

## [Exhibition Report: TELECOM 2006] -(1)

### (1)-1 Outline of ITU TELECOM WORLD 2006

ITU TELECOM WORLD, which is held under the auspices of the International Telecommunication Union (ITU) is a global telecommunications exhibition/forum. ITU TELECOM WORLD 2006 was the tenth holding of the exhibition which was held initially in 1971.

In the past, the exhibition was held once every four years; however, after this year's event the cycle will be shortened to three years. In addition, unlike the past exhibitions that were held in Geneva, the ITU TELECOM WORLD 2006 was the first to be held in Asia. This venue resulted from strong lobbying by the Chinese government, operators and vendors.

ITU TELECOM WORLD 2006 began with the opening ceremony on December 3, 2006 (Sunday). The exhibition was held at the event site called "Asia World-Expo" adjacent to the Hong Kong International Airport for the five days from December 4 (Monday) to December 8 (Friday).

**Photo 1** shows the exhibition site.

According to announcements made by the event organizers, the 66,000 square meter exhibition hall featured exhibits by 695 companies from 37 countries and attracted approximately 62,000 visitors from 141 countries.

### (1)-2 Features of ITU TELECOM WORLD 2006

First of all, it should be noted that leading vendors from Europe that had not made an appearance at the previous TELECOM WORLD provided exhibits this time. Furthermore, as the event was held in Hong Kong the exhibits of the Chinese and Korean companies were strongly represented.

The event used to be called the "Telecommunication Olympics" where companies from around the world competed with each other by demonstrating their technological development achievements. However, since the previous exhibition, the focus has been shifting to presenting products and solutions for everyday issues. On the whole, ITU TELECOM WORLD 2006 was in line with this trend and featured exhibits that stressed the maturity of products by placing emphasis on product styling and usability rather than on technological aspects such as performance and function. This is the second point to be noted.

The third point was the increase in the number of mobile products that were exhibited, although the central theme of the exhibition was originally fixed-line telecommunication. This trend was due to the global advancement of mobile telecommunications. The number of exhibits of mobile terminals, HSPA (High Speed Packet Access), WiMAX (Worldwide Interoperability for Microwave Access) and Indoor Node-B was remarkable. Above all, the leading vendors exhibited items relating to WiMAX. In



Photo 1 Exhibition site (above: front entrance, below: west entrance).

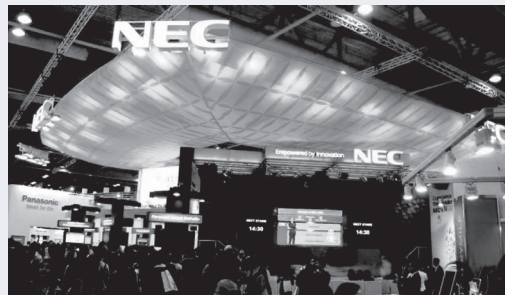


Photo 2 NEC Stand.



Photo 3 Reception desk and the entrance of the closed-door exhibition.

the field of broadband access, IPTV's and other video services were conspicuous.

Since the event attracts executives of telecom carriers from around the world, it has become much more usual to make use of the opportunity in order to hold business talks. It should also be noted that there were many closed-door exhibitions put on at the event that were only available to specific customers. There were also many exhibits featured in the lounges where the business talks were held. Such trends were conspicuous especially at the booths of the European and American companies and NEC also adopted this approach as part of its own participation program.

Outline of the NEC stand and NEC's exhibits are mentioned in the following pages (See **Photo 2** and **Photo 3**).

## [Exhibition Report: TELECOM 2006] -(2)

### (2)-1 Exhibition Setup of NEC's Exhibits

TELECOM WORLD 2006 was the first opportunity for NEC to deliver a full-scale presentation of NGN (Next Generation Network); therefore, it aimed to promote the concepts, solutions, products and advanced technologies of NEC's NGN to customers such as telecom carriers, service providers and broadcasters.

In accordance with these aims and in addition to the theme stage and open exhibition for general visitors and the press, we also held a closed-door exhibition for principal customers.

At the theme stage, we had an open exhibition of products and technologies that were unique to NEC and established an exciting NGN plaza in order to promote NEC's NGN to general visitors and the press in an easy-to-understand manner.

On the other hand, a closed-door exhibition provided principal customers with a suitably calm atmosphere in which to receive explanations of the products and to undertake exchanges of opinions and hold business talks.

In addition, scenes of TELECOM WORLD 2006 were broadcast to the site of iEXPO which was held under the auspices of Nikkei Business Publications, Inc. to exhibit solutions for the era of the ubiquitous network; therefore, visitors to the Tokyo event were also able to enjoy the ambience of TELECOM WORLD 2006 in Hong Kong.

### (2)-2 Design and Layout of the NEC Stand

At the NEC stand we employed the company color of blue as our primary color and secured one of the largest exhibition spaces of the solo exhibitors. On the ground floor of the two-story stand, the theme stage and open exhibits were located on the main aisle side in line with the exhibit setup, while closed-door exhibits were located at the back of the reception desk in order to separate the space from the bustle and to secure a quiet and calm atmosphere. In addition, we had a relaxing meeting room and a lounge for business talks on the first floor (Please see the **Photo 2** and **Photo 3** on the previous page).

