



**FOR IMMEDIATE RELEASE**

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

**NEC DISPLAY SOLUTIONS NAMES JENNIFER CHEH AS  
VICE PRESIDENT OF MARKETING**

***Technology Veteran Brings Business-to-Business and Channel Marketing  
Expertise Honed at Motorola Solutions***

**CHICAGO – December 7, 2015** – [NEC Display Solutions of America](#), a leading provider of commercial LCD display and projector solutions, announced today the appointment of Jennifer Cheh, as Vice President of Marketing. Cheh previously served as Director of Marketing Operations for North America at Motorola Solutions.

She brings more than 20 years of business-to-business and channel marketing experience to NEC, where she will be responsible for driving marketing strategies, as well as programs and initiatives to generate demand in display solutions.

“Jennifer has a proven track record of developing winning marketing strategies in the technology industry, improving customer demand, and guiding business operations,” said Todd Bouman, President and CEO of NEC Display Solutions. “The way people engage and interact with digital information is evolving rapidly, thanks to NEC’s influence. Under Jennifer’s leadership, NEC will connect with partners and customers in such industries as retail, hospitality, transportation, and education on a profound level, helping them find the display solutions that will enhance their businesses and build deeper relationships.”

Over nearly two decades of service with Motorola, Cheh has developed a diverse background, with expertise in channel development, customer relationship management, and an enthusiastic use of technology to improve marketing and sales processes.

“NEC Display is driving the display industry with its expansive portfolio of products, strategic solutions for partners, and deep network of services and support capabilities,” Cheh said. “NEC is focused not only on offering industry-leading products, but also comprehensive solutions and strategies that ensure its partners maximize their use of technology. I look forward to expanding our connections with customers and partners to bring them innovative digital solutions that will change the ways people interact with information.”

Cheh earned her MBA in Finance from Loyola College and holds a Bachelor’s Degree in Finance from Pennsylvania State University.

###

#### **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](#).

#### **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](http://www.vukunet.com), or call (877) 805-VUKU.