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NEC DISPLAY SOLUTIONS INTRODUCES 32-INCH ADDITION TO FAMILY OF LARGE-SCREEN LCD PUBLIC INFORMATION DISPLAYS

Small Form Factor, Full-Feature Functionality and Low Price Point Deliver a Value-Packed Digital Signage Solution

CHICAGO – June, 28, 2005 – Poised to deliver the most affordable, feature-rich large-screen LCD on the market, NEC Display Solutions, the leading stand-alone vendor of flat panel desktop displays, today announced the availability of the LCD3210 large-screen LCD monitor. The new 32-inch display not only includes NEC's acclaimed Digital Signage Technology Suite (DSTS), but also features a new standard 3-year limited warranty and an estimated street price of around \$2,000.

Developed for applications in the rapidly emerging markets of information display and digital signage, the large-screen family of NEC displays offers the most technologically advanced functionality in the industry. With the smaller form factor, the LCD3210 is a perfect solution to deliver dynamic multimedia content to retail settings, conference rooms and other applications that were previously unable to utilize larger LCDs. And, with the highest image contrast and brightness quality on the market, the new LCD3210 also delivers significantly improved visibility and color uniformity in high ambient light environments.

“The LCD3210 is now the most affordable, feature-rich large-screen LCD display on the market today,” said Hans Baumann, Senior Product Manager for NEC Display Solutions. “The combination of a standard 3-year limited warranty, a price point around \$2,000 and many of the features and functionalities included in the DSTS suite should quickly make this display a must-have option for digital signage solutions.”

Key features in the DSTS suite such as higher power efficiency, lower internal temperature sensors and greater brightness control create a longer product life and a lower Total Cost of Ownership in the LCD3210. This, along with the new 3-year limited warranty makes the new large screen an incredibly cost-effective digital information display solution.

“Digital Signage solution providers and end-users who want all the features and functionality of our bigger large-screen displays but require a smaller place or price will quickly see the LCD3210 is a great solution,” said Jeff Blankensop, Regional Manager for NEC Display Solutions. “This product really illustrates the depth and quality of NEC's digital signage solutions portfolio.”

Significant to the NEC large-screen series is the incorporation of the company's new Digital Signage Technology Suite, a new set of features and functions developed specifically for the digital signage market. Components in the new feature suite include the patented Tile Matrix feature that creates a near-seamless display for multi-unit applications. This feature eliminates the need for additional video distribution equipment such as distribution amplifiers and multi-head video cards. Matrices can be created resulting in ultra-large viewable images. The new displays also offer Gray-to-Gray Overdrive which allows for smoother, more uniform video image viewing.

Available in a full-function AV version, a basic feature IT version is also available for simple PC output applications. The NEC LCD 3210 is available for immediate delivery.

Additional key features of the NEC MultiSync large-screen monitors include:

- Brighter screens allowing for better visibility in high ambient light environments
- Improved image quality and color uniformity.
- Enhanced energy efficiency reducing overall operating costs
- Lower internal heat levels delivering longer product life
- Internal Real-Time Clock for full-function operation scheduling
- RS232 network control that allows for single or multiple monitor control
- Three-year limited parts and labor warranty
- 24/7 support from NEC Display Solutions