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**NEC DISPLAY VICE PRESIDENT RICHARD VENTURA NAMED
DIGITAL SIGNAGE FEDERATION VICE CHAIRMAN**

CHICAGO – January 19, 2016 – [NEC Display Solutions of America](#), a leading provider of commercial LCD display and projector solutions, announced today that Richard Ventura, Vice President of Business Development and Solutions, is the newly appointed Vice Chairman of the [Digital Signage Federation's](#) (DSF) Executive Committee.

As Vice Chairman of the DSF Board of Directors, Ventura provides strategic direction for the association, which acts as an independent voice of the digital signage industry. Prior to his role as Vice Chairman, Ventura served a one-year term as the Treasurer/Secretary.

"I am honored to serve as the Vice Chairman of the DSF Executive Committee," Ventura said. "The Board of Directors has made significant strides to become the leading association for professionals in the digital signage industry. The DSF is truly a leader within the industry and strives to grow the digital signage space locally and globally. I'm looking forward to another great year."

During his 15 years within the NEC sales organization, Ventura has focused on display solutions, display technologies and projectors. He is responsible for the growth and market penetration of NEC's award winning portfolio of products, as well as responsible for development of new go-to-market strategies.

In addition to volunteering his time to DSF, Ventura is a long standing member of many organizations within the industry. During tenure on the DSF Board of Directors, he has supported the Advocacy & Outreach Committee, Membership Committee, and Education Committee, all of whose missions are to facilitate relationships with other organizations, provide industry experts to represent the digital signage industry, educate and share best practices and expertise to the constituency of the DSF, and advocate on behalf of the industry via speaking opportunities, thought leadership pieces and social media.

Under his leadership, NEC has significantly increased its brand recognition and is known as one of the top solution providers in the marketplace. Ventura has more than 12 awards from NEC during his tenure at the company.

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About NEC Display Solutions of America, Inc.

NEC Display Solutions of America, Inc., is a leading designer and provider of innovative desktop LCD monitors, commercial- and professional-grade large-screen LCD displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. It develops leading-edge visual technology and customer-focused solutions for a wide variety of markets, including digital signage, education, graphics, healthcare, restaurants, retail, transportation, and many more. NEC is orchestrating a brighter world with the quality and reliability of its products and outstanding customer service. For additional information about NEC Display Solutions of America products, call (866) NEC-MORE, or visit the website at www.necdisplay.com. Follow us on our social media channels: [Facebook](#), [YouTube](#), [Google+](#), [Twitter](#) and [LinkedIn](#).

About VUKUNET

VUKUNET powers growth in the digital out-of-home advertising business, and creates new revenue opportunities for DOOH network owners from trading desks, digital agencies and online companies. As the only global solution for online DOOH ad buying, VUKUNET automates campaign planning, inventory availability, flighting of ads and reporting of POP. For additional information on this ad serving platform from NEC Display Solutions of America, please visit www.vukunet.com, or call (877) 805-VUKU.

About Digital Signage Federation®

DSF®'s Mission is to support and promote the common business interests of the world-wide digital signage, interactive technologies and the digital out-of-home network industries. The DSF® is a not-for-profit independent voice of the digital signage industry reflecting the diversity of its membership. It promotes professional recognition through certifications, continuing education, conferences, publications, and presentations offered by the DSF® and affiliate groups. It provides regulatory advocacy to leverage the collective strength of members and represent their interests at the higher levels of government and the community. The DSF® provides leadership and networking opportunities focused on building a strong foundation for the advancement of the digital signage industry. For more information, visit www.digitalsignagefederation.org.