

Business Video Communications



Reaching the Right Audience at the Right Time in the Right Location



At a Glance

- Conveys the right message at the right time
- Delivers compelling visually-memorable information to audiences and/or individuals
- Improves collaboration
- Personalizes an audience's communications experience
- Provides solutions for every market – education, healthcare, hospitality, government, finance and other retail environments

Overview

Whether a business or organization is a retail store reinforcing point of sale purchases, an educational institution with a life-saving emergency message to convey campus-wide or a healthcare entity seeking to improve patient care, NEC's Business Video Communications provide the ability for organizations' content stakeholders to change the way they communicate by delivering compelling visually-memorable information to audiences and/or individuals.

Eye-catching displays can be instantly updated, mobile device users can be engaged using call-to-action techniques and desktop users located around the globe can be kept informed about mission critical information. Business Video Communications make communicating more effective through the personable and memorable experiences that it provides.

Solution

What are Business Video Communications?

Business Video Communications can take many forms including:

- Digital Signage
- Video-on-Demand or Live Streaming to Desktops
- TV Channel Distribution over IP
- Telepresence
- Video Conferencing
- Web-Based Seminars

It combines endpoints with intelligent IP network infrastructure and software applications to reinforce collaboration and deliver personalized communications experiences.

Solutions that Deliver the Right Message at the Right Time

NEC has taken an innovative leadership role by offering a suite of business video communication solutions that reflect our UNIVERGE®360 approach to communications. This approach places people at the center of communications and enables organizations to tailor communications to fit the needs of their audience.

NEC teams with best-in-class manufacturers like Cisco Systems®, SCALA® and other strategic, creative partners like Array Interactive, Inc. to design, deliver and support turnkey solutions for clients.



Business Video Communications are designed with the user's role in mind; they ensure that the user is delivering the right message to the right audience at the right time. From providing students with the ability to collaborate outside of the classroom on a group project over the World Wide Web to advertising a restaurant's latest specials, our solutions can be tailored to a wide-range of markets, environments and applications.

Business Video Communications offer practical benefits that can evolve with an organization – regardless of the services provided. Organizations control content displayed on their signage, desktops and other endpoints from one point of access to ensure that their message is consistent and that it communicates the information their audience needs to know. NEC's Business Video Communications offer the means to attract, inform and entertain an organization's target audience with high-definition LCD screens capable of delivering live feeds, touch-screen self-service technology and mobile device integration.

NEC – A Total Solutions Provider

NEC provides a total solution – from assessment and implementation to follow-up service and support. Our industry experts can help organizations assess their situation to determine what solutions best meet their needs. If an organization is concerned with maintaining fresh content, NEC can provide media creation services and consultation as well as user-friendly, customizable templates and application integration to ensure that content is always effective and visually appealing. Through one point of contact, organizations have access to the industry's best technology and service. No one is more committed to an organization's communications needs than NEC.

Business Video Technology Partner Selection

A business or organization's implementation strategy is dependent upon their choice of the best communications solution provider. The optimal total solutions provider should guide them through design and implementation, and then offer fast, reliable ongoing support.

The chosen provider should have proven expertise and experience in business video solutions. Because this solution area is emerging within the marketplace, many providers are entering and exiting the market quickly. Choosing a platform from a stable company will assure consistent technology updates to support an organization's business video solutions and to keep them extensible as new media alternatives or enhancements are introduced.

A Partnership to Inspire Confidence

As an industry leader, NEC is proud of its longstanding global reputation for delivering quality service, products and expertise. By partnering with NEC, organizations can build upon a foundation of innovation and trust that conveys confidence, and inspires existing and potential clients to seek to do business with them.

Solutions for Every Market

NEC offers Business Video Communications that address the need of every market from education to government to healthcare to hospitality to retail and beyond. We provide best-in-class solutions to reinforce an organization's brand, to communicate relevant information and notify audiences about emergencies with proven visual communication techniques.

Education

Achieve campus-wide visual communications through the combined use of network-based shared resources. Reach out to students and faculty with digital building directories, emergency bulletins, class notices and event promotions while dramatically reducing use of paper, ink and plastics.

With Business Video Communications, educational institutions can:

- Generate extra revenue by using signage for both on-campus and off-campus advertising and promotions
- Ensure students and visitors know their way by providing touch-screen kiosks with interactive campus maps; integrate with the campus calendar and directory, and provide the option for visitors to download relevant information to their personal mobile device

- Show school pride by providing information about this week's football game or academic team on high-contrast, commercial-grade screens that make any school colors pop and look brighter and sharper than ever
- Provide the means for campus staff and faculty located all over campus to maximize their day by attending meetings from their desks; those who must miss an important meeting can access the recorded video from their desk either on campus or from a secure connection back to campus from home
- Present live events featuring the President, Provost or other dignitaries to impress parents and students who are located off campus by using web-based technologies
- Provide opportunities for improving student or group collaboration on projects with subject matter experts who may be remotely located
- Use innovative visual communications to market a campus to students and alumni that provides a feedback mechanism for them to review and rate the information to help measure the effectiveness of marketing campaigns





Healthcare

Business Video Communications provide healthcare facilities a more impactful way to personally communicate to their busy staff. It offers the flexibility to use photos, movie files or even relevant news feeds to interact with patients, families and visitors. Through easy upgrades to an existing network, a facility's healthcare environment can automatically feel less cluttered and more up-to-date by simply eliminating bulletin boards and by migrating information to digital displays.