### (2)-3 Theme Stage

On the theme stage, we focused on "Experience the Wonder of NEC's NGN," and informed visitors about "the spread of new communities brought about by NEC" and "sharing excitement through entertainment and community" by delivering drama-type presentations featuring an MC and three performers in a futuristic setting. We also held live erhu performances, which is a Chinese traditional musical instrument. These stage activities contributed to letting visitors easily and pleasingly understand the benefits provided by NEC's NGN (see the **Photo 4**).

These presentations and performances that were staged



Photo 4 Theme stage and visitors.

every hour attracted so many visitors that they overflowed into the aisles at every performance. Among the various staged exhibits, most of which placed emphasis on the products themselves, NEC attracted a great deal of attention from general visitors and the press by presenting impressions of the lifestyles realized by NGN.

The stage show may be viewed at NEC's web site. Please, visit our event report pages by entering the following URL:

Japanese: <http://www.nec.co.jp/online-tv>

English: <http://www.nec.com/online-tv>

The **Fig.** shows the results of questionnaires answered by visitors who watched the performances on NEC's theme stage. 94% of them answered that the stage had been good, 72% answered that they had understood the NEC's NGN, and 67% answered that their impression of NEC had improved. These results indicate that the message that we wanted to present on the stage was successfully understood by visitors.

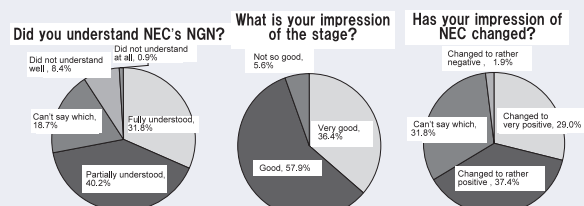


Fig. Results of the questionnaires regarding the stage presentation.

## [Exhibition Report: TELECOM 2006] -(3)

### (3)-1 Open Exhibition of NEC

At the open exhibition, we presented the important features of NGN in five categories (i.e. the latest mobile terminals, “What’s Next” solutions for China and other Asian countries, IT appeal and R&D) through presentations and demonstrations in 11 zones.

Many visitors came to the open exhibition and among the crowds the personal robot PaPeRo and a three-dimensional face recognition system were actively demonstrated. In particular, the popular PaPeRo, equipped with an excellent voice recognition capability, moved about appealingly and received a lot of media coverage (See **Photo 5** and **Photo 6**). The latest mobile terminals and “What’s Next” also drew a high degree of visitor attention, and the impact of NEC’s core technologies was successfully presented. At the “What’s Next” Zone, we used video to give visitors a comprehensive tour of NEC’s NGN technologies in support of the NGN lifestyle presentation on the theme stage. Thus, NEC’s NGN created much interest among the many visitors.

### (3)-2 Closed-Door Exhibition of NEC

We divided up the exhibit space for NGN-related technologies, products and R&D into four zones in order to provide explanations according to the needs of principal customers such as carriers and government officials.

At the Convergence Zone, the total concept of NGN was presented. In addition, for both fixed-line and mobile telecommunications, we displayed a wide range of exhibits including applications based on IMS (IP Multimedia Subsystems), SIP-SDP (Session Initiation Protocol - Service Delivery Platform), wireless/optical transform products and other solutions for enterprises.

At the Mobile Network Zone, there were demonstrations of HSDPA (High Speed Downlink Packet Access) utilizing service linkages and business networks on an IMS platform. In addition, there were exhibits of value-added applications and IMS/MMD (Multi Media Domain).

At the Fixed Network Zone, our focus was on the technologies to provide highly-reliable and high-quality broadband services. The exhibits included the Triple Play and the VOD (Video on Demand) system that is capable of high-definition video.

At the Application Services Zone, there were exhibits regarding how IT infrastructures are contributing to the application services of NGN.

Our zoning method worked well with presentations aimed at specific targets. For example, it was possible to utilize the Convergence Zone in combination with the Mobile Network Zone in order to deliver presentations for



Photo 5 Open exhibition.



Photo 6 Much-loved PaPeRo.



Photo 7 View of the closed-door exhibition area.

the mobile telecommunication carriers. **Photo 7** shows the closed-door exhibition area.

At the closed-door exhibition, visitors expressed their interests in the wide range of exhibits from IMS applications to transport products. Some of the IMS applications such as the group communication application exhibited at the Convergence Zone, received much media exposure.

## [Exhibition Report: TELECOM 2006] -(4)

### (4)-1 Video Broadcast of NEC Stand to iEXPO

iEXPO was held around the same time as TELECOM WORLD 2006. We linked the sites of the two events and distributed scenes from the NEC stand at TELECOM WORLD 2006 to the iEXPO site by using prerecorded video and a live feed via Fine Stream (i.e. NEC's H.264 codec product). The video was shown at the NGN Zone of iEXPO and was favorably received by the visitors. **Photo 8** shows the live feed at the iEXPO site.



Photo 8 Live feed from the theme stage of TELECOM WORLD, at the iEXPO site.

### (4)-2 Conclusion

NEC has successfully achieved its original goal, which was “to present the concepts, solutions, products and cutting-edge technologies of NEC's NGN” by means of a major exhibition.

Our success is to a great extent attributed to those who visited the NEC booth at TELECOM WORLD 2006 in Hong Kong and those who watched the video broadcast at the iEXPO site. In conclusion, we would again like to express our sincere appreciation to all our visitors for their keen interest in our products.

Based on our achievements, all of us at NEC will continue to support our customers in creating new business opportunities by further enhancing and delivering NGN solutions and products.