

# Digital Signage Service

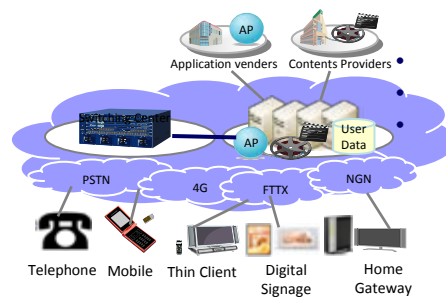


All Digital Signage supplied as a “Cloud” service by Carriers.

## Introduction

In this current trend of cloud computing, NEC will introduce new idea for carrier carrier’s future business. NEC do believe that carrier will be the one core player of cloud computing, by their own core competence such as ”Reliability” , ”Stability” and so on. Near future, Carriers device such as thin-client, Digital Signage, broadband NW, virtualized IT and various attractive applications and contents created by collaboration with 3rd party.

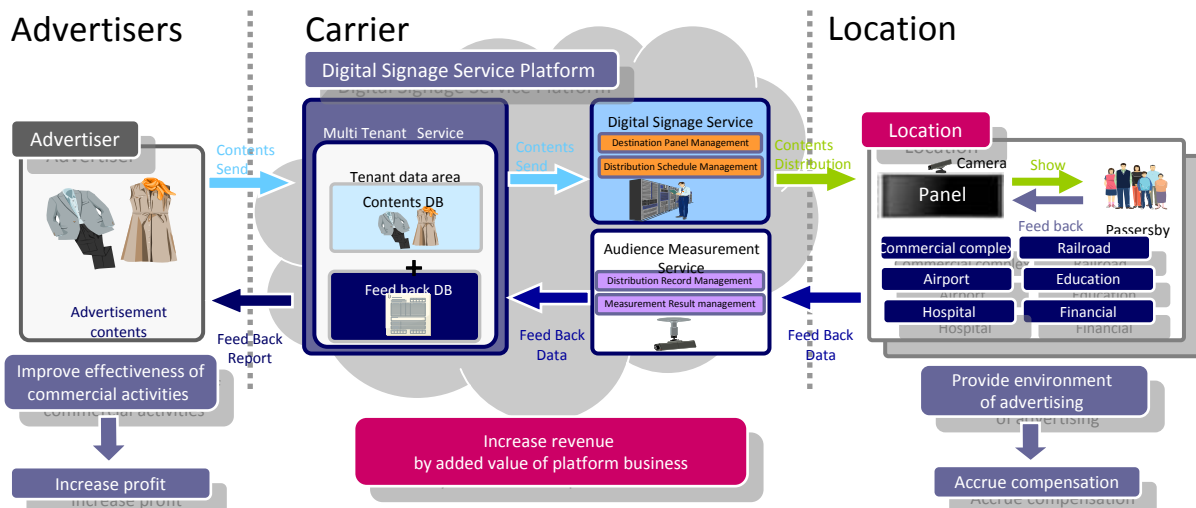
In addition to carrier’s current voice service, all of them will be totally provided as a service by carriers. NEC thinks that only carriers can create the new world, which means all users can use any devices, anywhere, anytime with trust.



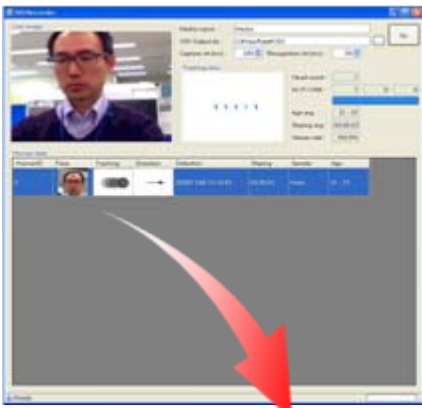
- Collaboration of Service
- Green ECO for society
- Reliability of cloud
- Ubiquitous
- Trust of service

## Overview of NEC’s Interactive Digital Signage Service

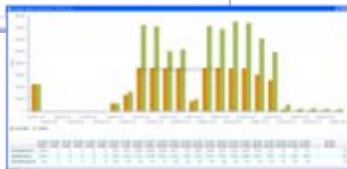
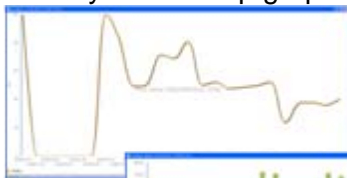
The collaboration with carrier’s asset and NEC’s Digital Signage Service, can realize new Digital Signage service of carrier, which can create efficient cycle to improve effectiveness of commercial activities. The efficient cycle means, advertiser distributes ad → gets feedback → changes to optimum schedule of advertisement distribution → distributes new planned advertisement. Digital Signage service of carrier provides trusted environment of advertising business to all business partner.



## Audience Measurement Service



Hourly Viewership graph

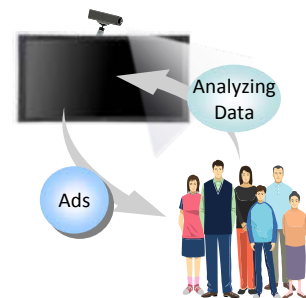


Daily retention time graph

Until now, Digital Signage was one-way advertising media. Therefore, to research advertising effectiveness, advertiser should collect information by questionnaire investigation, diary investigation etc .

In order to research advertising effectiveness more accurately and real-timely, NEC developed audience measurement service. This service can collect various feedback information, such as...

- Age
- Gender
- Retention time
- Distance from panel
- Flow-line of viewer
- Viewership
- Location information ...etc



### ■ Summary of Audience Measurement Service

- 24h/365days data can be collected
- Measurement of various information in real-time, and creating graph and table
- Accurate and steady measurement by system
- Measurement can be performed at multiple locations, at the same time
- Measurement data at all panel can be checked real-timely

Advertiser can get these real-time feedback information of distributed advertisement in the form of analysis report matching the needs of advertiser. NEC's audience measurement service can provide feedback information of distributed ad contents in real-time. If these feedback information can be collected, carrier will be able to realize various new services.

## Carrier's potential for Digital Signage Service

NEC confirmed that only carrier has the potential to become a core player of Digital Signage Service. Because carrier has unique asset nobody has, which can be utilized for Digital Signage service, such as Network infrastructure, stable datacenter, information asset management etc.

There are many issues on Digital Signage Business, for example NW cost for each panel, management of advertisement contents, operation know-how and cost. On the other hand, carriers have relevant assets, well-established publicness and reliability of keeping important contents and data. Therefore, NEC consider carriers have advantages to solve these issues.

Please contact us if you need more information.

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