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## **NEC DISPLAY, BRIGHTSIGN ANNOUNCE ROBUST, ALL-IN-ONE DIGITAL SIGNAGE SOLUTIONS**

*Fully integrated bundles offer top quality and first-rate reliability*

**CHICAGO – March 26, 2018** – NEC Display Solutions of America and BrightSign today announced that the companies will be offering bundled signage solutions consisting of an NEC commercial grade display with an integrated BrightSign digital media player. These bundles, one of the first promotions from NEC’s Alliance Partnership Program, will offer deep discounts to the channel.

“NEC has a proven track record of working with complementary partners to deliver world-class solutions through the channel,” said Richard Hutton, Senior Director, Channel Marketing at NEC Display Solutions. “BrightSign has been an active member of our Alliance Partnership Program since its inception, and we have worked together on many opportunities. The promotional offering announced at DSE is the latest in our joint effort to bring cost-effective and reliable solutions to the market.”

“BrightSign is the global market leader in digital signage media players, and NEC has a world-class brand known throughout the industry,” said Ann Holland, BrightSign’s Vice President of Marketing. “This new turn-key solution was built on our companies’ shared commitment to quality and reliability, and we expect it will be well received by IT and AV professionals.”

NEC’s new C Series and award-winning V series displays — when sold with a BrightSign Series 3 LS, HD or OPS-compatible HD media player (HO523) — will have a promotional rebate available through Ingram Micro, Stampede, Almo and BlueStar. These bundles are perfect for a large percentage of digital signage

needs, and business clients can expect full support from NEC Display Solutions and BrightSign throughout the life of the project to ensure the best possible outcome.

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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, and integrated display solutions. 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](http://www.necdisplay.com). Follow us on our social media channels: [Facebook](#), [YouTube](#), [Google+](#), [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](http://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

<http://www.nec.com/en/global/about/solutionsforsociety/message.html>.

Visit NEC Display Solutions at DSE in booth #1501 to explore visual solutions geared to help create experiences to engage, connect, and impress audiences.

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## **About BrightSign**

BrightSign LLC, the global market leader in digital signage media players, is headquartered in Los Gatos, California, with offices in Europe and Asia. BrightSign manufactures media players, and provides free software and networking solutions for the commercial digital signage market worldwide, serving all vertical segments of the digital signage marketplace. From entry-level BrightSign LS players to BrightSign XT players offering state-of-the-art technology and unsurpassed performance, BrightSign's products are known for their signature reliability, affordability, ease-of-use, and market-leading technology. For more information, visit [www.brightsign.biz](http://www.brightsign.biz). Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

Visit BrightSign at DSE in booth #1728, or visit [www.brightsign.biz](http://www.brightsign.biz) for more information about the company's complete portfolio of digital signage hardware and software solutions.