

Empowered by Innovation

NEC

C&C User Forum & EXPO 2011

Toward an Information Society Friendly to Humans and the Earth

~Creating the future together with you~



**November
10 (Thu.) · 11 (Fri.)**

Tokyo International Forum (Yurakucho)

- Time: 9:20-18:00, Nov. 10
9:30-18:00, Nov. 11
(Exhibition hall open both days, 10:00-18:00)
- Organized by NUA and NEC
- Admission: Free

The latest information go to:

<http://www.nec.co.jp/uf-iexpo/e/>



President (Representative Director)
NEC Corporation

Nobuhiro Endo

We are once again pleased to host the C&C User Forum & iEXPO2011 as part of our company's efforts to contribute substantially to the information society. I would like to take this opportunity to express my sincere appreciation to the members of the NEC C&C Systems Users Association (NUA), our valued customers and our partners for their continued support.

The NEC Group is striving to realize "an information society friendly to humans and the earth." But what exactly do we mean by "friendly to humans"? NEC envisions a society in which the lives of individuals can be made safer, more secure, more convenient and more prosperous through services that can be used by anyone at anytime and anywhere. At the same time, we define an information society that is "friendly to the earth" as being one in which it is possible to achieve sustainable growth by effectively utilizing limited natural resources and harmoniously coexisting with the global environment. We at NEC are committed to realizing such society through the development and provision of services and IT/Network solutions based on our C&C Cloud Strategy. Moreover, we have set our sights on making significant contributions to global society and becoming a company that is beloved by its customers through the development of a safe and secure social infrastructure capable of coexisting with the global environment.

The Great East Japan Earthquake of March 11 served to remind us of the integral roles ICT and cloud computing that are expected to play in the future. The theme of this year's C&C User Forum & iEXPO2011 is "Toward an Information Society Friendly to Humans and the Earth —Creating the future together with you." In addition to presentations and seminars on the future of cloud computing and efforts being put forth by the NEC Group, we will also be introducing our products and services at the exhibition, in addition to live demonstrations in areas such as Smart Lifestyles, Smart City and Smart Business.

I sincerely hope that this event will enable an inspiring experience for you, through the vast array of solutions and services offered by the NEC Group.

November 10(Thursday)

10:00~10:50

NEC Presentation

Toward the Realization of an Information Society Friendly to Humans and the Earth
~Creating the future together with you~



● **Nobuhiro Endo**, President (Representative Director), NEC Corporation

We are currently striving to achieve the NEC Group Vision 2017, "To be a leading global company leveraging the power of innovation to realize an information society friendly to humans and the earth" in the year that marks the 40th anniversary of Dr. Koji Kobayashi's C&C (the integration of Computers and Communications) declaration.

As we put all our efforts together toward making this vision a reality, we will continue to support our customers' corporate management activities through the provision of C&C Cloud focused on the future of cloud computing. We will also contribute to the development of an energy society capable of coexisting with the global environment and achieving sustainable growth.

The Great East Japan Earthquake served as a reminder of the new roles and functions ICT and cloud computing are expected to play in the future. In this presentation, President Endo will introduce various solutions the NEC Group has developed in collaboration with its customers, as well as discuss the contributions these solutions are making to society.

11:20~12:20

Keynote Speech 1

The Construction of Tokyo Sky Tree: Challenges for the World's Tallest Tower



● **Toru Shiraishi**, President, Obayashi Corporation

Tokyo Sky Tree, which is currently under construction by Obayashi Corporation, has reached its final height of 634 meters in March 2011, making it the world's tallest free-standing broadcasting tower.

The construction of this tower symbolizes the challenging spirit of Obayashi Corporation. To construct the tower with unprecedented height, Obayashi had to not only mobilize all of technologies it has but also overcome a lot of hurdles.

Having come through the Tohoku Earthquake without any structural damages, and now serving as a symbol of Japan's recovery efforts, Tokyo Sky Tree is in its final stages of construction and scheduled for completion in February 2012.

