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NEC Display Solutions Launches New Suite of Lifecycle Services

Custom Care™ Suite Offers Total Support Throughout NEC Display Ownership Lifecycle

CHICAGO – May 10, 2005 – Aiming to deliver the best display ownership experience in the industry, NEC Display Solutions of America, the leading stand-alone provider of flat panel desktop displays, today announced the new Custom Care suite of lifecycle services. Promising to offer the highest level of end-user service and support in the industry, Custom Care offers a comprehensive collection of programs that sustain NEC ownership satisfaction throughout the product lifecycle by allowing customers the flexibility to customize solutions that help manage and reduce their total cost of owning and operating their NEC displays.

While all NEC desktop displays come with a standard three-year limited warranty (large-screen LCDs feature one year), the Custom Care suite offers several customizable components not offered by any other vendor in the industry. Components of the program include:

Service+ - Offers service enhancements to the standard product warranty including onsite product exchange, overnight shipping and pre-paid shipping for replacement products.

Premium Protect – Offers one-year and two-year extended service plans beyond the standard warranty period

NM-Select – Customizable, online employee purchase programs that offer the employees of NEC customers special prices on NEC displays.

Total Trade – The NEC monitor replacement and recycling program offers trade-in credits on product upgrades in addition to providing environmentally-friendly services for display disposal.

“The costs of proper disposal and recycling of electronic components will increase significantly over the next several years and the financial impact will be felt by businesses of all sizes,” said Lisa Sons, Marketing Program Manager. “The Custom Care program is a great example of NEC Display Solutions total commitment to our customers and illustrates how we strive to help those customers control their total cost of ownership. From the time of purchase to the moment the product is traded in, NEC offers a level of service and support unmatched by any other company in the industry.”

The Custom Care Suite offers unique versatility to the end-user, allowing them to customize and create a comprehensive program that best suits their needs. The value-rich programs help ensure that NEC display ownership delivers value throughout the life of the investment.

Service+, the latest program offering, is a fully-customizable warranty enhancement program designed to maximize company productivity and convenience. By having the option of selecting service options such as pre-paid shipping and Onsite service, customers can create a service program specifically tailored to their needs and that help them manage their service costs during the life of the product.