



Personalized Adventures  
**Unified by Trust**



## Introduction

With the rise of cloud, social and mobility, the average person is responsible for managing multiple identities across various applications, devices and objects. Whether making reservations, moving through an airport or simply going to work, people have gotten used to juggling a multitude of identification cards and digital personas. The customer experience has become fragmented, weighed down by unnecessary friction.

Today's customers want a straightforward, secure and most importantly, seamless experience. NEC I:Delight strives to create a superior customer experience, balancing customer delight with a steadfast devotion towards trust and security.

Through a single platform using AI and biometric technologies, NEC aims to solve this problem. NEC I:Delight helps streamline both physical and digital identities into an ecosystem to create a seamless, secure and straightforward customer experience.



NEC  **I:Delight**

## Personalized Adventures Unified By Trust

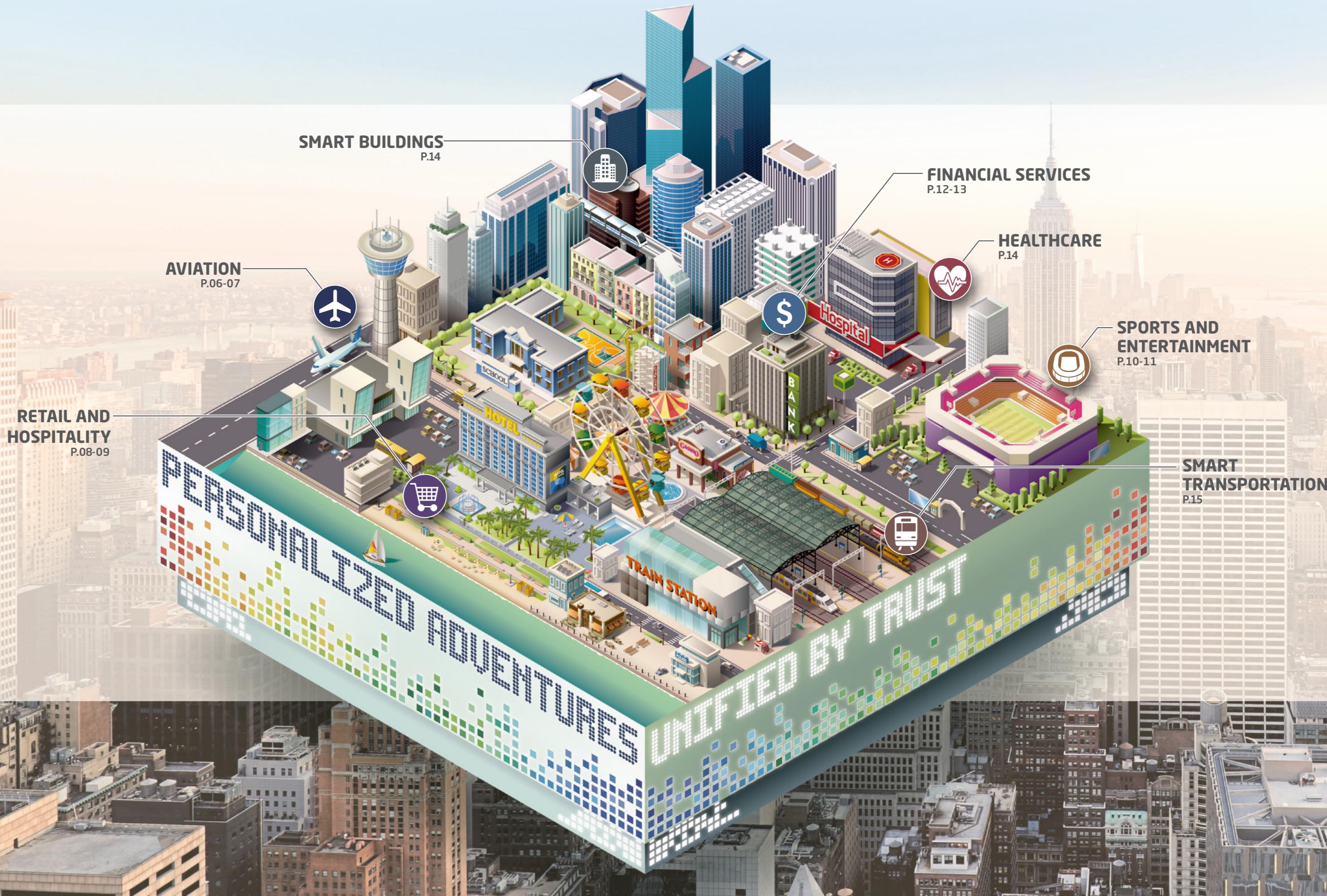
Designed to eliminate friction and delight customers, NEC I:Delight delivers a unified customer experience across countless environments. By leveraging on contactless solutions make touchpoints touchless, NEC I:Delight helps to create experiences that are not only effortlessly efficient, but also seamlessly safe. This allows NEC I:Delight to fulfill a broad spectrum of purposes in a variety of environments, from enhancing travel experiences to minimizing the spread of infectious diseases.

