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NEC Solutions America Now the #2 Provider of Professional Grade Projectors and Plasma Displays in North America

Global 150 Technology Leader Rapidly Gaining Market Share and Revenue Share

CHICAGO, June 8, 2005 – NEC Solutions (America), Inc., Visual Systems Division (VSD) is now the second largest provider of professional grade projectors and plasma displays in North America, according to Pacific Media Associates (projectors) and TFCinfo (plasma displays). In addition, NEC jumped over Epson and Sharp to become the third most recognized projector brand in 2004, according to TFCinfo.

“NEC’s combination of professional grade reliability, innovative sales and marketing strategies and a diverse product mix is truly unique,” said Pierre Richer, senior vice president, NEC Solutions America, Visual Systems Division. “We’re seeing the results in our superior revenue and margin performance and our rapidly increasing market share.”

According to PMA’s 2004 annual report, NEC is #2 in projectors with 9.3% revenue share in 2004. This is an increase of 1.5% from 2003. In addition, many other analysts are taking note of NEC’s rapid rise:

- **NEC is #1** - in projector revenues in AV distribution with 18.8% share in 2004 (TFCinfo Monthly Projector Market Analysis Report)
- **NEC is #2** - in professional plasma with 21.2% unit share in 2004 (TFCinfo 2004 annual report)
- **NEC is #1** - with 22.3% share in Pro A/V projectors (PMA RTS March 2005)

- **NEC is #2** - with 17% share in mass distribution projectors (NPD March 2005)

Also, according to the recently released PMA 2004 Annual Resellers Survey, NEC ranked first among North American projector brands. This survey of 148 resellers rated NEC at the top in product quality/reliability, responsive support persons, return/repair programs, profit contribution to dealer, knowledgeable support persons, capable dealer representatives, and replacement parts programs. NEC also was ranked first for two of the three composite groups of these aspects, marketing support and after sale support. As a result of these high category rankings, NEC was determined to be the #1 manufacturer in the overall composite rating of the 25 aspects most important to resellers.

“The market for front data/video projectors is more competitive than ever. Most resellers carry multiple product lines, so manufacturers have to do more than just make good products. They must provide compelling sales, marketing and technical support programs if they are to capture mindshare and market share at a reseller,” said PMA Vice President Michael Abramson, who directs PMA’s research on front projectors and was PMA’s project manager for the Reseller Survey. “We found that aspects resellers considered most important in 2003 continued to be important in 2004 and will probably remain important going forward. The top manufacturers had strong scores in many individual aspects, but in addition to leading in 7 of the 10 most important aspects, NEC also had the highest composite scores in marketing support and after-sale support, and ranked near the top in product aspects.”

AV market researchers, TFCinfo, also surveys experienced users to uncover their insights into large area display company’s products and brand strength. TFCinfo’s newest Plasma Brand Strength Survey 2005 demonstrates the breadth of NEC support among users of plasma displays. According to TFCinfo, plasma users strongly believe that NEC stands for:

- Quality with reliability
- Top-tier picture quality
- Remarkable customer service support
- The best investment (defined as price for most features)

“NEC has indeed moved up in market share in the projector space,” says Paul Martin, president and founder of TFCinfo. “AV users are telling us that they like NEC. NEC strength of brand is broad-based and extends equally to NEC’s plasma display line-up,” Martin continued. “NEC is a very solid top brand performer throughout our research, especially with business users. NEC is predictably one of the top brands considered for purchase, with roughly half of all business users and purchasers surveyed stating that they always consider the NEC brand. Even more impressive, when asked which brand of plasma they would most want to use or purchase, users of all brands placed NEC in the #1 spot as the most desired brand among business users!”

NEC Solutions America, Visual Systems is the second largest provider of professional grade plasmas and projectors in North America. A Global 150 technology leader with over \$40 billion in revenue, NEC Corporation delivers projectors and plasma displays with crystal clear images every time – *because it’s your image*. For more information, please visit www.necvisualsystems.com or call 1-800-NEC-INFO.

About NEC Solutions (America)

NEC Solutions (America), Inc. is a premier provider of integrated solutions for the Connected Enterprise in North America. As an affiliate of NEC Corporation (NASDAQ: NIPNY) (FTSE: 6701q.1), NEC Solutions America taps into a global resource network to help clients leverage technology to achieve a competitive edge. From corporate performance management and biometric security solutions to digital cinema and in-theatre advertising systems, visual displays and server solutions, the expertise is delivered with the personal attention needed to address individual situations. With headquarters in Rancho Cordova, California, NEC Solutions America serves a wide range of markets, including the health care and public safety, financial services, cinema, retail and manufacturing markets. Information regarding NEC Solutions America can be found at www.necsam.com.

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