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**NEC DISPLAY TAKES HOME ICXA ELEVATE AWARD FOR BEST
EMERGING TECHNOLOGY OF 2019**

*Interactive Customer Experience Association honors NEC Display's ALP Pro
business intelligence platform for helping to elevate the retail customer
experience*

CHICAGO – June 5, 2019 – [NEC Display Solutions of America](#), a leading provider of commercial display and projector solutions, announced today that it took home an [ICXA Elevate Award](#) for its NEC ALP Pro business intelligence platform. The award was presented at the [ICX Summit](#), the retail technology tradeshow taking place in Dallas through Thursday, June 6.

In the Best Emerging Technology in ICX category, the NEC Analytics Learning Platform (ALP) Pro was recognized for its ability to leverage artificial intelligence to create customized, personalized experiences for customers. ALP Pro optimizes message delivery with automated content creation and recommendations for targeted customers using AI-based analytics, enabling retailers to customize their content based on age, gender, events, and weather. Richard Ventura, NEC Display Vice President of Business Strategy, was on hand to accept the award.

“It’s an honor to receive the ICX Elevate Award for Best Emerging Technology because it validates our belief that combining AI and analytics is the future of retail digital signage,” Ventura said. “As a true business intelligence platform, ALP Pro delivers clearer and

more actionable analytics and metrics for retail operators, which enables them to elevate the customer experience.”

As a complete platform, NEC ALP Pro consists of hardware, software, cloud services, managed services, and big data analytics – as well as consulting, customized software, content creation, installation, and 24/7 support. Locally in-store, the platform consists of an edge computing appliance, cameras, and sensors. The system is designed with full API integration into key digital signage content management systems (CMS), allowing it to deliver and trigger content onto different media player platforms. The triggered content is then displayed on NEC Display large- or small-format displays.

“When designing NEC ALP Pro, the entire team knew it was a game-changer because of the way it can help elevate retail customer experiences,” Ventura said. “Not only does it have the ability to drive customized actionable content for the audience, ALP Pro can also provide key insights into message viewer and efficiency rates so retailers know exactly how impactful their content is.”

NEC ALP Pro is available beginning in July. For a hands-on demonstration, please visit NEC Display at booth #1600 of InfoComm 2019, taking place June 12 – 15 in Orlando, Fla., at the Orange County Convention Center. For additional information, please contact your NEC Display sales representative or www.necdisplay.com/alp.

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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](#), [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 <http://www.nec.com/en/global/about/solutionsforsociety/message.html>.

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