

## Press Release – For Immediate Release

### “KNOW YOUR CUSTOMER” with NEC; Visit Booth #4121 to See Future-Forward Retail Solutions at NRF17

*Showcasing the latest in retail technology: Object Recognition POS, Image Recognition Service via Smartphone, Facial Payment, Stanchion® POS Hardware & Software Offerings and Private Cloud Solutions*

**Irving, Texas – January 11, 2017** – NEC Corporation of America (NEC), a leading provider and integrator of advanced IT, communications, networking and biometric solutions, along with NEC Display Solutions, a leading provider of commercial LCD display and projector solutions, today announced it will showcase new retail solutions that integrate a wide range of NEC technologies, including point of sale (POS), biometrics, digital signage, analytics, and digital signage during the National Retail Federation's Big Show, Jan. 15-17, 2017, at New York's Jacob K. Javits Convention Center in **Booth #4121** to empower retailers with the key information necessary to “Know Your Customer.”

#### Retail:

- **POS Hardware:** our adaptive, highly efficient POS models have a small footprint and offer customizable configurations.
- **POS Software:** easily configurable and platform agnostic -- our retail software enables store managers and associates to respond faster to customers with store information in near ‘real-time.’
- **Kiosk POS:** the perfect combination of sleek and functional -- our kiosk POS solutions feature our robust POS hardware and software and are currently being tested by 7-Eleven® and other retailers.
- **Omni-Channel:** platform offers real-time direct fulfillment solution that enables retailers the ability to offer a mobile POS solution on the store floor.
- **NEC Cloud Platform for Retail:** hybrid cloud-based architecture enables real-time data sharing between stores as well as Omni-channel solutions.
- **Store Lifecycle Management Solution:** ensures non-stop operation and helps retailers expand their business through preventative maintenance and store development management functions.
- **Interactive Projection System \*\*:** uses projection technology to create interactive applications that offer unique customer experiences.
- **Image Recognition Service\*\*:** the GAZIRU (smartphone image recognition service) which uses photos or media taken with smartphones to provide detailed information on products and services.
- **Object Recognition POS\*\*:** analyzes products visually enabling quick and accurate scanning of multiple products without cashier interaction.
- **Facial Payment\*\*:** a media-less payment service using facial recognition to provide shoppers with a speedy and secure payment option.

#### Biometrics:

- **Facial Recognition Avatar:** uses NEC's NeoFace® face recognition technology to recognize known individuals or profiles, “Kylie” greets visitors, provides them with information pertinent to the store such as the arrival of new items or in-store sales.
- **NeoFace® Watch:** integrates existing video systems or cameras to enhance security by capturing and matching images against a watch list of individuals.
- **Biometric Customer Loyalty Solution:** created in collaboration with Brierley+Partners, this solution provides seamless loyalty and CRM capabilities using NEC's leading facial recognition technology backed by Brierley's robust CRM platform hosted on Microsoft Azure Cloud.

#### Analytics:

- **Shelf Detection\*\*:** suitable for scenarios like, loss prevention and shelf replenishment, it uses video surveillance to notify store personnel when item(s) have been removed from the shelf in the exact location in the store.
- **Heat Mapping:** combines the use of heat mapping to track customer product engagement and dwell times at specific products and locations in the store.
- **Video Analytics:** captures shopper demographic information, such as age and gender with data analytics software.

#### Private Cloud:

- **Infrastructure as Service (IaaS):** Hosted at Iron Mountain's 220 feet underground data center, NEC's IaaS for SAP HANA® solution helps funnel customer data and business intelligence in a highly secure and federally compliant environment – all with a financially manageable and predictable operational expense.

#### Digital Signage:

- **4K Solutions:** deliver cutting-edge technology from NEC Display Solutions with stunning visual performance including displays ranging from 55"-98" to supply retailers with the right product for a wide range of applications.
- **Video Wall Solutions:** NEC Display delivers multiple sized canvases for your digital needs and range from 46"-55" – these panels deliver best-in-class picture quality, image stability, and design to lead the charge in large scale display solutions.
- **Interactive Display Solutions:** range from 32"-84" to deliver the right technology for kiosks, interactive digital signage, interactive store fronts, and customer experiences.
- **Large Format Displays:** Commercial-grade large format displays from NEC Display range from 32"-98" and deliver quality performance and full features that deliver the right solution for indoor or outdoor retail applications.

\*\* Reference exhibit sample only.

To learn more about NEC's retail solutions, go to [www.necam.com/smartretail](http://www.necam.com/smartretail). Follow us on our [Blog](#), [YouTube](#), [LinkedIn](#), [Facebook](#) and on Twitter @NEC.

NEC information: [www.necam.com](http://www.necam.com)

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#### About NEC Corporation of America

NEC Corporation of America (NEC) is a leading technology integrator providing "Smart Enterprise" solutions that improve the way people work and communicate. Smart Enterprise delivers an integrated set of Solutions for Society that are aligned with our customers' priorities to create significant value for people, businesses and society, with a special focus on safety, security and efficiency. We deliver one of the industry's strongest and most innovative portfolios of communications, analytics, security, biometrics and technology solutions that unleash customers' productivity potential. Through these solutions, NEC combines its best-in-class solutions and technology, and leverages a robust partner ecosystem to solve today's most complex business problems. NEC Corporation of America is a wholly-owned subsidiary of NEC Corporation, a global technology leader with a presence in 160 countries and \$25 billion in revenues. For more information, please visit [www.necam.com](http://www.necam.com).

#### About NEC Display Solutions of America, Inc.

NEC Display Solutions of America, Inc., a leading designer and provider of innovative displays, offers the widest range of products on the market, such as commercial- and professional-grade large-screen LCD displays, desktop LCD monitors, direct view LED displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. Benefitting from the technologies of NEC Corporation and its own Research and Development, NEC produces leading-edge visual technology and customer-focused solutions for a wide variety of markets, including education, retail, transportation, broadcast, enterprise, healthcare, houses of worship, and many more. NEC is orchestrating a brighter world with the quality and reliability of its products and outstanding customer service. For additional information about NEC Display Solutions of America products, call (866) NEC-MORE, or visit the website at [www.necdisplay.com](http://www.necdisplay.com). Follow us on our social media channels: Facebook, YouTube, Google+, Twitter and LinkedIn.  
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NEC Media Contact:

Frank Puglia  
NEC Corporation of America  
214.262.3767  
[frank.puglia@necam.com](mailto:frank.puglia@necam.com)

NEC Display Solutions Media Contact:

Philip Anast  
Tech Image (for NEC Display Solutions)  
312.673.6054  
[philip.anast@techimage.com](mailto:philip.anast@techimage.com)