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NEC SOLUTIONS AMERICA RANKS FIRST IN CUSTOMER SERVICE AMONG NORTH AMERICAN PROJECTOR BRANDS

Recent Reseller Study Rates NEC #1 in after-sale and marketing support

CHICAGO, August 2, 2005 – NEC Solutions (America), Inc., Visual Systems Division ranked #1 in the customer service categories of after-sale support and marketing reseller support, according to Pacific Media Associates (PMA) recent survey. NEC was also ranked as the second largest provider of professional grade projectors and plasma displays in North America, according to the research analysts PMA (projectors) and TFCinfo (plasma displays). These accolades speak to NEC's recent commitment of making customer service a top priority.

“Improvement of customer satisfaction is our major objective, which is now becoming linked more than ever with operational performance,” said Mr. Toshiro Kawamura, senior executive vice president, NEC Corporation.

According to the recently released Pacific Media Associates 2004 Annual Resellers Survey, NEC ranked first among North American projector brands. This survey of 148 resellers rated NEC at the top in responsive support persons, return/repair programs, product quality/reliability, profit contribution to dealer, knowledgeable support persons, capable dealer representatives, and replacement parts programs. NEC also was ranked first in the composite groups of marketing support and after-sale support. As a result of

these high category rankings, NEC was determined to be the #1 manufacturer overall in the 25 aspects most important to resellers.

“The market for front data/video projectors is more competitive than ever. Most resellers carry multiple product lines, so manufacturers have to do more than just make good products. They must provide compelling sales, marketing and technical support programs if they are to capture mindshare and market share at a reseller. NEC is doing exactly this, as evidenced by their high scores in our study,” said PMA Vice President Michael Abramson, who was PMA’s project manager for the Reseller Survey.

AV market researchers, TFCinfo, also surveys experienced users to uncover their insights into large area display company’s products and brand strength. TFCinfo’s newest Plasma Brand Strength Survey 2005 demonstrates the breadth of NEC support among users of plasma displays. According to TFCinfo, plasma users strongly believe that NEC stands for:

- **Remarkable customer service support**
- The best investment (defined as price for most features)
- Quality with reliability
- Top-tier picture quality

“NEC strength of brand is broad-based and extends equally to NEC’s plasma display line-up,” says Paul Martin, president and founder of TFCinfo. “NEC is predictably one of the top brands considered for purchase, with roughly half of all business users and purchasers surveyed stating that they always consider the NEC brand,” Martin continued. “Even more impressive, when asked which brand of plasma they would most want to use or purchase, users of all brands placed NEC in the #1 spot as the most desired brand among business users!”

PMA’s 2004 annual report reveals NEC is #2 in projectors with 9.3% revenue share in 2004. This is an increase of 1.5% from 2003. In addition, many other analysts are taking note of NEC’s rapid rise:

- **NEC is #1** - in projector revenues in AV distribution with 18.8% share in 2004 (TFCinfo Monthly Projector Market Analysis Report)
- **NEC is #2** - in professional plasma with 21.2% unit share in 2004 (TFCinfo 2004 annual report)
- **NEC is #1** - with 22.3% share in Pro A/V projectors (PMA RTS March 2005)
- **NEC is #2** - with 17% share in mass distribution projectors (NPD March 2005)

“I’m proud that NEC’s excellent customer service is being recognized. Along with our diverse product mix and innovative sales and marketing initiatives, NEC is leading the pack,” said Pierre Richer, senior vice president, NEC Solutions America, Visual Systems Division. “All of these factors contribute to the exciting results we’re seeing in our revenue and margin performance and our rapidly increasing market share.”

NEC Solutions America, Visual Systems is the second largest provider of professional grade plasmas and projectors in North America. A Global 150 technology leader with over \$40 billion in revenue, NEC Corporation delivers projectors and plasma displays with crystal clear images every time – *because it’s your image*. For more information, please visit www.necvisualsystems.com or call 1-800-NEC-INFO.

About NEC Solutions (America)

NEC Solutions (America), Inc. is a premier provider of integrated solutions for the Connected Enterprise in North America. As an affiliate of NEC Corporation (NASDAQ: NIPNY) (FTSE: 6701q.1), NEC Solutions America taps into a global resource network to help clients leverage technology to achieve a competitive edge. From corporate performance management and biometric security solutions to digital cinema and in-theatre advertising systems, visual displays and server solutions, the expertise is delivered with the personal attention needed to address individual situations. With headquarters in Rancho Cordova, California, NEC Solutions America serves a wide range of markets, including the health care and public safety, financial services, cinema, retail and manufacturing markets. Information regarding NEC Solutions America can be found at www.necsam.com.

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