A trusted partner since 1899, NEC's technologies are best-in-class globally. NEC biometric solutions have been ranked #1 eight times for fingerprint and five times for face recognition by The National Institute of Standards and Technology (NIST)\*. Today, NEC's AI and biometric solutions have played a pivotal role in reshaping the security landscape and reimagining the customer experience. Utilizing NEC's award-winning biometrics, customers can enjoy seamless and secure interactions in airports, sporting events, retail, hospitality, education, transportation, healthcare and corporate environments.

NEC is committed to protecting the identity of all customers - across touchpoints, modalities, locations, geographies, and regulations - in a reliable and trustworthy manner. To enable this, the I:Delight platform utilizes a privacy-by-design approach and operates purely as an opt-in service. Users receive a completely transparent view of the services they sign up for and the associated benefits. Intuitive and hassle-free, the I:Delight platform only engages users with the right message at the right time. This transparency also extends to the opt-out process, which is as seamless as the registration process.

Built to enable flexible deployment across a diverse range of operating models, the NEC I:Delight supports numerous endpoints with ease. Various micro-services enable provisioning, metering, auditing and multi-level integration. Robust and modular, NEC I:Delight can be rolled out either vertically (different use cases across the same property) or horizontally (same use cases across multiple properties).

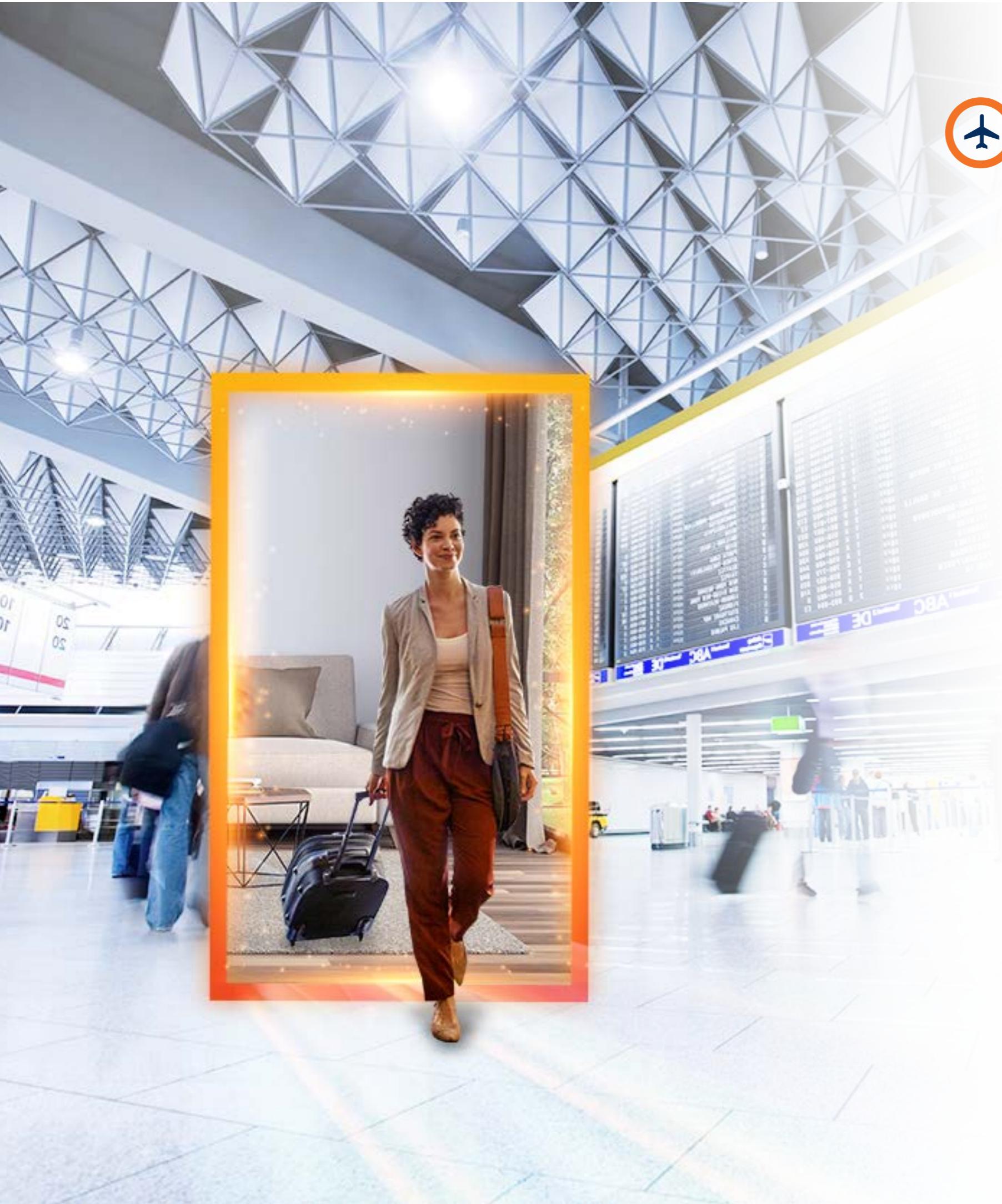
Here are various ways NEC I:Delight can help eliminate friction while helping expedite your Digital Transformation projects.