NEC's Business Video Communications extend beyond digital displays and can reach patients, families or caregivers at home through live video and on-demand instructions to reinforce patient and self-care procedures.

These types of video communications enhance the total healthcare experience by helping healthcare providers:

- Provide a more relaxed and informative atmosphere in waiting rooms by offering health and wellness news, sponsored product information, local and national news, weather, television programming and general information
- Inform and educate patients and families with discharge instructions or self care procedures using recorded video for on-demand viewing during their stay and after discharge from home
- Offer training for hospital staff using digital signage for those who do not have access to traditional personal computer resources
- Share best practices for patient care with remote locations through live streaming and/or with recorded video podcasts using web-based technologies
- Drive traffic to gift shops, cafeterias and food courts
- Promote fundraising events
- Reduce travel and expenses by bringing vendor and certification seminars inhouse using web-based communications tools to broadcast



Hospitality

Enhance guests' experiences through Business Video Communications by informing and entertaining them during their stay with strategically crafted messaging and digital displays located throughout the property. Business Video Communications reinforces brand loyalty by delivering services to guests to ensure a memorable stay and convince them to return in the future. NEC's Business Video Communications help properties:

- Provide way-finding and hotel information to arriving guests using digital displays
- Create self-service concierge kiosks by integrating Business Video Communications with phone technology to provide access to subject matter experts using video conferencing and/or applications such as airline flight check-in, ticket purchase and local venue directions
- Increase on-premise spending by integrating Business Video Communications, mobile devices and point of sale systems to permit guests to order food, beverage and services from anywhere, at anytime throughout a property
- Create compelling advertising on the web using video recorded communications that invites loyal customers to review and rate services to influence prospects to book reservations
- Integrate web-based data with digital signage to reinforce a brand's value and marketing messages
- Update and enhance conference facilities by providing dynamic digital signage and/or video conferencing services to attract local businesses to host meetings and seminars

Government

High-traffic government facilities can be overwhelming to citizens who seek service or information. NEC's Business Video Communications help empower constituents by providing them with information that can be dynamically displayed through video and directional sound. Through user-friendly web-based software, government facilities can instantly provide maps, helpful information and last-minute alerts. NEC's Business Video Communications helps facilities:

- Lower perceived wait time by providing entertainment and information such as weather, news and announcements
- Offer constantly-updated wait times and instructions to those awaiting service
- Provide on-demand printouts of customized maps or brochures for visitors
- Emphasize environmental stewardship through energy-saving technology and safety features
- Deliver web-based video recordings for more personal, impactful and informative communications, and provide a feedback mechanism for visitors to review and rate information to help measure the effectiveness of information dissemination

Finance

First impressions are crucial—particularly in the financial world. Even before the first handshake financial institutions can make a lasting impression on new clients with digital signage from NEC in their lobby. Our highly flexible Business Video Communications solutions give organizations the ability to tailor rich-media content and send a clear, powerful branding message about corporate promotions to one or many branch locations. Our solutions help financial institutions:

- Decrease perceived wait time by offering informative and entertaining video content to clients
- Demonstrate their worth to a community through video testimonials from satisfied clients
- Deliver more impactful marketing and brand awareness through the addition of video-on-demand information on websites that engage clients and invites them to rate different services
- Increase marketing reach by providing interactive kiosks and encouraging customers or members to provide their information for future mailings or promotional rates as well as to gather feedback on services
- Invite self-service customers/members to meet in an instant with a remotely located subject matter expert by video conference - at the push of a button - from the branch in which they are standing

Other Retail Environments

Business Video Communications can be both dynamic and flexible in retail settings. It can entertain consumers with interactive music and video or invite shoppers to self-select relevant product information to influence brand loyalty. NEC's Business Video Communications can help shopping malls and retailers enhance high traffic areas by providing live TV programming, news feeds and the latest store promotions via large-screen LCD panels. From small shops to large multi-store retail settings, NEC offers the solutions needed to:

- Ensure visual messages are displayed in the optimum locations for maximum impact
- Add ambiance to shopping environments through easily customized music, video and messaging
- Influence shoppers to purchase by informing them of in-store promotions while reinforcing the value of an establishment's products and services by displaying consumer reviews and ratings
- Make advertising pop through motion-activated screens that can come to life as a shopper passes by
- Increase advertising revenue opportunities without sacrificing valuable square footage
- Deliver the right message that will influence the point of purchase decision through the use of video analytics to capture audience information using video surveillance and signage integration

With NEC's Business Video Communications, any organization can reach the right audience at the right time in the right location.



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