

NEC Corporation of Malaysia Strengthens Retail and Service Solutions with Launch of Latest “TWINPOS G Series”



NEC's "TWINPOS G5" touch screen POS terminal

KUALA LUMPUR, 1 November 2011 – [NEC Corporation of Malaysia Sdn. Bhd.](#) (“NEC Corp Malaysia”) announced today the launch of the new “TWINPOS G Series” – G5 and G7 models, an addition to the company’s “TWINPOS Series” of Point of Sale (POS) terminal products⁽¹⁾ that is expected to **reduce total cost of ownership (TCO) for customers through its exceptional serviceability, reliability and power conservation.**

NEC has an accomplished history of providing retail and service solutions throughout markets worldwide. The “TWINPOS G Series” was developed based on know-how acquired through years of successful deployment for leading global retail and service companies. The “G Series” lineup of products is designed to meet an ever expanding range of market needs.

According to the Malaysia Retail Report Q4 2011 by Business Monitor International (BMI) in August 2011, total retail sales are forecasted to grow to MYR279.83bn (US\$79.44bn) by 2015, from the current MYR182.44bn (US\$51.79bn). Rising disposable incomes and a strong tourism industry are key factors behind the forecast growth. The food retail segment is expected to have a market share of 28.4% in 2011, forecast to be worth US\$14.69bn in 2011, and sales are expected to grow to US\$17.96bn by 2015.

With Malaysia increasingly becomes one of the more established mass grocery retail markets in Asia, industry sales are forecasted to increase by 36.7% to reach US\$6.93bn in 2015, on the back of the country's growing affluent middle and upper-income consumer base. Tourism continues to be an important contributor to the retail sector in Malaysia, with an estimated 24.6 million tourist arrivals in 2010, ringing in receipts amounting to MYR59.6bn (US\$19.7bn), an impressive 11.6% rise from the MYR53.4bn (US\$17.6bn) achieved the previous year.

Key features of the “TWINPOS G Series” that contribute to reducing TCO are as follows:

1) Reduction of maintenance costs through its superior serviceability, high quality and high reliability

- Parts may be replaced without the need for tools or specialized maintenance staff, resulting in an approximate 70% reduction in the time required for onsite part replacement ⁽²⁾
- Strict quality control and component screening result in high quality and reliability

2) Remote maintenance capability

- Management facilitated through the provision of remote maintenance for customer store terminals spread across multiple stores in a wide area
- Software driver related maintenance available for remote areas
- Malfunctions detected through remote operation and diagnosis then resolved through the efficient dispatch of maintenance staff if needed

3) Customer business expansion supported through long-term product supply

- Same specification product supply assured for five years after product release. Customers are free from burdens related to hardware specification changes
- Continuous customer expansion supported through the supply of service parts for up to eight years

4) Environmentally conscientious products featuring both low power consumption and high performance

- Thanks to the adoption of the latest Intel CPU and environmentally conscientious designs, the performance per wattage of POS terminals improved by approximately three times

Mr Daisaku Takeuchi, Managing Director of NEC Corporation of Malaysia Sdn. Bhd. remarked, *“With rising disposable incomes and a strong tourism industry driving the growth of the Malaysian retail industry, NEC is leveraging its experience to support our retail and service industry customers through our “G Series”, as an easier POS choice that helps reduce TCO for retail and service industry customers across the country as they expand the scale of their businesses geographically.”*. He further added, *“Moreover, as more and more people ride on Cloud and cloud-related services, we also expect our customers to change their mode of operations from the conventional methods of managing their workflow and data from a localized system, and move their operations onto the Cloud.”*

For more information on NEC’s “TWINPOS G Series”, please log on to: www.necmalaysia.com.my. For enquiries, please call **(+603) 2299 6322** or contact NECinfoline@necmalaysia.com.my.

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Notes

- ⁽¹⁾ For more information on POS products from NEC, please visit the following URL: <http://www.nec.com/pos/>
- ⁽²⁾ Compared with the time required to replace the HDD for existing NEC products

Field Code Changed

About NEC Corporation

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company’s experience and global resources, NEC’s advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses and society. For more information, visit NEC at <http://www.nec.com>.

About NEC Corporation of Malaysia Sdn. Bhd

NEC Corporation of Malaysia Sdn. Bhd (“NEC Corp Malaysia”) is a total solutions provider for NEC’s IT, networking and telecommunications, and display technologies in Malaysia. Originally established as NEC Malaysia Sdn Bhd in March 1988, NEC Corp Malaysia combines NEC’s and other third-party hardware and software to provide 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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