



FOR IMMEDIATE RELEASE

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

**NEC DISPLAY VICE PRESIDENT RICHARD VENTURA NAMED
TREASURER/SECRETARY OF DIGITAL SIGNAGE FEDERATION**

CHICAGO – (January 14, 2015) – [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, has been elected Treasurer/Secretary of the [Digital Signage Federation's](#) (DSF) Executive Committee.

Ventura brings 14 years of experience within the NEC sales organization, focusing on display solutions, display technologies and projectors. He manages the business development in key vertical markets and solutions strategies at NEC. Ventura also currently sits as chair of the Advocacy & Outreach Committee for the DSF whose mission is to facilitate relationships with other industry organizations, supply industry experts to represent the digital signage industry in speaking engagements, and advocate on behalf of the industry via speaking opportunities and social media to help build new relationships internally and externally within the industry. .

“I am excited to continue working with such a distinguished group of individuals at the DSF,” Ventura said. “It’s an honor and a privilege to assist in guiding the future of the digital signage industry, while continuing to push the digital signage innovation envelope across multiple verticals.”

The DSF Board of Directors is comprised of industry leaders who volunteer their time to help further the establishment of the federation. The executive committee within the Board of Directors is responsible for the strategic direction of the association.

In his time at NEC, Ventura has helped numerous client relationships flourish and has spearheaded campaigns, earning him more than 12 internal awards. Ventura holds a bachelor's degree in history from the University of Minnesota-Morris and master's degree in business administration from Hamline University.

#

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](#).

About VUKUNET

VUKUNET, from NEC Display Solutions of America, is the engine that powers the digital out-of-home advertising business. VUKUNET is the only universal ad serving platform that drives ads to any digital out-of-home network, regardless of content management system. VUKUNET makes the buying, flighting and reporting of digital out-of-home ad campaigns easy. For additional information about VUKUNET, visit www.vukunet.com, or call (877) 805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/pressresources.aspx>.