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**NEC DISPLAY SOLUTIONS' BETSY LARSON HONORED AS
2012 CRN CHANNEL CHIEF**

***Streamlined Reward Claims Process, Increased Margins for Channel
Partners Are Drivers of Success***

CHICAGO – February 21, 2012 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today that Betsy Larson, Vice President of Channel Sales, was named a 2012 Channel Chief by [CRN Magazine](#). CRN, a publication devoted to the worldwide technology reseller channel, recognized the top Channel Chiefs in the industry based on their records of business innovation and dedication to the partner community.

During the past year, Larson enhanced the NEC Rewards Program, making it easier for channel partners to claim rewards and reducing the turnaround time to receive rewards to the shortest in the industry. NEC also developed new services and programs to increase margins for its partners.

Larson has spent the last 14 years with NEC, helping the organization build and nurture relationships with its distributor and partner communities. She credited the organization's innovation for its success over the past year. NEC has continued to expand its solutions offerings – from vertically focused field sales support to design and engineering. She cited its entry into managed services, specifically content creation and content management in the digital signage space, as other indicators of innovation.

In addition, NEC has expanded its partner base through additional consultative selling and a product lineup that includes entry-level and specialty products to meet the differing needs of end users.

In terms of her own career success, Larson said she is thankful for advice she received at an early age.

“My father has had the most profound impact on my life,” she said. “He has instilled in me the importance of being honest, fair, kind and hard-working. Those are attributes shared by my colleagues at NEC, too.”

CRN selected the top Channel Chiefs based on policy and program innovations made during the previous year, the amount of revenue their companies generated through partners, their willingness to speak out publicly on behalf of the channel, and the number of years dedicated to channel activities.

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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://www.necdisplay.com/products/digitalmedialibrary/>.

About VUKUNET

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