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Wildlife Reserves Singapore invests in automated admission for its Parks
NEC Asia supplies new ticketing and admission system
to provide a more convenient and simplified all-in-one access to all WRS parks

SINGAPORE, 27 October 2009 – NEC Asia, a wholly owned subsidiary of NEC Corporation (HQ: Japan), has been appointed by Wildlife Reserves Singapore (WRS) as the technology solutions provider for the integrated ticketing and admission system at its four parks – Jurong Bird Park, Night Safari, Singapore Zoo and the upcoming River Safari that is due to open in 2011. Both parties inked a contract for this project at the Night Safari today.

The new system will fully integrate all the back-end ticketing and admission control operations at the four parks, to provide an online, real-time, and efficient system to effectively support ticketing and admission control operations. With a growing annual visitorship of more than four million guests, the new system will deliver faster ticketing and admission control, and allow for detailed demographic tracking. The new integrated system also allows WRS to create more opportunities for sales and marketing promotions across its parks.

Mr Kiyofumi Kusaka, CEO, NEC Asia, said, *“Backed by a history of more than 100 years of continuous innovations, NEC Asia, in collaboration with Gateway Ticketing System, is pleased to lend its leading technologies and solutions to Wildlife Reserves Singapore, to create a more convenient and pleasant experience for the visitors to these parks. Gateway’s ticketing system is currently used in many leisure attractions worldwide and has proven to be able to manage high volumes of visitors and quickly, at any one time. We believe our new system will simplify the admission process, bringing about greater convenience for visitors going to Wildlife Reserves’ parks.”*

Ms Fanny Lai, Group CEO of Wildlife Reserves Singapore, said, *“Being one of Singapore’s top tourist attractions, Wildlife Reserves Singapore is constantly seeking ways to improve our parks and services. We are confident that once the new system is implemented, queuing time at the parks’ entrances will be significantly reduced, thus contributing to a more memorable experience for our guests. The system’s capability of demographic tracking, will also aid WRS parks in targeting our marketing initiatives to the relevant stakeholders.”*

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About NEC Corporation

NEC Corporation is one of the world's leading providers of Internet, broadband network and enterprise business solutions dedicated to meeting the specialized needs of a diversified global base of customers. NEC delivers tailored solutions in the key fields of computer, networking and electron devices, by integrating its technical strengths in IT and Networks, and by providing advanced semiconductor solutions through NEC Electronics Corporation. The NEC Group employs more than 150,000 people worldwide. For additional information, please visit the NEC website at: <http://www.nec.com>

About NEC Asia

A wholly owned subsidiary of NEC Corporation based in Singapore, NEC Asia is a leading information technology services provider that specialises in systems integration and consultancy services. Being conferred the Singapore Economic Development Board's International Headquarters (IHQ) Award, NEC Asia, as NEC's regional headquarters in Asia Pacific, provides regional sales and services support for world-class identity solutions, turnkey implementation of mission-critical solutions, project management and maintenance services.

NEC's suite of solutions and services encompass systems integration, global identity solutions, RFID solutions, financial solutions, retail management solutions, enterprise servers, telecommunications and network solutions, multimedia products, managed services and outsourcing centre (MSOC), manufacturing business solutions, ERP, imaging and workflow solutions, enterprise portals and NECare Service Centre. NEC Asia also provides business support functions in purchasing, public relations, finance, human resources and corporate social responsibilities (CSR) to the regional NEC subsidiaries. For more information, please visit www.nec.com.sg

About Wildlife Reserves Singapore

Wildlife Reserves Singapore (WRS) is the parent company of award-winning attractions Jurong Bird Park, Night Safari and Singapore Zoo. WRS parks strive to be world-class leisure attractions, providing excellent exhibits of animals and birds presented in their natural environment for the purpose of conservation, education and recreation. In 2008, Jurong Bird Park served 900,000 visitors, the Night Safari, more than 1.1 million visitors and Singapore Zoo welcomed more than 1.6 million visitors.

WRS parks are the first zoological institutions in Southeast Asia to achieve both ISO 14001 and OHSAS 18001 certifications, which indicate compliance with the highest standards in environment, health and safety standards.

In the areas of conservation and research, WRS parks have undertaken multiple projects, which focus on species such as the oriental pied hornbill, pangolin and orang utan, through collaborations with various organisations and institutions. Recent conservation efforts include hosting a regional Asian pangolin conservation workshop. All WRS parks are designated wildlife rescue centres by the governing authority.

WRS office is located at 80 Mandai Lake Road Singapore 729826. More information can be found at www.wrs.com.sg

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