

## Press Release

**FOR IMMEDIATE RELEASE**

**For further information, contact:**

Chris Foster  
Ruder Finn for NEC  
fosterc@ruderfinn.com  
Work: (212) 715-1691  
Mobile: (917) 974-1667

Lourdes Cogswell-Wojtecki  
NEC USA, Inc.  
LWojtecki@necusa.com  
Work: (631) 753-7045

**Visit NEC at CES!**  
Booth # 15200, Central Hall

### **NEC to Showcase Innovative Consumer Technology at the International Consumer Electronics Show**

*Leveraging Its Strong Global Heritage in Market Leadership and Manufacturing,  
NEC Unveils Extensive Portfolio of Consumer Offerings*

**Melville, New York – December 21, 2004** – NEC will introduce several new products and highlight its wide range of consumer solutions at the International Consumer Electronics Show (CES), the world's largest annual tradeshow for consumer technology and America's largest tradeshow, January 6 – 9, 2005, in Las Vegas. At booth #15200, NEC will exhibit an assortment of recently launched products, including the HT510 home entertainment projector, the ND-3500A DVDRW drive and the 232E High Definition Mobile<sup>+</sup> fitness phone, alongside products to be announced at CES, such as a new family of flat panel liquid crystal displays (LCD) and several extensions to existing series' of NEC-branded monitors.

Backed by a legacy of international market leadership, NEC has more than 100 years of experience, resources and deep knowledge of global markets in the core high-technology sectors of communications, computers and electronic components. Leveraging a history of innovation, which includes recognition as a world leader in new patents and the first to market with a 61-inch plasma display, NEC brings forth high-end applications and extends its diverse offerings to the consumer market.

“The breadth of NEC's technology leadership is founded in research and development and is brought to life in the solutions we develop,” said Hirofumi Okuyama, president and CEO, NEC USA, Inc. “We create the innovation that empowers people to achieve their goals by delivering performance-driven products. Committed to our Corporation's global slogan ‘Empowered by Innovation,’ we are relentless in our desire to innovate not only the lives and businesses of our customers, but also society as a whole.”

CES represents the first event in years where NEC will showcase its complete portfolio of U.S. consumer electronics, including:

### **Home Theater**

NEC is dedicated to building its large area display business for the consumer market in the U.S., with prices starting at \$1295. At CES, NEC will highlight its Showcase Series™ of consumer projectors and plasma displays, offering first-time buyers to discerning enthusiasts a complete range of vivid, adaptable and reliable large area display choices. Now consumers can outfit their entire home, room-by-room, with NEC displays.

### **Larger than Life Displays and Digital Signage**

Building on a tradition of LCD quality and innovation, the NEC Large-Screen LCD Series, which includes the 40" (40" VIS) NEC LCD4000 and 30" (29.5" VIS) NEC LCD3000, features the latest in advanced LCD technologies. The displays' screen performance brings ideas to life, capturing the attention and imagination of viewers and ensuring that messages reach audiences with maximum clarity and impact.

### **Flat Panel Desktop Displays**

Offerings will include flat panel LCD monitors that boast cutting-edge technology that emits crisp, brilliant, true-to-life images to enrich 3D gaming, streaming video, photo viewing/editing and the Internet. At CES, three new flat panel displays will be launched, including the much-anticipated NEC MultiSync GX and WXM Series, generating excitement among the gaming and home entertainment communities and a new family of flat panel monitors, delivering exceptional quality and performance at affordable prices.

### **Computer Components**

NEC offers its Double Layer DVDRW kit a flexible, high capacity, reliable device ideal for burning and recording DVDs and CDs. Consumers can burn, copy and store video, photos or music on Hollywood quality format. NEC will demonstrate at CES the ND-3500A DVDRW drive, the latest in performance-driven DVD burner solutions. The NEC ND-3500A offers double layer 16X DVD±R/RW speed, supports all major brands of media and is compatible with all major PC brands. Easy to install and featuring a Quick Start Guide, the NEC ND-3500A is the ultimate DVD writer upgrade.

## **Mobile Communication Solutions**

Leveraging NEC's worldwide market presence as the largest supplier of W-CDMA handsets and a leading handset manufacturer in Japan, NEC delivers the High Definition Mobile (HDM™) series of handsets to the U.S. consumer. Focused on delivering multimedia applications in a mobile format, NEC will show its 535M HDM handset, a 1.3- mega pixel camera phone with video, and its 232E<sup>++</sup> HDM fitness phone, an EDGE-enabled handset, which offers a one-stop mobile source for health-related information.

NEC will also showcase their MobilePro™ 900 Series, an easy-to-use handheld PC, where consumers have the choice of the MobilePro 900c with a Microsoft® Windows® CE .NET operating system or the MobilPro 900 with Microsoft Windows Handheld PC 2000 operating system. Both handheld devices have powerful Intel® PXA255 processors, providing "instant-on" delivery of applications, along with size, speed and connectivity advantages. The MobilePro 900 Series includes Microsoft® Word, Excel, PowerPoint, and PDF integrated viewers, plus productivity tools that enable personal applications to be loaded, along with advanced USB functionality. Currently there is no other handheld computer device in the same class as the MobilePro 900.

## **Additional NEC Activities at CES**

In booth # 9032, NEC will have a prototype of the world's first 3-generation compatible HD DVD drive on display as well as its current HD DVD drive that records and plays back both present and next-generation DVDs. Separately, in the adjacent Las Vegas Hilton hotel, NEC will have a suite to demonstrate its semiconductor products for the digital consumer market.

###

## **About NEC in the United States**

NEC is a recognized global leader in serving businesses and people worldwide with innovative technology for more than 100 years. By leveraging its strong heritage, NEC delivers a wide range of solutions in virtually all aspects of business communications, Internet operations, computers, semiconductor technology and consumer electronics, including home theater, displays and digital signage, flat panel desktop monitors, computer components and mobile communications solutions.

NEC maintains a strong presence in the United States offering products and services that empower its customers to unleash new creativity, take advantage of new opportunities and realize their goals.

NEC is a registered trademark of NEC Corporation.

<sup>+</sup>*HDM is not meant to imply compliance with any HDTV (High Definition Television) or similar HD standards.*

<sup>++</sup>*E stands for EDGE*