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

**NEC DISPLAY SOLUTIONS SHOWCASES LATEST DIGITAL CINEMA,
DIGITAL SIGNAGE TECHNOLOGIES AT CINEMA CON 2012**

***Digital Cinema Projectors Upgraded for Higher-Frame Rate Movies,
New Laser Projector Among Highlights***

CHICAGO – April 24, 2012 – [NEC Display Solutions of America](http://www.techimage.com), a leading provider of [commercial LCD](#) displays and [projector](#) solutions, announced today that it will showcase its latest digital cinema and digital signage technologies in Booth No. 2717 and the Milano Meeting Suite at CinemaCon 2012, which runs today through April 26 at Caesars Palace in Las Vegas, Nev.

CinemaCon is the largest annual gathering of cinema owners and operators from around the world, representing more than 30,000 movie screens in the U.S. alone and greater than 41,000 in multiple countries worldwide.

NEC offers a complete line of digital cinema projectors, including the 2K-resolution NC1200C, NC2000C and NC3200S models, and the 4K-resolution NC3240S models. The NEC projectors were upgraded in December 2011 to prepare for higher frame rates (HFR) in the digital cinema industry. The upgrades enable the projectors to support the HFR with IMB input, allowing 60 frames per second in 2D and 3D, with 48 frames per second in Double Flash 3D. This leads to faster movement, sharper images and a much smoother picture, leading to less eye fatigue for the viewing public. HFR content will be demonstrated on the NC2000C digital cinema projector in the Milano Meeting Suite by appointment.

Besides selected digital cinema projectors, NEC will showcase for the first time a next-generation 4K-resolution laser projector designed for varying screen sizes and installation flexibility using the latest 4K DMD from Texas Instruments. NEC's P Series and X Series of industrial-strength digital signage displays also will be shown, of which the latter includes ultra-narrow bezel models for near-seamless video walls.

"CinemaCon is a great venue for NEC to convey its industry leadership and innovation," said Jim Reisteter, General Manager of Digital Cinema at NEC Display Solutions. "We welcome exhibitors and other industry partners to view our latest technologies, discuss digital cinema conversions through the virtual print free (VPF) agreement before it ends soon and talk about financing options in US market."

NEC digital cinema projectors are 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.

For more information about NEC's [digital cinema projectors](#) and financing options with NEC Financial Services, please visit <http://www.necdisplay.com/GoDigital> or contact NECDigitalCinemaLease@neclease.com.

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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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