

**Press Release – For immediate use****NEC receives the 2012 European Vehicular Communications New Product Innovation Award**

**Heidelberg & London, 13 February 2013** – NEC Europe announced today that it received Frost & Sullivan's 2012 European Vehicular Communications New Product Innovation Award for its vehicular communications systems.

The Frost & Sullivan Awards recognize companies that demonstrate best practices in their industry, commending the diligence, commitment, and innovative business strategies required to advance in the global marketplace. The 2012 Frost & Sullivan New Product Innovation Awards are based on an independent analysis of the European vehicular communication market. The award recognizes NEC's leadership in this market throughout the past 4 years and its unique potential for the upcoming mass market introduction of products.

Specifically, Frost & Sullivan has recognized NEC's vehicular communications system, which including the [LinkBird-MX](#) communication hardware platform and [NEC's C2X-Software Development Kit](#). This system has been employed in cooperative projects and trials with car manufactures across Europe since 2008. It has been optimized over the years to augment interoperability and standard compliance as well as to enhance its functionalities based on trial results. Recently, the system has been enhanced to support energy-efficient driving applications in the European project [eCoMove](#) and is currently also adopted in the European large-scale trial [DriveC2X](#).

The platform can be deployed as an On-Board Unit (OBU) or Road-Side Unit (RSU) and has achieved significant recognition in the European ITS industry, where its customers range from leading car manufactures to road equipment integrators.

According to Frost & Sullivan's analysis, NEC's vehicular communications system outperformed the competitors in all 5 benchmarking criteria adopted in the decision support matrix: innovative elements of the product, leveraging of leading-edge technologies in the product, value added features/benefits, increased customer ROI and customer acquisition/penetration potential.

Leveraging the technology and expertise gained with LinkBird-MX and C2X-SDK, NEC announced at ITS World Congress in Vienna, October 2012, the 2015 target roll-out of an evolution of LinkBird-MX into a smaller component for a wider audience reach, supporting the Car2Car Communication Consortium goal of deploying cooperative systems in Europe starting from 2015.

– ENDS –

**About NEC Laboratories Europe**

NEC Europe Ltd. established NEC Laboratories Europe in 1994. The Laboratories are located in Heidelberg, Germany and South Ruislip, UK. NEC Laboratories are conducting

research and development on cutting-edge ICT technologies, in particular Future Internet, next generation fixed and mobile networks, the Internet-of-Things, Intelligent Transportation Systems, multimedia, security and service saving energy and protecting our environment. Special emphasis is placed on solutions meeting the needs of NEC's European customers. For additional information, please visit the NEC Laboratories Europe home page at: <http://www.neclab.eu>

#### **About NEC Europe**

NEC Europe is a subsidiary of NEC Corporation, a leader in the integration of IT network technologies that benefit businesses and people around the world. NEC Europe is building upon its heritage and reputation for innovation and quality by providing its expertise, solutions and services to a broad range of customers, from telecom operators to enterprises and the public sector. For additional information, please visit the NEC Europe home page at: <http://uk.nec.com>

#### **NEC Press Contacts:**

Shinya Hashizume  
NEC Europe Ltd.  
[shinya.hashizume@emea.nec.com](mailto:shinya.hashizume@emea.nec.com)  
Tel: +44 (0)20 8752 2796

Amardeo Sarma  
NEC Laboratories Europe  
[sarma@neclab.eu](mailto:sarma@neclab.eu)  
Tel: +49 (0)6221 4342 144