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NEC DISPLAY'S 'TICKET TO DIGITAL' PROGRAM PAVES WAY FOR THEATERS TO MAKE CONVERSION TO DIGITAL

Special Financing Program from NEC and Element Financial Includes All Equipment Needed, Affordable Payments with Little Upfront Costs

CHICAGO – January 13, 2015 – [NEC Display Solutions of America](#) announced today a special financing program to help the remaining 1,000 screens at movie theaters across America make the conversion to digital cinema.

Called the “Ticket to Digital” program, NEC Display is teaming up with Element Financial to include 100 percent of the technology necessary to convert to digital requirements, plus the fastest, most affordable way to acquire it. Equipment and terms include:

- NC900C Projector
- Lens
- IMS (Server)
- Installation
- Base
- Cabling and PC to control system
- Freight (to locations in the continental U.S.)
- \$559/month for 64 months

“Offering an affordable way for exhibitors to convert to digital with little upfront costs is a key part of this NEC Display initiative,” said Jim Reisteter, General Manager of Digital

Cinema at NEC Display. “It is critical that theaters convert to digital in 2015 as the number of movies using traditional film will significantly decrease.”

Designed for theaters with small screens, NEC’s [NC900C DLP](#) cinema projector delivers an enhanced theater experience with pristine images. With its S2K chip set from Texas Instruments®, the NC900C is the most compact 2K DCI-certified digital cinema projector on the market.

“I commend NEC for offering a leasing program to exhibitors who haven’t yet converted to digital cinema,” said John Fithian, President of the National Association of Theater Owners. “Though 95 percent of the screens in the U.S. have already been converted, there are still a few companies out there who haven’t made the transition. As we’ve said before, the end is nigh.”

Applications for financing will be accepted through April 15, 2015. To learn more about the program, please visit

http://www.necdisplay.com/communications/1214_Ticket_toDigital.html.

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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](#).

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