

News

NEC to Launch New Mobile Phones to Russia — New Brand Strategy & Slogan “Get Personal” To Expand Mobile Business in Russia —

NEC announced its new step to expand global mobile business, the entry into mobile solution business in Russia. NEC revealed new mobile phones “e242” and “e101” to Russia. NEC also reveals its new branding strategy and slogan “Get Personal”, which is in line with NEC’s global corporate statement “Empowered by Innovation”, to further expand its mobile business in Russia.

Starting with these two new models with three color variation as one of the key products, NEC will pursue its new strategy to enter into the wider-range product market segment to appeal to various consumers in Russia. With the new and specific target market segmentation, NEC will further launch products answering to the requirements from every customer of each segment.

“‘Get Personal’ is a new slogan to help NEC increase its awareness in the mobile terminals arena and build brand loyalty in Russia. We are aiming to position the company as the most creative, leading mobile solutions company. Varieties of mobile terminals are being introduced for the global market this

year. This new slogan will be a dynamic step towards strengthening NEC’s presence in the Russian mobile market, and is also in line with the strategic move to expand NEC’s mobile business globally.” said Hiromi Orikasa, General Manager of Mobile Terminals Marketing & Sales Division, NEC Corporation.

“Our latest challenge regarding current brand perception is to create a unique, human and user-friendly image, showing NEC’s deeper level of communication with consumers by defining ourselves as a “people company,” which proactively reaches out to customers to gain knowledge about their needs in Russia. Then, customers can acquire not only the latest state-of-the-art technology but also a mobile phone that suits their own lifestyle.” said Orikasa.

The new models introduced today are clamshell-shaped e242 & e101. They target a wider range of people, from business to individuals, with friendly, simple and stylish designs. The feature-packed e242 are equipped with 300,000 pixels digital camera with various camera functions, 1.9-inch color large TFT screen with 65,000 colors, JAVA and MMS. The e242



(a) e242.



(b) e101.

Photo 1 New mobile phones to Russia.

also feature 64 polyphonic ring tones and also support motion jpeg, movie CLI, MP3, IRDA and USB connectivity, among other things.

“NEC leading position in many parts of the world, including Japan, United Kingdom, Australia, Italy, France and China, has given NEC an edge for sure and steady business expansion in Russia, where subscriber base reaches 74 million. This market will become one of most important for NEC, where the company can demonstrate its full competence in mobile multimedia and mobile Internet.” said Akihiko Satake, Chief Representative of NEC Corporation Moscow Representative Office. “Having an extensive experience in the telecommunications industry in Russia, we plan to focus on creating new mobile Internet market there.”

“We consider our entry to highly competitive handsets market in Russia to be a very serious step. And we understand well that our success to a great extent depends on our local partners. We carefully examined

all the possibilities and have chosen Betalink and Irson Group companies to be NEC distributors of handsets, and Vypelkom Company to become our authorized service partner” said Oleg Logunov, Senior Manager of Mobile Terminals Department, Moscow Representative Office.

NEC will also be involved in creating mobile infrastructure in Russia by supplying 2.5G mobile internet platforms to realize various value-added services, and also 3rd Generation (3G) mobile infrastructure, with its leading position in worldwide commercial deployment.

NEC’s total mobile solutions in Russia will be ranging from 2.5G and 3G mobile terminals, 2.5G mobile application platforms, 3G infrastructure, wireless access systems, telecom software and other advanced mobile/wireless technologies.

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NEC Demonstrated 3G (W-CDMA) In-building Solutions to Mobile Operators and Users at CeBIT2005

NEC demonstrated its latest 3G (W-CDMA) in-building solutions to provide indoor radio network services realizing the most-optimized mobile environment covering in-building and out-door to mobile operators and mobile phone users at CeBIT 2005. The in-building solution includes providing professional services such as optimum RF design with its Radio planning tools and equipment such as RF repeaters.

“NEC’s 3G in-building solution will be the key to customer satisfaction and also to the improvement of ARPU of mobile operators,” said R. Takanoashi, General Manager of NEC’s Mobilephone Solutions Division. “Not only supplying equipment, system integration and solution, NEC has know-how and competence in mobile network optimization of both in-building and out-door, which has long been accumulated in the domestic and international infrastructure business.”

NEC can provide professional services for indoor coverage by optimum RF design. Taking account of

the incoming signals from outdoor cells by measurement data, NEC designs indoor coverage based on simulation results.

NEC’s indoor radio planning tool “RS3000” makes it possible to output a highly precise design result in a short period by the prediction of its coverage area. And it also makes it possible to do for HSDPA. NEC is also ready to supply a series of design with optimization tools such as “Building Sketch,” a system configuration diagram design tool, “Floor’s service quality Scope,” a radio measurement data plotting & analysis tool, and “Indoor Bench-Mark,” a comparison tool of area qualities among several operators. NEC also reveals its latest RF Repeater, which is a prompt and cost-effective solution to easily provide small indoor coverage. It is light weight and compact of less than 400g, 0.4 liter with a typical coverage radius of approximately 20m.

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