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

**BETSY LARSON, V.P. OF CHANNEL SALES AT NEC DISPLAY SOLUTIONS,
RECOGNIZED AS 2016 CRN® CHANNEL CHIEF**

CHICAGO – February 23, 2016 – [NEC Display Solutions of America](#), a leading provider of commercial LCD display and projector solutions, announced today that [CRN®](#), a brand of [The Channel Company](#), has named [Betsy Larson](#), Vice President of Channel Sales, to its prestigious list of 2016 Channel Chiefs. The executives on this annual list represent top leaders in the IT channel who excel at driving growth and revenue in their organizations through channel partners.

Channel Chief honorees are selected by CRN's editorial staff on the basis of their professional achievements, standing in the industry, dedication to the channel partner community, and strategies for driving future growth and innovation. Each of the 2016 Channel Chiefs has demonstrated loyalty and ongoing support for the IT channel by consistently promoting, defending and executing outstanding channel partner programs.

In the last year, Larson has played an integral part in addressing partner needs and the continual development of strong partner relationships. As such, this is her second consecutive Channel Chiefs award. NEC now has more than 200 named reseller accounts, managed regionally in order for NEC representatives to get closer to those partners and understand their needs. NEC also has a dedicated staff of in-field sales support.

The top three accomplishments for NEC Display in the channel over the past year include developing a best-in-class solutions strategy to help partners engineer digital

signage solutions for any user's needs, from design, implementation, and support. Lead by Larson's initiative, NEC Display also continues to develop services and programs to increase its partner margins, including authorized product programs to managed service offerings on a global scale.

"We are honored to present the 2016 lineup of CRN Channel Chiefs, comprised of outstanding executives who move our entire industry forward by cultivating exemplary partner programs and executing cutting-edge business strategy," said Robert Faletra, CEO, The Channel Company. "They represent an extraordinary group of individuals who lead by example and serve as both invaluable advocates and innovators of the IT channel. We applaud their incredible strides and look forward to following their accomplishments in the coming year."

"This award is a reflection of my entire team and our continual focus on partner relationships," said Larson. "We have worked hard to engage and become close to our partners by understanding the verticals they are selling into and assisting them in their selling efforts."

The 2016 CRN Channel Chiefs list is featured in the February 2016 issue of CRN and online at www.crn.com/channelchiefs.

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@TheChannelCo names [@NEC_Display](https://twitter.com/NEC_Display) Betsy Larson to @CRN 2016 Channel Chiefs list #CRNChannelChiefs <http://www.crn.com/channel-chiefs/cc2016-details.htm?c=179>.

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

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