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**JENNIFER CHEH, V.P. OF MARKETING AT NEC DISPLAY SOLUTIONS,
RECOGNIZED AS 2017 CRN[®] CHANNEL CHIEF**

CHICAGO – February 22, 2017 – [NEC Display Solutions of America](#), a leading provider of commercial LCD display and projector solutions, announced today that [CRN[®]](#), a brand of [The Channel Company](#), has named Jennifer Cheh, Vice President of Marketing, to its prestigious list of 2017 Channel Chiefs. The executives on this annual list represent top leaders in the IT channel who excel at driving growth and revenue in their organizations through channel partners.

Channel Chief honorees are selected by CRN's editorial staff on the basis of their professional achievements, standing in the industry, dedication to the channel partner community, and strategies for driving future growth and innovation.

Each of the 2017 Channel Chiefs has demonstrated loyalty and ongoing support for the IT channel by consistently promoting, defending and executing outstanding channel partner programs.

In the last year, Cheh drove efforts to improve the programs, promotions, and tools that enable the channel to sell NEC Display products and solutions while also improving internal processes to make it easier to do business with the company. For example, Cheh spearheaded the launch of the Reseller Advantage, a program aimed at rewarding partners for their commitment to NEC Display Solutions. In addition, Cheh created the Reseller Advisory Council to provide a communication platform for NEC and its partners to openly

share, discuss, and explore issues, ideas, strategies and direction to better understand mutual needs and promote success.

“The executives on our 2017 Channel Chiefs list have distinguished themselves by building strong partner programs, developing and executing effective business strategy and helping to advance the channel as a whole,” said Bob Faletra, CEO of The Channel Company.

“They represent an extraordinary group of individuals who lead by example and serve as both invaluable advocates and innovators of the IT channel. We applaud their achievements and look forward to their successes in the coming year.”

Under Cheh’s direction, NEC Display has invested more goal-based rebate dollars into the channel and deployed a new and improved channel incentive program. NEC has more than 200 named reseller accounts, managed regionally in order for NEC representatives to get closer to those partners and understand their needs.

“Since joining NEC Display, I have made it a priority to establish relationships with our top partners, soliciting their feedback to understand what we do well, and to identify areas we can improve.” Cheh said. “This award is a reflection of our team’s hard work in becoming closer to our partners to understand their world and provide vertical solutions based on real-world applications.”

The 2017 CRN Channel Chiefs list is featured in the February 2017 issue of CRN and online at www.crn.com/channelchiefs.

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@TheChannelCo names [@NEC_Display](https://twitter.com/NEC_Display) Jennifer Cheh to @CRN 2017 Channel Chiefs list #CRNChannelChiefs www.crn.com/channelchiefs.

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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. 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.

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

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