In this address, President Shiraishi will show you the power of Japan and his company's passion for construction by introducing the various technologies and methods of construction, which Obayashi has applied to carry out the work on schedule in pathless field while balancing the enormity of the task and the precision required.

November 11(Friday)

9:30~10:30

Keynote Speech 2

Safety Efforts by East Japan Railway Company and its Response to the Great East Japan Earthquake



● **Satoshi Seino**, President, East Japan Railway Company

East Japan Railway Company has made safety its top priority since its establishment and has successfully reduced the number of train operation accidents to approximately one-third of what they were at the time the company was created, thereby greatly improving safety.

At the time of the Great East Japan Earthquake, 27 Tohoku Shinkansen high speed railway trains were in operation, and 13 of these were traveling at speeds of 200 km/h or higher. Five trains on conventional railway lines were swept off the track by the tsunami. Even so, there were no injuries to either train passengers or crew members.

In this address, President Seino will introduce earthquake countermeasures implemented thus far by his company, including seismic retrofitting of viaduct columns, improvement of the Early Earthquake Detection System, countermeasures to prevent derailed trains from leaving the track, and tsunami response training. In addition, he will outline efforts currently being made to further enhance safety based on findings from the tragic disaster that struck Japan in March of this year.

11:00~12:00

Special Lecture

Creativity Rules:
Levers for Unlocking Innovation ~Stanford University Crash Course~



● **TINA SEELIG**, Executive Director, Stanford Technology Ventures Program, Stanford University

The Japanese translation of What I Wish I Knew When I Was 20: A Crash Course on Making Your Place in the World was published last year to an enormous response, exceeding 350,000 copies to become a bestseller in Japan.

NHK's broadcast of "Stanford Hakunetsu Kyoshitsu" (Heated Debate Classroom: Stanford) which aired this past spring was also received favorably.

The key message of the book is that "By challenging assumptions and looking at the world through fresh new eyes, the world is full of possibilities. Don't be afraid of taking risks and breaking some rules. It is up to you to make amazing things happen."

That's what I wish I had known when I was 20, and I believe that these are things that we should always remember, regardless of our age.

In my address, I will use examples of a variety of experiences in the Silicon Valley to illustrate the type of thinking that enables people to attract good luck, while reflecting on the entrepreneurial spirit and innovation that are necessary to survive rapidly changing times.

Visitors will have the opportunity to view approximately 120 exhibitions and demonstrations showcasing products and solutions in categories such as Smart Lifestyles, Smart Cities and Smart Business.

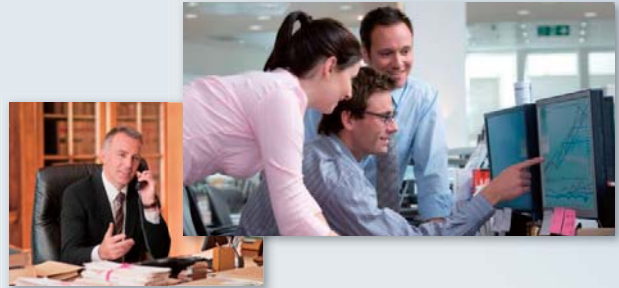
Space

Satellite utilization technologies



Smart Business

Reinforcement of business infrastructure, business continuity, energy management within companies, new business creation, reinforcement of existing businesses, business process/work-style reform, next generation stores, video solutions



Smart Lifestyles

Daily life, healthcare, household energy management



Products and Solutions for Medium-Sized Companies

SaaS, Products and solutions for manufacturing, process / distribution and service industries



C&C Cloud

Smart Cities

Disaster control, energy management in society, convenience/comfort, public safety, digital signage



ICT Infrastructure

Data centers, virtualization, energy-saving ICT products



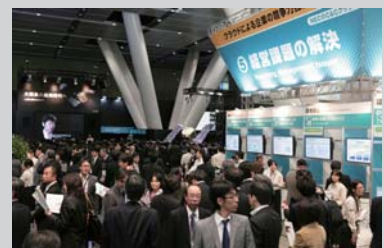
● C&C User Forum & EXPO 2010 Scenes from last year's