## Aviation

### Taking Customer Experience To New Heights



What used to be a more straightforward experience is now marred by long lines, time-consuming security checks and constant stress. From the check-in counter and self-service kiosk to boarding lines at the gate, travelers wait in one queue after another.

Designed to facilitate seamless travel, the NEC I:Delight platform begins at home. First, the traveler creates an account on NEC's secure system by registering with a passport and a facial scan. From that point on, the traveler can log in to an app on their mobile device via three-factor authentication - username, password and face recognition - to find, book and purchase flight tickets.

When it's time to travel, NEC I:Delight facilitates flight check-in through a contactless experience using face recognition. Instead of waiting in a line to pick up their ticket, the traveler simply logs into their account and scans their face. Baggage drops are just as easy. Travelers simply drop off their luggage using their face to confirm their identity and continue on to their destination. By reducing wait times, travelers have more time to dine, shop and relax before their flight.

NEC I:Delight also speeds up standard security procedures by eliminating the need to present passports or check boarding passes. Inside the terminal, travelers can do their shopping the same way - no credit cards, no passport, just a quick facial scan. Face recognition also allows travelers to access the VIP lounge, where they are instantly welcomed with a personalized experience. At the gate, the same face recognition will automate the boarding process by reducing the need for gate personnel and eliminating the need for paper or mobile boarding passes.

Upon arrival, NEC I:Delight makes clearing immigration and customs a seamless experience, allowing travelers to get to their destination quicker and start their trip on the right foot.

**Case Study**

### Delta Air Lines

**Supporting the first curb-to-gate biometric terminal in the U.S.**

Delta Air Lines, in partnership with U.S. Customs and Border Protection, Transportation Security Administration and Hartsfield-Jackson Atlanta International Airport, has launched the first curb-to-gate biometric terminal in the U.S. at Atlanta's Terminal F. Travelers going direct to an international destination on Delta or its partner airlines can now choose to use face recognition technology to check in at the self-service kiosks, drop bags at the check-in counters, move through the TSA checkpoint and board a flight at any gate on Concourse F. This new option leverages NEC's NeoFace Express, which allows rapid identification and real-time screening of passengers, thus making travel through the airport easier.

## Hospitality

**39%** of travelers would rather stay in a hotel that knows them and is able to provide personalized experiences.



## Retail and Hospitality

Reinventing leisure

Whether traveling for business or pleasure, an arduous hotel check-in is the last thing guests want upon arrival. NEC I:Delight simplifies the check in process by enabling guests to identify themselves and make payment using their face. No longer do guests need to dig through their bags for a passport and credit card. Simply look into the camera and head to the room.

At the room, guests can scan their face to unlock the door and enjoy a personalized experience with pre-selected room settings. Face recognition also helps staff recognize customers so they can understand guests' travel preferences and better meet their personal needs. Everyone will feel like a VIP.

During their stay, guests can scan their face to access sightseeing information and restaurant recommendations using digital signage within the hotel. Designed to deliver ultimate convenience, information is shared in relevant languages according to guest preferences.

At checkout, guests can notify the hotel through an app that they are leaving. Once confirmed, they simply walk out of the hotel. Again, without the hassle of waiting in long lines, saving them time and streamlining their experience. Creating a personalized experience will boost customer loyalty and differentiate one hotel from another, while optimizing manpower and reducing operating costs.

## Retail

**77%**

would shop in retail stores more frequently if they offer a fast, frictionless "just walk out" payment experience.

percent of consumers under the age of 35



Customers have grown to expect a personalized customer experience, whether browsing an e-commerce site or visiting a brick-and-mortar store. To transform the shopping experience both online and offline, retailers must make better use of their physical storefronts and enable a simpler, frictionless shopping experience. NEC I:Delight enhances the in-store shopping experience by making it convenient from start to finish.

