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***NEC launches NEC Smart Hospitality Solutions,
a comprehensive solution portfolio for the hospitality industry***

Tokyo, June 10, 2015 - [NEC Corporation](#) (NEC; TSE: 6701) today announced the launch of “NEC Smart Hospitality Solutions,” an integrated portfolio of solutions for the international hospitality industry in response to the increasing market demand to enhance the guest experience while increasing the efficiency of hotel operations.

NEC Smart Hospitality Solutions consist of key solutions related to hotel operations, including communications platforms, Unified Communications (UC) applications, Property Management Systems (PMS), facial recognition systems, digital signage and guest room management systems. As the solutions are based on a modular approach and can be tightly integrated, customer information and other data can be easily shared throughout the portfolio. As a result of this seamless integration, hotel owners and operators can provide highly value-added guest services and improve the productivity of hotel staff.

For example, NEC’s facial recognition solution makes it possible to check footage from cameras at hotel entrances to identify VIP guests in real-time using facial data registered in a PMS. This enables the provision of personalized services and greetings to coincide with the arrival of a VIP. The guest experience can also be enhanced by allowing hotel check-ins and check-outs as well as room service orders and other requests to be accessed from tablet terminals or guests’ smartphones.

NEC plans to continually strengthen the NEC Smart Hospitality Solutions portfolio while promoting its “Hotel IT in a Box” approach, which offers hotel solutions consolidated into a single server platform. Based on this approach, NEC launched the [Application Platform for Hotels](#), a vertically integrated solution platform optimized for the hospitality industry, in April 2015 for Asian markets. Moving forward, NEC plans to further integrate new solutions such as PMS into the Application Platform for Hotels.

“By providing integrated comprehensive hotel solutions, NEC enables hotel owners and operators to deliver value-added services that exceed guest expectations, help gain loyal customers, enhance the efficiency of staff and their systems, and contribute to improved profitability,” said Yasunori Sakamoto, Group Chief Executive, Global Hospitality Group, NEC Corporation. “NEC has established a Global Hospitality Group at our head office that is responsible for global delivery and

support of the NEC Smart Hospitality Solutions. Looking ahead, we are planning to launch regional business support centers in major international bases to accelerate the global rollout of these solutions.”

NEC Smart Hospitality Solutions belong to the lineup of NEC Global Enterprise Solutions, NEC's portfolio of continually upgraded and expanded solutions and services offered globally to enterprise customers in retail, distribution, manufacturing and other fields.

About NEC Corporation

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses and society. For more information, visit NEC at <http://www.nec.com>.

Based on its Mid-term Management Plan 2015, the NEC Group globally provides “Solutions for Society” that promote the safety, security, efficiency and equality of society. Under the company's corporate message of “Orchestrating a brighter world,” NEC aims to help solve a wide range of challenging issues and to create new social value for the changing world of tomorrow. For more information, please visit <http://www.nec.com/en/global/about/solutionsforsociety/message.html>.

 **Orchestrating a brighter world**

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