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NEC advocates IT and network solutions to boost Malaysian hotel industry

KUALA LUMPUR, 18 March 2010 – NEC Corporation of Malaysia Sdn. Bhd. ("NEC Corp Malaysia"), a wholly owned subsidiary of NEC Corporation (HQ: Japan), is hosting an NEC Hospitality Solution Fair 2010 at the Nikko Hotel today. Aimed at the trade partners and hoteliers from the hospitality sector, the one-day seminar cum solution fair showcases NEC's strengths in integrating IT and network solutions that are applicable to the hospitality industry.

Malaysia has seen brisk growth in its tourist arrival numbers each year, including a record 23.6 million visitors in 2009[1]. With tourism being the second highest contributor to the GDP growth of Malaysia, the Malaysian government is keen to grow its tourism industry, especially medical tourism, which has become a booming industry in Asia.

As such, the hotel industry in Malaysia has also been experiencing healthy growth, where the average occupancy rate in Malaysia's hotels is at 56 - 64 percent[2], even during the recession period from 2008 to 2009. In light of the recovering economy, the industry is expecting to see strong growth in tourist arrivals and occupancy rates.

Through this event, NEC aims to present its expertise and strengths in integrating IT and network solutions to hoteliers in Malaysia. The hospitality industry is mainly manpower-intensive; hence by tapping on technology to provide services through automation and self-service, hoteliers can better optimize their manpower resources. Hotels can also improve their revenues through differentiation by providing better room services/facilities via technological improvements, thus achieving optimal room rates. With the increasing focus on global warming, hoteliers are moving towards reducing their carbon footprints and energy consumption by investing in green and eco-friendly IT solutions and technologies.

Mr Daisaku Takeuchi, Managing Director of NEC Corp Malaysia remarked, "*Tapping on our expertise as a network system provider in Malaysia for the last 40 years, NEC is bringing forth and integrating a wide variety of our technologies and solutions to ride onto our IP-based network solutions. Working closely with our various partners to provide the best of breed solutions to the market, NEC is a one-stop systems integrator and a partner and vendor of choice for integrated solutions.*"

This seminar focuses on the world-class hotel solutions by NEC and its partners, showcasing customer-centric technologies that modelled around a tourist's experience, from check-in to in-room entertainment, and customer information to the retail outlets, through various interactive platforms. Industry experts and invited speakers will share their experience on

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[1] Source: Tourism Malaysia website (http://www.tourism.gov.my/corporate/research.asp?page=facts_figures)
[2] Source: Malaysian Association of Hotels' Statistics Report 2009

how existing hospitality operators can integrate proven technologies to derive solutions that best balance costs and revenue, to improve efficiency and service standards.

The Solutions Exhibition, which is made up of live scenarios encompassing solutions for self-registration, lobby, guest room, and retail outlet, will allow the visitors to have a seamless feel of how NEC's latest technology is being used at each stage of the hospitality channel, from the time they step into the hotel to the time they depart.

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 140,000 people worldwide. For additional information, please visit the NEC website at: http://www.nec.com

About NEC Corporation of Malaysia Sdn. Bhd

Originally established as NEC Malaysia Sdn Bhd in March 1988, NEC Corporation of Malaysia Sdn. Bhd ("NEC Corp Malaysia") is a total solutions provider for a comprehensive range of NEC's IT, networking and telecommunications, and display technologies in Malaysia. By combining NEC's and other third-party hardware and software to deliver a competitive edge to its clients, NEC Corp Malaysia also provides a wide range of systems integration solutions, business process analysis and system design, technical expertise, implementation and training, and support services through its NECare Support Center that provides comprehensive services nationwide, 24/7. Visit us at: http://www.necmalaysia.com.my.

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