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NEC DISPLAY SOLUTIONS OF AMERICA APPOINTS KIRT YANKE AS VICE PRESIDENT OF QUALITY ASSURANCE, SERVICE, AND RESEARCH AND DEVELOPMENT

Former senior director of research and development brings wealth of company-specific product knowledge to new role to enhance customer experience

CHICAGO – Aug. 30, 2019 – [NEC Display Solutions of America](#), a leading provider of commercial digital signage solutions, announced today the appointment of Kirt Yanke as vice president of quality assurance, service, and research and development.

Yanke has risen through the ranks during his 29-year tenure at NEC Display, starting as a product development engineer and in the eight years prior to his recent promotion, serving as the company's senior director of R&D and quality assurance.

Yanke's new role as vice president of those departments involves fully merging NEC Display's already closely tied quality assurance and service teams to maximize efficiency in resolving customer issues; offer and fulfill managed services; and ensure that the company's product technologies are poised to remain competitive for years to come.

"Today's ever-changing global business climate makes it more crucial than ever that we continue delivering reliable products featuring the latest technology," Yanke said. "I look forward to advancing our total display solutions and managed services to differentiate us from the competition and meet the needs of our growing customer base."

Yanke's former position involved working on the frontlines of new technologies and testing changes to ensure product compatibility. He worked closely with marketing and sales teams to incorporate requests and research and development design

specifications. Yanke has been instrumental in developing a host of new NEC Display technologies that have helped propel the company to the top of its class.

“Kirt’s knowledge of product development and proven track record of advancing product standards is invaluable to NEC Display in our competitive and ever-evolving market,” said Todd Bouman, president and CEO of NEC Display Solutions of America. “With Kirt leading the charge of this newly combined organization, we will provide better support to our customers through a more efficient and unified approach to quality and service.”

Yanke serves on the [International Committee for Display Metrology](#) (ICDM) through the [Society for Information Display](#) (SID), which helps set standards for display metrology. He also belongs to the [National Electrical Manufacturers Association](#) (NEMA) and is part of its Technical Advisory Groups that work to define display measurements for the [International Electrotechnical Commission](#) (IEC).

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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 digital signage products on the market, such as commercial- and professional-grade large-screen LCD displays, desktop LCD monitors, direct view LED panels, 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](#), [Instagram](#), [YouTube](#), [Twitter](#) and [LinkedIn](#).

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