



NEC Australia makes Springfield City a 'connected community'

NEC Australia has signed a ground-breaking deal with Greater Springfield which will provide 'connected communities' for Springfield residents and employees.

The leading ICT company has entered into a strategic alliance with Springfield's Polaris Data Centre to increase the new city's ICT capability. The three-year alliance will ensure South East Queensland's fastest growing city is entirely driven by e-technology.

NEC Australia Managing Director, Toshiharu Iwasa said "This is one of the most important projects we're pursuing in ; providing integrated end-to-end communication solutions to 's growing communities is a key focus for NEC and we're delighted to be working with Greater Springfield on this amazing development."

NEC will provide easy-to-use technology solutions to all residents in the rapidly growing Springfield community. For example, the company will provide WiFi and wireless internet 'hotspots' around the Springfield community, ensuring residents can use the same connection they use at home from anywhere in the precinct.

NEC will be assessing Greater Springfield's ICT infrastructure requirements to meet the demands of a changing work/life environment. NEC intends to use Springfield as an environment in which to showcase new technology and innovations, a move endorsed by Springfield Land Corporation chairman Maha Sinnathamby.

Mr Sinnathamby said "The alliance is designed to ensure the delivery of the best possible ICT services and solutions to the Springfield community."

"This alliance will play a vital role in creating 's only truly 21st century city. We are excited to work with NEC to embed their first class ICT solutions into our planning."

The Springfield model will be loosely based on 's U-Japan initiative, a program designed to provide ubiquitous communications solutions to residents "Anytime, anywhere, by anything and anyone."

New residents will have access to a range of bundled solutions when they move to Springfield, including; internet, IPTV and multi-media solutions. NEC will occupy Springfield's 20,000sqm Polaris Data Centre to house the infrastructure they will be deploying and will interconnect with a wider network of telcos to ensure residents are still able to choose their own internet and telephone services.

NEC will also be involved in the world-class Springfield Health Precinct, which is still in the planning stages. NEC and SLC have previously worked together on Springfield's bid to the Federal Government for E-health initiative funding, leveraging NEC's expertise in healthcare in and .

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About Springfield Land Corporation

Springfield Land Corporation is the master-planner of the \$15 billion plus 2860hectare Greater Springfield project. Acquired in 1992, Greater Springfield encompasses four suburbs and a CBD area. With \$450+million being spent annually on the Greater Springfield project, and three families moving to Greater Springfield every day, it is no wonder it is one of the fastest growing regions in . Additional information about Springfield Land Corporation and its Greater Springfield project is available at www.greaterspringfield.com.au

About NEC NEC Australia is a provider of superior, affordable products, services and solutions to carriers, business, government and consumers. As a leader in the development of broadband and mobile communications technologies, NEC Australia's strong sales and service focus has propelled the company to the forefront of a new era in communications. Through the provision of new technologies such as plasma displays, data projectors and high-speed broadband connections, NEC Australia also drives innovation into the home. Boasting the largest Research and Development facility in , NEC's commitment to innovation and continued expansion into export markets remains unrivalled. As well as undertaking leading R & D in DSL technologies and third-generation (3G) mobile terminals, NEC Australia's broadband business, Nextep broadband, delivers business grade DSL services for SMEs, corporates and government. For additional information, please visit the NEC Australia or Nextep websites at www.nec.com and www.nextep.com.au.

About NEC Business Solutions NEC Business Solutions is a leading provider of end-to-end voice, data and video solutions for business and government. The company utilises its expertise in IP telephony, contact centres and managed services, and strong partnerships with other leading companies to provide innovative and affordable business solutions. NEC Business Solutions is a wholly owned subsidiary of NEC Australia.