Theme stage



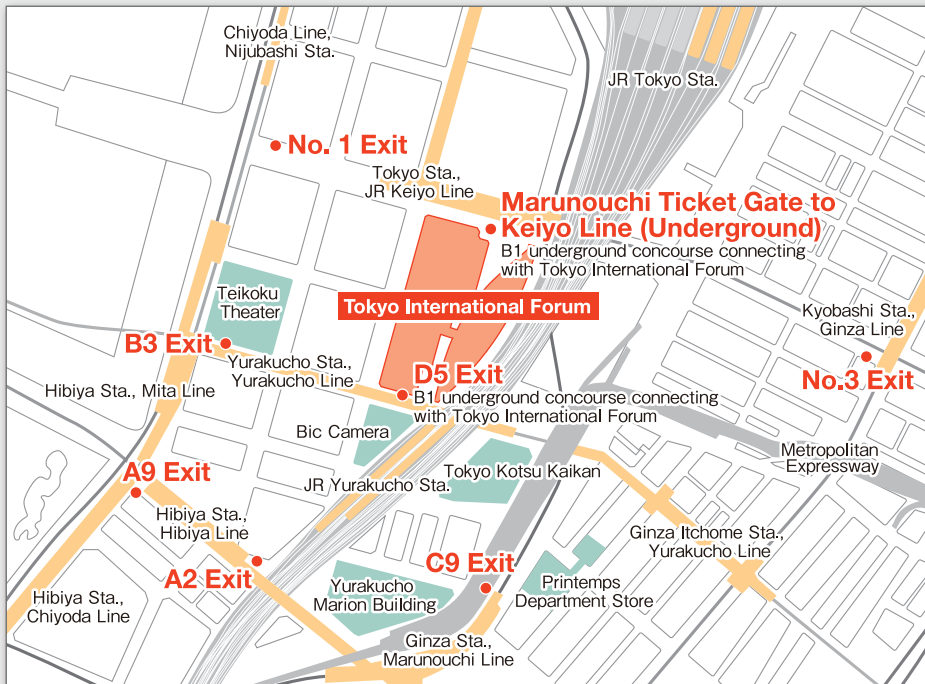
Scene from the venue



Scene from the venue

Traffic information

※There will not be any parking available. Please come by train, subway, or other means of public transportation.



Tokyo International Forum

Address: 5-1 Marunouchi 3-chome, Chiyoda-ku, Tokyo 100-0005, Japan

- **By JR**
One minute walk from Yurakucho Station
Five minute walk from Tokyo Station
 ·Connected by B1 concourse with Keiyo Line at Tokyo Station
- **By subway**
- Yurakucho Line**
 ·Connected to Yurakucho Sta. through underground concourse
- Hibiya Line**
 ·Five minute walk from Ginza Station
 ·Five minute walk from Hibiya Station
- Chiyoda Line**
 ·Five minute walk from Nijubashimae Station
 ·Seven minute walk from Hibiya station
- Marunouchi Line**
 ·Five minute walk from Ginza Station
- Ginza Line**
 ·Seven minute walk from Ginza Station
 ·Seven minute walk from Kyobashi Station
- Mita Line**
 ·Five minute walk from Hibiya Station

Participating NEC Group Companies

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|-----------------------------|---|--|
| ● NEC Corporation | ● NEC CASIO Mobile Communications, Ltd. | ● NEC Personal Computers, Ltd. |
| ● NEC Access Technica, Ltd. | ● NEC Display Solutions, Ltd. | ● NEC BIGLOBE, Ltd. |
| ● NEC Infrontia Corporation | ● NEC Nexsolutions, Ltd. | ● NEC Fielding, Ltd. |
| ● NEC Engineering, Ltd. | ● NEC Networks & System Integration Corporation | (Total: 11 companies, listed in Japanese alphabetical order) |