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**NEC DISPLAY'S VUKUNET TOPS 100,000 VENUE LOCATIONS,
DELIVERING MORE THAN 1.8-BILLION MONTHLY AD IMPRESSIONS**

***Ad Serving Platform for Digital Out of Home Advertising Market
Capitalizing on Growing Interest in Medium***

CHICAGO – June 8, 2015 – [NEC Display Solutions of America](#), a leading provider of commercial LCD display and projector solutions, today announced that VUKUNET, its ad serving platform for the Digital out of Home (DOOH) industry, has expanded its presence in the DOOH market to more than 1.8-billion ad impressions in 100,000 locations since launch.

[VUKUNET](#), a global platform, connects advertising agencies, ad trading desks and On-Line DSPs (Demand Side Platforms) with DOOH network operators. VUKUNET facilitates the execution of ad campaign planning, flighting, proof-of-performance delivery, and reconciliation of payments.

Media buyers that formerly had to contact network operators themselves now use VUKUNET to identify network screens with the right demographics and availability for their clients.

"The rate at which consumers are being exposed to DOOH media is growing quickly, and will only continue to grow as the media ecosystem transitions. We are excited about the opportunity it allows to reach consumers with relevant messaging in locations that

matter," said Jim Caruso, Vice President of Product Strategy at Varick Media Management. "VUKUNET is making that task easier."

Doctors' offices, health clubs, office buildings, movie theaters and retailers are just some of the entities maximizing investments in their digital signage networks and realizing incremental revenue growth through advertising. VUKUNET makes it easier to connect the screens that have time/space available on their networks with advertisers.

VUKUNET delivers all of the services found in traditional and online ad buying, including detailed demographics data, network ad rates, network inventories, order execution, creative delivery, campaign proof-of-performance, reporting, and payments.

"While VUKUNET automates the DOOH advertising process, we also take very seriously our role as consultants to our target audiences," said Mike Zmuda, Director of VUKUNET Global Systems and Operations. "That means guiding media buyers and network operators to realize the full benefits of VUKUNET. Even though many people are new to the burgeoning trend of programmatic DOOH advertising, VUKUNET takes the guess work out of the process."

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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 NEC Display Solutions of America, Inc.

Headquartered in Itasca, Ill., 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. NEC Display Solutions develops

leading-edge visual technology and customer-focused solutions for a wide variety of markets, including enterprise, healthcare, education and digital signage. For additional information about NEC Display Solutions of America products, call (866) NEC-MORE, or visit the website at www.necdisplay.com. For digital images, please visit <http://necdisplay.com/digital-media-library>. Follow us on our social media channels: [Facebook](#), [YouTube](#), [Google+](#), [Twitter](#) and [LinkedIn](#).