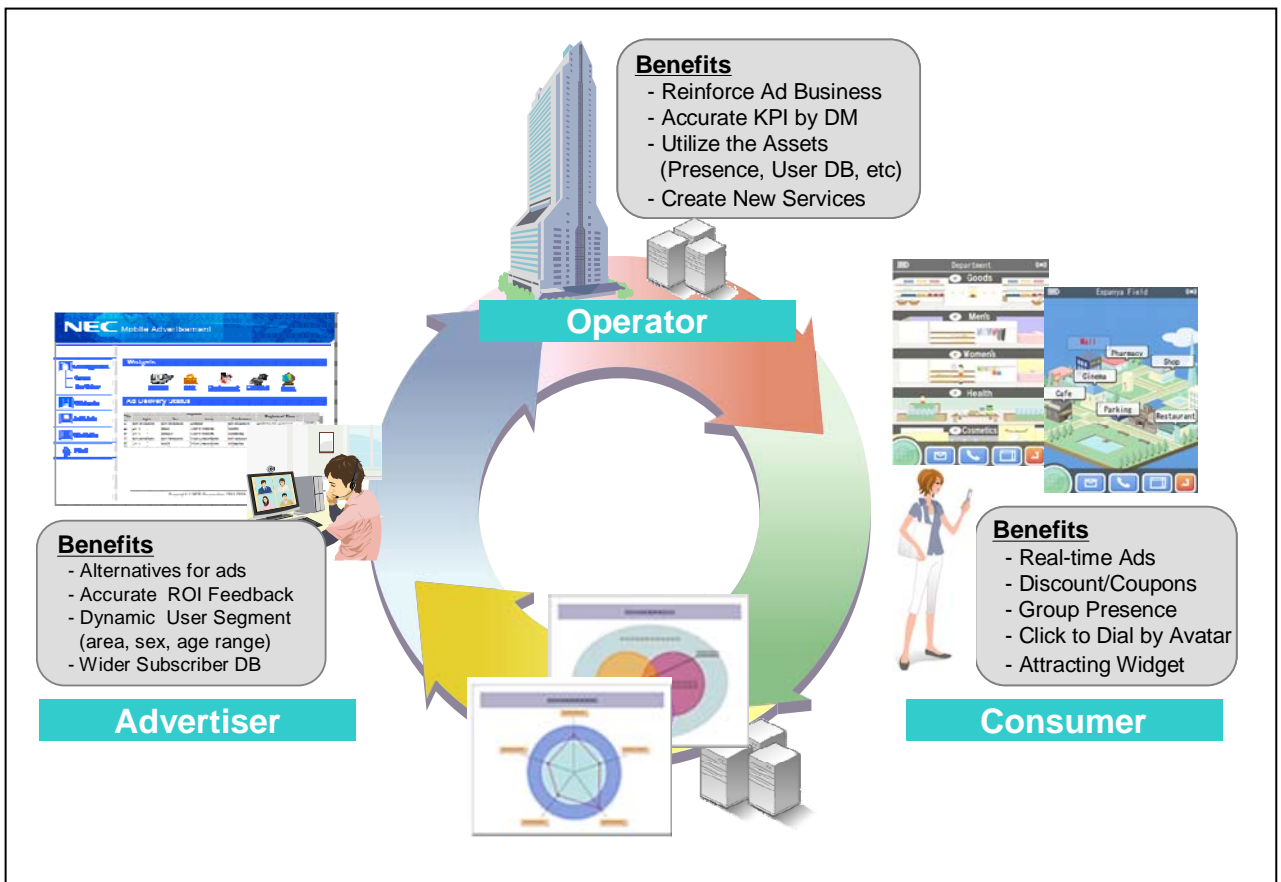
- Interactive mobile advertisement solution
- Accurate calculation of Ad ROI (Return of Investment).
- Open Interface to plan Mobile ad deliver
- Demand based "Dynamic-Instant user grouping" function



■ Solution and its Benefits

Today, people personalize their mobile handset to express oneself by gathering personal likes (wallpaper, ringtone...), but the trend that people are looking for is premium service that user is spotlighted VIP.

NEC Mobile Advertisement Solution changes the way to offer an advertisement. It allows advertisers to deliver ads in customer's desired time, place, and occasion. NEC Mobile Advertisement Solution provides OPEN-API that advertiser groups dynamically, distributes, and sees the distribution result. An end-user can receive not only discount/coupons or events information, but an attracting widget which provides members' presence.



Please contact us if you need more information.

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