Upon entering, NEC I:Delight alerts shop attendants of repeat customers so they can greet them with a warm, personalized greeting. Shop attendants can also retrieve shopping history to understand each shopper's tastes and preferences and deliver a curated experience. Long lines at the cash register are among the biggest concerns for shoppers. Without the right technology, long lines can diminish the overall shopping experience.

NEC I:Delight allows shoppers to make card-less, cashless payments via facial recognition. Similar to the ease of online shopping, brick-and-mortar customers with existing profiles should be able to pick up their items, walk out of the store and charge the card on file. Eliminating the need to wait in line, customers are simply charged for the items that are sensed in their shopping basket.

This means a more frictionless, cohesive experience where shoppers make the most of their trip and save valuable time.



# Sport and Entertainment

Changing the game

Going to watch your favorite band, support your local sports team or spend the day at a theme park should be a fun, hassle-free experience. From ticket problems and security bottlenecks to gridlock at the concession stands, a string of small inconveniences can add up to a major headache that sours the fan experience.

The I:Delight platform creates a frictionless, contactless experience at every touchpoint starting from start to finish.

When entering the venue, fans simply walk through the turnstiles after scanning their face. Inside, NEC I:Delight enables card-less, cashless purchases at concession stands and merchandise stores the same way.

NEC I:Delight completely revolutionizes the way venues fundamentally operate. In each situation, NEC I:Delight makes each interaction more convenient, reduces wait times and enhances the fan experience.



**57%** of medium- and high-engagement sports fan listed more convenient parking, admission, and departure among the top three improvements they seek.



**Case Study**

### National Soccer Hall of Fame

**Personalizing visitor experiences at the National Soccer Hall of Fame.**

The National Soccer Hall of Fame is providing visitors with a unique and personalized experience, powered by NEC's face recognition technology NeoFace. Upon entering, consenting guests take a photo and share information such as their favorite soccer position or teams. Digital touch screens, virtual reality and gesture technology then recognize guests and customize their visit based on that information. This initiative has transformed the traditional museum experience. It offers visitors an interactive and personalized environment, creating an immersive, custom-tailored tour unlike anything they have experienced in a sports and entertainment setting. As a result, each visitor can celebrate the rich history of American soccer in his or her own way.





# Financial services

## Seamlessly secure

Consumers expect financial services to be available anytime, anywhere and from any device. Banks and financial institutions worldwide are embracing rapid digitization as a way of offering secure and seamless financial services to satisfy the growing appetite for digital-first banking. That means adopting flexible methods for accessing services with security tools that go beyond username and password. Client interaction is shifting from traditional face-to-face contact to multiple touchpoints using web/mobile-based systems.

NEC I:Delight uses biometric authentication technologies and face recognition technology to pioneer smooth and accurate identity verification solutions for the banking sector using digital platforms to optimize the customer experience. Whether it be online banking or account opening, retail payments or secure bank and ATM use, NEC I:Delight plays a highly effective role in helping protect customer information. This helps create a secure, constantly available mobile banking, detect and deter fraudulent banking activity, and improve the business effectiveness and productivity of banking staff.





## Smart Buildings

Today's fast-paced business environment demands high-performance organizations where employees can act quickly and function effectively. This requires adaptive solutions that free workers from conventional constraints and enable them to achieve a new level in responsiveness. NEC I:Delight empowers employees within these commercial spaces, allowing them to work and move smarter. The I:Delight platform also drives seamless integration between various touchpoints within the building, such as endpoint devices, meeting spaces and retail outlets.



## Healthcare

Providing a safe and secure environment for patients, staff and visitors is top of mind for healthcare facilities. NEC I:Delight works together with partners in the medical sector and a wide range of other fields to create seamless and streamlined processes that enhance the quality of patient care. By leveraging on solutions that make touchpoints touchless, NEC I:Delight also helps to reduce risks of infectious diseases spreading. Contactless technologies such as face or iris recognition allow screens and doors to be accessed quickly and reliably, making every second count in the event of an emergency or outbreak. In doing so, NEC hopes to support physical and mental wellbeing, active lifestyles, and the building of communities with high, healthy life expectancies.



## Smart Transportation

NEC I:Delight aims to enable transportation systems that are not only secure and safe, but also convenient and comfortable, by seamlessly linking all modes of transportation - from airplanes, trains, buses and cars - to new forms of mobility in a simple and user-friendly way. NEC's vision for smart transportation allows for smoother experiences, more efficient operations, and increased revenues for transport operators. Additionally, digitally linked transportation systems will increase the overall accessibility and connectivity of cities, contributing to thriving local communities and economic activity.

