

NEC Unified Solutions Receives 2007 Product of the Year Award from *Communications Solutions*

Automated Message System Honored for Outstanding Innovation

Irving, Texas, June 25, 2008 — NEC Unified Solutions announced today that Technology Marketing Corporation's (TMC) *Communications Solutions* (www.tmcnet.com/comsol) has named the Automated Message System (AMS) as a recipient of a 2007 Product of the Year Award.

NEC's AMS enables businesses of all types and sizes to provide valuable messages and reminders to patients, clients, customers and employees. AMS can also help improve delivery of announcements and enhance responses, resulting in a return on investment by reducing administrative process costs and allowing companies to build longer-lasting customer relationships.

For any announcement, the AMS can send a message via a phone call, email or text message. Each call or message is customized with specific information for each targeted individual. Interactive voice response functionality supplements the calling capability and asks for confirmation that the message was received. The recipient also has the option of being routed to a staff member via a normal extension number or integration with NEC's contact center solutions.

"NEC's AMS system can help reduce administrative process costs, improve customer relationships, and eliminate the hours required to manually call customers to remind them about appointments in numerous service-oriented industries," said Diana Schoenmann, vice president of the National Sales Assistance Center, NEC Unified Solutions. "We are pleased that *Communications Solutions* has recognized NEC's leadership in developing innovative products that continue to revolutionize the way our customers do business."

"NEC has been recognized with a 2007 Product of the Year Award for their excellence in the advancement of voice, data and/or video communications," said Rich Tehrani, TMC President and Group Editor-in-Chief of *Communications Solutions*. "NEC has proven they are committed to quality and excellence in solutions that benefit the customer experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from them in the future."

The eighth annual *Communications Solutions* Product of the Year Award recognizes the vision, leadership and attention to detail that are the hallmarks of the prestigious award. The most innovative products and services brought to market in 2007 were selected as recipients of this year's *Communications Solutions* Product of the Year Award for their groundbreaking achievement.

The 2007 Product of the Year Award winners can be found on the [Communications Solutions](#) Web site.

About NEC Unified Solutions

NEC Unified Solutions helps companies unify their business communications through innovative software, applications, development tools, and services. NEC offers a complete portfolio for unified communications, wireless, voice, data and managed services, as well as systems integration and application development. NEC Unified Solutions serves as the North American communications integration arm of global giant NEC Corporation for Fortune 1000, as well as small to mid-sized businesses in vertical markets such as hospitality, education, government, and healthcare. For more information, visit www.necunified.com.

About TMC

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in-person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [IMS Magazine](#). TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by nearly one million US visitors according to Quantcast* and by over three million unique visitors each month worldwide, according to Webtrends In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), [Call Center 2.0 Conference](#) and [Communications Developer Conference](#).

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