

NEC Spherically Software-Based Solution Unifies Communications at Cygnus Business Media

Nationwide publishing company relies on NEC's UNIVERGE360 approach to connect business communications throughout remote offices

IRVING, TX, April 30, 2008 — NEC Unified Solutions, Inc. (NEC), a global leader in enterprise business communications, today announced the NEC Spherically® software-based solution has been deployed at Cygnus Business Media to help integrate and improve communications efficiency at the nationwide publisher of industry and trade media.

Through its NEC Spherically software-based solution, NEC helped unify Cygnus' nationwide office communications, which ran on disparate and difficult-to-manage phone systems. With NEC's solution, Cygnus and its 550 employees transitioned to a software-based platform and an easy-to-use set of unified communications features, including click-to-dial and conferencing. The solution also enabled Cygnus to transition to a single telecom service provider with only one in-office operator for its 12 offices. This in turn allowed administrative staff at various locations to be reassigned to focus on more productive activities.

"Since deploying NEC's solution, we've seen significant productivity improvements. Call volume on our network has increased tenfold, largely because more people are using the click-to-call and conferencing capabilities rather than relying on cellular or third-party conference lines," said Eric Kammerzelt, IT manager, Cygnus. "We were looking for a cost-effective and easy-to-manage solution, and NEC's software solution has truly integrated our communications so we now spend less time managing the system and more time concentrating on our business."

NEC Spherically runs on industry-standard servers across existing data networks without expensive proprietary hardware and offers advanced features, flexible scalability, integrated communications and low cost of ownership. Cygnus currently is using NEC's solution for click-to-call, conference bridging, call recording, four-digit dialing, unified messaging and presence. Cygnus can now train its IT staff to manage the system in-house, and the system becomes more redundant every time a new server location is added because each server is a copy of the original.

Developing solutions that can help improve organizational efficiency is part of NEC's UNIVERGE®360 vision to unify business communications. The approach enabled Cygnus' IT management to identify employees by their respective roles within the company, such as an in-office operator, and then unify the technology and business processes needed to make their jobs more effective.

"Cygnus needed a reliable system that would bring communications together throughout the company. Through our UNIVERGE360 approach, we were able to develop a cost-effective solution that allows Cygnus to streamline communications, reallocate employees and enable productivity rather than handling a problematic phone system," said Don Fiorentino, vice president of western regional sales, NEC Unified Solutions.

NEC Spherical's unique distributed software architecture scales to 30,000 ports across any number of locations and achieves 99.999 percent reliability with no single point of failure. Spherical supports standards-based phones, gateways and other communications endpoints, enabling flexibility and choice to avoid "vendor lock-in." Additionally, through standard XML and SOAP technology, NEC Spherical Web Services provide access to the rich communications services. NEC's Web Services align with the concept of a Service Oriented Architecture (SOA), enabling enterprise applications to easily embed communications functions into critical business processes.

For a case study detailing Cygnus Business Media's use of and benefits from NEC's software-based communications solution, visit us online at www.necunified.com

About NEC Unified Solutions, Inc.

NEC Unified Solutions helps companies unify their business 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, a wholly owned subsidiary of NEC Corporation of America, serves Fortune 1000, as well as small to mid-sized businesses across the globe in vertical markets such as hospitality, education, government and healthcare. For more information, visit www.necunified.com.

About Cygnus

Cygnus Business Media, a leading diversified business-to-business media company, reaches nearly 15 million business owners, executives and professionals annually through its portfolio of over 175 media products. Its four distinct divisions - Cygnus Publishing, Cygnus Expositions, Cygnus Interactive and Cygnus Custom Marketing - provide comprehensive, integrated advertising and marketing programs for Cygnus' valued customers and clients. The company's leading business publications, tradeshow, conferences, websites, online products and custom marketing capabilities enhance brand identity, generate sales leads, and build product awareness as they strengthen customer/client relationships. For more information, visit www.cygnusb2b.com

