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## **NEC-MITSUBISHI ELECTRONICS DISPLAY WINS iF PRODUCT DESIGN AWARD 2005 FOR LCD MONITORS**

### ***NEC MultiSync® LCD 70 Series Earns Coveted Design Honor***

**CHICAGO – Feb. 1, 2005** – NEC-Mitsubishi Electronics Display of America, Inc., the leading stand-alone vendor of flat panel desktop displays, today announced that its latest line of LCD monitors – the NEC MultiSync® LCD 70 Series – has been awarded the iF Product Design Award 2005, one of the most coveted honors in product design.

Since 1954, the iF (Industrial Forum Design Hannover) has recognized companies and design studios for outstanding design-related products and services. Each year, competition for the award is intense, with organizations from around the world vying to earn what is widely considered to be the most prestigious design accomplishments.

“We are both honored and excited to win an IF Product Design Award 2005 for our NEC MultiSync LCD 70 Series,” said Scott Hoaglund, Product Manager of NEC-Mitsubishi. “This honor is especially rewarding for us because it confirms what we originally intended to achieve with the 70 Series – to design an LCD monitor that not only delivers outstanding performance, but exceptional looks as well.”

As a winner of an iF Product Design Award 2005, the NEC MultiSync 70 Series line becomes a finalists for an iF Gold Award. Gold Award winners will be announced on March 10, 2005, at the global technology show, CeBIT, in Hannover, Germany.

Launched on Nov. 1, 2004, the NEC MultiSync 70 Series line is distinguished by a soft, rounded industrial thin-frame design that complements any office or home while enhancing the computing experience. Ranging from 15-inches to 20-inches, all models in the 70 Series feature an adjustable height stand and unobtrusive OSM® (On Screen Manager) control buttons located beneath the front bezel.

The NEC MultiSync LCD Series is NEC-Mitsubishi’s flagship line of LCD displays and the successor to the company’s popular 60 Series. While the 70 Series line retains the simple, symmetrical thin-frame design made popular by the 60 Series, the units are differentiated by a subtle roundedness.

### **About NEC-Mitsubishi Electronics Display of America, Inc.**

Headquartered in Itasca, Ill., NEC-Mitsubishi Electronics Display of America, Inc. is a wholly owned subsidiary of Tokyo-based NEC-Mitsubishi Electric Visual Systems Corporation, a joint venture company established by NEC Corporation and Mitsubishi Electric Corporation. NEC-Mitsubishi Electronics Display began North American operations on July 1, 2000, combining the desktop display monitor divisions of NEC Technologies and Cypress, California-based

Mitsubishi Electronics America, Inc. The company incorporates the strengths of NEC's worldwide leadership in LCD desktop and information displays, Ambix™, and MultiSync technologies, with Mitsubishi's market leadership in flat aperture grille CRT technology development. NEC-Mitsubishi Electronics Display ranked as the number one best-selling stand-alone LCD monitor brand according to the iSuppli/Stanford Resources Flat Panel Monitrak® Quarterly Report, Q2 '04. NEC-Mitsubishi was also ranked the top stand-alone LCD monitor manufacturer in North America for all of CY2003 according to DisplaySearch's Annual LCD Monitor Strategy Report 2003. For more information, call 1-888-NEC-MITS or visit [www.necmitsubishi.com](http://www.necmitsubishi.com).

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For additional information about NEC-Mitsubishi Electronics Display monitors, consumers can call (888) NEC-MITS, or visit the web site at: [www.necmitsubishi.com](http://www.necmitsubishi.com). For digital images please visit [www.necmitsubishi.com/mml](http://www.necmitsubishi.com/mml)

### **About iF**

iF provides a broad range of design-related services. iF is internationally known because of the iF Design Award, which has been staged since 1954. Today, this award is regarded as one of the most important design competitions worldwide, attracting over 1,800 entries from 30 different countries every year. The iF Design Award jury, composed of top international designers, not only critically examines and selects the award-winning entries, but also guarantees iF's special status and the high-quality reputation of the iF label.