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NEC Launches Eye Flavor, Japan's First All-in-One Digital Signage Board with Face Recognition Technology

Eye flavor enables advertisement distribution through effectiveness analysis

Tokyo, January 28, 2009 — NEC announced that it has developed Japan's first all-in-one digital signage board called eye flavor. The new product, which is comprised of a large-size LCD display, camera, streaming controller, and effectiveness analysis software, enables easy installation of digital signage and can help companies measure the results of targeted advertising programs. Using NEC's face recognition technology, eye flavor can distribute targeted advertising content according to the customer's gender and age range.

NEC conducted a trial of the eye flavor's effectiveness at the Granduo Tachikawa, a commercial facility in Japan. Specifically, NEC's eye flavor was set up at the front entrance on the first floor of Granduo Tachikawa for 21 days in October 2008. The number of viewers, as well as viewing duration of advertising contents, was measured in terms of time period, gender and age. In addition, the distance between the display and the viewers were measured. Unlike commonly used survey methods, the effectiveness of the outdoor advertising was obtained on a timely basis with quantitative results that were more detailed.

Because of its portability, the eye flavor's installation and removal are simple and flexible according to the environment. The target market for eye flavor is across various industries and NEC expects to achieve sales of 500 units in three years.

NEC's eye flavor, which began selling and shipping in December of 2008 in Japan only, starts at 2 million yen. Currently, the face recognition technology applies only to Japanese faces but trials are ongoing as an advanced application solution.

About NEC Corporation

NEC Corporation is one of the world's leading providers of Internet, broadband network and enterprise business solutions dedicated to meeting the specialized needs of a diversified global base of customers. NEC delivers tailored solutions in the key fields of computer, networking and electron devices, by integrating its technical strengths in IT and Networks, and by providing advanced semiconductor solutions through NEC Electronics Corporation. The NEC Group employs more than 150,000 people worldwide. For additional information, please visit the NEC website at: <http://www.nec.com>.



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