



NEC Australia regains the lead in Australian Enterprise Telephony market in Q4 2006

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NEC Australia today announced that the company has improved its Enterprise telephony market share by 2.5% in 2006. According to figures released by global growth consulting company Frost & Sullivan, analysis shows that NEC was the market leader in Q4 2006 with a market share of 16.72%.

According to data from Frost & Sullivan, NEC Australia's strongest performances were in Q1 and Q4 of 2006, resulting in the overall increase of NEC's market share in for 2006.

Moaiyad Hoosenally, industry principal at Frost & Sullivan said, "NEC has strong mindshare among various key verticals as a major provider of telephony solutions and it is evident in the vendor's leadership in diverse markets. In addition, as a result of its large dealer network, developed particularly in the last few years, NEC has gained significant traction in the small and midsize business market segment." Frost & Sullivan reports that the Australian Enterprise telephony market continues to be strong despite a small decline from US\$330.75 million in 2005 to US\$311.91 million in 2006. Transport and Logistics and Education were the verticals that demonstrated the most significant growth over that period. Verticals in which NEC are traditionally strong.

"NEC is delighted to be at the forefront of Australian telephony," said Toshiharu Iwasa, Managing Director NEC Australia. "We will continue to engineer products with the ability to integrate new technologies based upon business needs without foregoing the reliability and functionality customers expect and judging by these latest figures the business community agree with our strategy."

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About NEC A leader in the development of broadband and mobile communications technologies, NEC Australia's expertise has propelled the company to the forefront of new era in communications. NEC Australia is a leading provider of end-to-end voice, data and video solutions for business and government. NEC Australia utilises its expertise in IP telephony, contact centres and managed services, and its strong partnerships with leading companies to provide innovative and affordable business solutions. Through the provision of new technologies such as plasma displays, data projectors and high-speed broadband connections, NEC Australia continues to drive innovation into the office and the home. NEC Australia's commitment to innovation and continued expansion into export markets remains unrivalled. NEC is home to 's largest ICT Research and Development facility. As well as undertaking leading R&D in DSL technologies and 3G mobile terminals, NEC Australia's broadband business, Nextep broadband delivers business grade DSL services for SMEs, corporates and governments. For more information about NEC Australia, visit our website at www.nec.com.au

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