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**CALLAHAN DIGITAL CINEMA COMPLETES LATEST INSTALLATION OF
NEC DISPLAY SOLUTIONS DLP PROJECTORS
AT CINEMAWORLD THEATERS**

***Callahan Completes 1,000th Projector Installation; Acknowledges NEC as
Preferred Projector Provider***

CHICAGO – June 28, 2011 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, congratulates Callahan Digital Cinema, a digital cinema engineering services and equipment provider, on its 1,000th projector installation, the company announced today.

The milestone was realized by Callahan during its latest installation of [NEC digital cinema projectors](#) at Majestic 11 by Cinemaworld, a luxurious stadium movie theater company in Vero Beach, Fla. Overall, Callahan has completed 300 installations using NEC digital cinema projectors.

“Callahan Digital Cinema is a key organization in our success, and today we are especially honored to call Ray Callahan and his colleagues our partners as they reach another milestone,” said Jim Reisteter, General Manager of Digital Cinema at NEC Display Solutions. “What we appreciate most are the precision and expertise with which Ray and his team practice their craft. It makes our jobs a lot easier.”

For his part, Callahan, the President and Founder of Callahan Digital Cinema, praised the performance and reliability of NEC digital cinema projectors, and the advancements in their design.

“NEC projectors are the easiest to install, and their performance and ease of operation are second to none,” Callahan said. “When you consider the availability of spare parts and quality of customer support offered by NEC and its partners, the preference of NEC projectors to fulfill the digital conversion mandate in theaters makes a lot of sense.”

Cinemaworld, which also operates theaters in West Melbourne, Fla, and Lincoln, R.I., expressed its satisfaction with the latest work of Callahan Digital Cinema, the NEC projectors and after-sales service.

“NEC has been a delight to work with, from the professionalism shown during negotiations to the quality and reliability of its products,” said Rick Starr II, Vice President and COO of Cinemaworld. “We are very pleased with our choice of NEC products for our digital conversion. We also would like to congratulate Ray Callahan and his company on achieving a very impressive goal. Ray’s knowledge of the NEC systems, his accessibility and efficient problem-solving are the reasons we have trusted using CDC for years.”

NEC digital cinema projectors are fully Digital Cinema Initiatives (DCI) compliant, which allows exhibitors to capitalize on current and future growth opportunities, and can be centrally managed, freeing up on-site theater personnel for more strategic activities.

To learn more about NEC digital cinema financing options and current promotions, please visit <http://www.necdisplay.com/GoDigital>.

NEC’s Cinema Advantage program offers cashback rewards and exclusive promotions to small-to-medium-sized exhibitors. Visit <http://www.neccinemaadvantage.com> to register.

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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 monitors, consumers can call (866) NEC-MORE, or visit the website at www.necdisplay.com. For digital images, please visit <http://necdisplay.com/digital-media-library>.

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About Callahan Digital Cinema

Callahan Digital Cinema, Inc. is a highly experienced digital cinema engineering services and equipment provider headquartered in Miami, Florida. Founded in 2000 by Mr. Raymond Callahan and incorporated in 2010, Callahan Digital Cinema, Inc. specializes in digital cinema systems engineering, sustaining engineering, program and product management, systems integration, systems installation, training and field service operations. CDC also is a designer and manufacturer of interface equipment for Digital Cinema as well as a full line of standard and custom cable and harness interface assemblies. For more information, please visit www.callahandigitalcinema.com.