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**Media Contact:** Philip Anast  
Tech Image (for NEC Display Solutions)  
(312) 673-6054  
[philip.anast@techimage.com](mailto:philip.anast@techimage.com)

**NEC DISPLAY, S[QUADRAT] PARTNERSHIP ON FULL DISPLAY AT  
DSE 2016**

***NEC's 1.9mm Fine Pitch Direct View LED Display Demonstrated in  
NEC Display Booth No. 2210***

**CHICAGO – March 15, 2016** – [NEC Display Solutions of America](#), a leading provider of commercial LCD display and projector solutions, announced today the demonstration of its 1.9mm fine pitch direct view LED video wall, the result of its partnership with S[quadrat], through March 17 in Booth No. 2210 at [Digital Signage Expo 2016](#).

NEC Display's fine pitch LiFT™ (LED intelligent Front Technology) solutions are built with 16:9 modules and come with interchangeable pixel panels, enabling easy upgrade paths. S[quadrat], an LED manufacturer and media system integration specialist, is one of the leading providers of video and information systems.

Organizations deploying digital signage today require bigger screen sizes, brighter images, higher resolutions, zero bezels and easier serviceability to create unique applications. NEC Display's LED portfolio is built to address those needs.

"Our partnership with S[quadrat] has enabled us to offer our customers a wider range of NEC solutions from which to choose," said Keith Yanke, Senior Director of Product Marketing for Large Screen Displays and Projectors at NEC Display. "With rapidly changing market dynamics, the NEC LiFT LED product portfolio is poised to give

organizations across a broad range of industry sectors the tools to achieve their business requirements.”

The LiFT™ series of direct view LED video walls comes with magnetically attached pixel cards on the front face for easy maintenance, simple replacement or upgrade to smaller pitches. The pixel cards are completely modular so that a customer who buys a wall large enough for Full HD with the 3.8mm version can upgrade later to a 1.9mm pitch and run 4K content without changing anything else on the wall.

“We’re excited about partnering with NEC Display to bring high-quality, high-reliability LED solutions to the market,” said Andreas Brockschmidt, Director of Sales & Marketing at S[quadrat]. “The fine pitch LED offerings are the right solutions for the changing market landscape of large screen displays.”

The lifetime of the pixel panels on the NEC LiFT solutions is more than 80,000 hours, and the 1.9mm display includes a two-year warranty, with an option to upgrade to five years.

For more information, please visit [NEC Display at DSE](#).

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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](http://www.necdisplay.com). Follow us on our social media channels: [Facebook](#), [YouTube](#), [Google+](#), [Twitter](#) and [LinkedIn](#).

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