New-Model Seven Bank ATMs Offer Enhanced Convenience and Eco-Friendliness

—Trial installation from November 2010; new & replacement installation from March 2011—

Seven Bank, Ltd. and NEC Corporation announce development of new-model Seven Bank ATMs (3rd generation ATMs:3G ATMs) to eventually replace the approximately 15,000 ATMs currently in use at Seven-Eleven and Ito-Yokado stores throughout Japan. Trial installation and use of the 3G ATMs will begin in November 2010, to be followed by their gradual installation on a new and replacement basis from March 2011.

Main features of 3G ATMs

1. Shorter transaction times

By counting and dispensing notes quicker and returning from energy-saving mode almost instantaneously, the 3G ATMs completes transactions faster and reduces waiting times.

2. Enhanced safety and security features

The 3G ATMs unit's height has been lowered and the position and angle of the input screen have been changed, giving users greater elbow room to transact securely and in privacy. The 3G ATMs also feature a forget-me-not sensor, a second built-in speaker, and other enhancements to prevent users from forgetting their cash and other items.

3. Environmental considerations

The 3G ATMs nearly halves electricity consumption by operating in a power-saving mode when not in use and by employing LED-backlit screens and other features. Long-life parts and recyclable materials make the 3G ATMs resource efficient.

4. Capable of handling more notes

The 3G ATM's note-handling capacity is increased by increasing the number of cash cassettes, which will reduce guarded cash replenishment costs. This will also enables more flexible cassette management by location and help prevent ATMs from running out of cash.

5. Ongoing consideration for diverse user base

The 3G ATMs will also continue to provide many of the most useful functions of the currently used model. Specifically, audio guidance will be available for visually impaired users and visitors from abroad will be able to use overseas-issued cards at 3G ATMs.

Schedule for new and replacement installation of 3G ATMs

 Nov. 2010 	Start of trial installation and use in western Tokyo (about 30 units)
• Mar. 2011	Start of gradual installation of new models, primarily in Tokyo (around 300
	units in March)

• Fiscal 2011 Achieve installed base of around 3,000 units in Tokyo, Yamanashi

Prefecture, and Shizuoka Prefecture. Thereafter, replace all existing ATMs

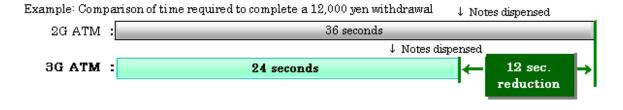
by mid-fiscal 2015.

Detailed description of 3G ATM's main features

1. Shorter transaction times

Comparison with currently in-use 2G ATMs

	2G ATMs (current)	3G ATMs (new model)
Note processing speed	6 notes/sec.	12 notes/sec.
Return from power-saving mode	7.6 sec.	0.0 sec.
Time needed in between transactions	9.5 sec.	2.8 sec.



Possible number of transactions per hour increased from 80 to 100

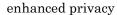
2. Enhanced safety and security features

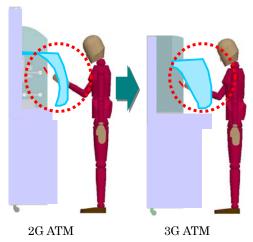
• The 3G ATM unit's height has been lowered results in a more compact ATM

Size comparison

	2G ATMs (current)	3G ATMs (new model)
Width × height × depth (cm)	$45 \times 190 \times 55$	$45 \times 167 \times 60$
Height of input screen (cm)	125	120
Height of second display (cm)	167	151

^{**}Separate from and located above the input screen. Displays names of partner financial institutions, promotional campaigns, etc.





Changed input screen position and angle. Increased by **2**-fold the area obscured from others' view by the shields on the left and right sides of the ATM

easier for wheelchair-bound customers



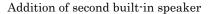
The intercom handset and input keypad have been lowered, making it easier for wheelchair-bound customers to use the ATMs.

· Additional features to enhance ATM safety

Forget-me-not alert sensor



If the sensor detects a user moving away from the ATM without first retrieving the ATM card or cash, a voiced alert will remind the user not to leave these items behind.





A speaker has been added near the cash outlet to provide an extra reminder not to leave items behind.





The camera records events when users forget to retrieve their ATM card or cash, when other alerts are triggered, thus enhancing user security and security in the ATM's vicinity.

3. Environmental considerations

- Main power-saving features
 - · Always switches automatically to energy-saving mode when not in use
 - · LED-backlit main transaction screen and second display

Energy-Savings

- Reduction in electricity consumption (per ATM): approx. 1,200 kWh/yr (48% less than current model)
- Reduction in CO_2 emissions (based on 15,000 units): approx. 7,118 t/yr*
 - *Assumes CO₂ emissions of 0.391g in 1Wh
 - \rightarrow Equivalent to the CO₂ absorbed by a 2,300 hectare forest.

· Efficient use of resources

- Use of long-life parts and recyclable materials make the new model resource efficient.
- · RoHS compliant
 - *RoHS is a European Union directive on the restriction of the use of certain hazardous substances (lead, mercury, etc.) in electrical and electronic equipment.

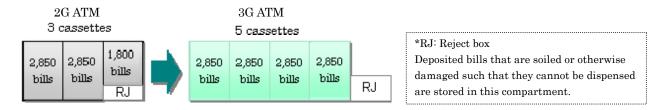
Recent Highlight

3rd Generation ATMs Receive Special Award at Green IT Awards 2010

Our 3rd generation ATMs received a Review Board Special Award in the energy-efficient IT category at the Green IT Promotion Council's Green IT Awards 2010, held on October 5, 2010.

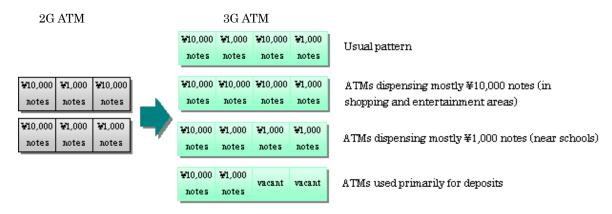


- 4. Capable of handling more notes
- The 3G ATM's note-handling capacity was increased by increasing the number of cash cassettes, which will reduce guarded cash replenishment costs.



• The 3G ATMs enables more flexible cassette management by location and helps prevent ATMs from running out of cash.

The ability to swap individual cassettes enables more efficient cash operations and lowers the overall cash requirements of total ATMs.



Reduced frequency of guarded cash replenishment (estimate)

Percentage of ATMs requiring refilling only once a month 2G ATMs: around $60\% \rightarrow 3G$ ATMs: 80%

- 5. Ongoing consideration for diverse user base
- Audio guidance for visually impaired users (service started in November 2007)
 Built-in ATMs can provide customers with audio guidance that
 enables them to complete transactions safely by themselves. At
 present, the service is available from more than 500 partner
 financial institutions.
- Visitors from abroad are able to use overseas-issued cards (service started in July 2007)

Over four billion cards issued overseas can be used at Seven Bank ATMs, which can provide audio guidance, display menus, and transaction receipts in four foreign languages (English, Korean, Chinese, and Portuguese).



Design of 3G ATMs

- ${f \cdot}$ The 3G ATMs inherit the flowing S-contour of their predecessor, 2G ATMs, giving them a stylish design that is also familiar to users.
- Smooth, rounded surfaces make cleaning the ATMs easy.

3GATM 2GATM



