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**NEC DISPLAY SOLUTIONS OF AMERICA APPOINTS BETSY LARSON AS SENIOR
VICE PRESIDENT OF SALES**

*Former NEC head of channel sales brings experience and existing industry relationships
to drive solutions sales strategy*

CHICAGO – April 24, 2019 – [NEC Display Solutions of America](#), a leading provider of commercial digital signage solutions, announced today the appointment of Betsy Larson as Senior Vice President of Sales as the company continues to hone its strategy to better serve customers and react to market shifts.

Betsy brings more than 24 years in the channel sales industry – the majority at NEC where she was most recently Vice President of Channel Sales. In this new position, Betsy will manage all sales teams, including North America, Latin America, Cinema, and Solutions, which includes developing strategy for direct view LED and NEC ALP. Betsy will assume responsibility for both channel and end-user sales teams while taking a more strategic and unified approach to meeting customer needs through vertical solutions.

“In today’s global business climate, it’s vital to create a greater synergy across sales, marketing, and operations to react quicker to customer demands for NEC Display products and services,” Larson said. “I’m looking forward to bringing my years of experience in the channel sector here at NEC to elevate the company and continue to deliver the customer-centric solutions that our customers have come to expect.”

In Betsy's prior role as Vice President of Channel Sales, she was responsible for building and nurturing relationships with NEC's top distributors and direct marketers. Her accomplishments include implementing numerous improvements and innovation to NEC's partner programs, as well as growing sales through engaging vertically focused partners and enhancing resources for resellers.

"Betsy brings the right mix of sales expertise and strategic focus that will enable NEC to better react to market shifts, competitive pressure, and changing customer needs," said Todd Bouman, President and CEO of NEC Display Solutions of America. "Throughout her career here at NEC, Betsy has proven time and again that she possesses the leadership to elevate the company. As the provider of the most comprehensive set of digital signage solutions across verticals, including analytic business intelligence solutions such as NEC ALP, NEC is well positioned to continue to capitalize on sales growth with Betsy at the helm."

Prior to her tenure at NEC, Betsy held roles at MicroAge Inc., and SkyMall, and she holds a bachelor's degree from Arizona State University. Betsy will continue to report directly to Todd Bouman.

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About NEC Display Solutions of America, Inc.

NEC Display Solutions of America, Inc., a leading designer and provider of innovative displays, offers the widest range of products on the market, such as commercial- and professional-grade large-screen LCD displays, desktop LCD monitors, direct view LED displays, a diverse line of multimedia and digital cinema projectors, integrated display solutions, and analytic business intelligence solutions. The NEC Analytic Learning Platform (ALP) optimizes message delivery with automated content creation and recommendations using AI-based analytics, enabling retailers to customize content based on non-identifying demographic data. Benefitting from the technologies of NEC Corporation and its own Research and Development, NEC produces leading-edge visual technology and customer-focused solutions for a wide variety of markets, including education, retail, transportation, broadcast, enterprise, healthcare, houses of worship, 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](#), [Instagram](#), [YouTube](#), [Twitter](#) and [LinkedIn](#).

About NEC Corporation

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses and society. For more information, visit NEC at www.nec.com.

The NEC Group globally provides "Solutions for Society" that promote the safety, security, efficiency and equality of society. Under the company's corporate message of "Orchestrating a brighter world," NEC aims to help solve a wide range of challenging issues and to create new social value for the changing world of tomorrow. For more information, please visit

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