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NEC MAKES LOBBY SIGNAGE SIMPLE WITH NEW BUNDLED SOLUTION

Complete Digital Signage Package, Including 40-inch LCD Display, Provides Customizable, Cost-Effective, All-in-One Business Solution

CHICAGO – February 26, 2008 – NEC Display Solutions of America, a leading stand-alone provider of commercial and residential LCD, plasma, and projector displays, announced today an easy way for companies to install digital signage with custom content in their lobbies.

The NEC Lobby Signage Solution has all of the components needed to create an effective communications tool, including the high-performance 40-inch NEC AccuSync PV40 display, mounting hardware, PC hardware, content management software, and power suppression.

The bundled solution can be seen at the 2008 Digital Signage Expo (NEC Display Booth No. 113) on February 27-28 at the Las Vegas Convention Center in Las Vegas, Nev.

This all-in-one package is designed to provide a cost-effective, turnkey solution that is highly flexible and easily editable. The pre-configured solution is ideal for stand-alone, one-off applications versus the traditional network-driven offerings.

“The fact that this new Lobby Signage Solution provides the flexibility for virtually any business environment makes it extremely easy for those companies currently lacking digital signage,” said Jeff Blankensop, Director of Business Development for NEC Display

Solutions. “Even non-technical users have the ability to tailor rich media content with a combination of text, graphics, flash animation, movies and sound to a variety of applications, bringing any lobby to life.”

The small- to-medium-sized businesses, corporate and hospitality markets will benefit from the bundle’s content design voucher provided by EscapeWire Solutions. The voucher can be redeemed upon purchase and used for the development of custom templates utilizing a company’s logos, images and more. The system is ideal for employee messaging, VIP welcoming, way-finding, event listing, trade shows, community messaging, safety awareness, menu boards, and event messaging.

NEC is known for its comprehensive solutions approach to digital signage, with design, financing, integration, deployment, and technology support resources. The new Lobby Signage Solution leverages all of those resources to help companies achieve their visions for engaging and informative lobby environments, which project an image of technology and business alignment.

The *2007 World Digital Signage Markets Report* from Frost & Sullivan states, “NEC was the leader in the world digital signage display market 2006 with 23.1 percent market share (the latest year for which data are available). The company has built on its wide range of product offerings in both the LCD and plasma displays.”

The NEC ASPV40-AVT-LS bundle includes the following:

- ? One 40-inch NEC AccuSync PV40-AVT display with 1366 x 768 native resolution, XtraView technology for wide viewing angles, integrated tuner for high-definition broadcast capabilities, and detachable bottom-mount TruSurround® XT speaker for a virtual surround-sound solution with seven-band equalizer and automatic volume leveler
- ? Timer control for programming screen’s on/off function for optimal display times such as normal business hours
- ? NEC WMK3260-L Universal Mount with PC Cabinet and Power Strip Bracketing for a clean look while securely housing both the PC and power suppression directly onto the back of the display for easy access

- ? NOW Micro's Medius Digital Engine PC with Intel Core Duo 1.5Ghz CPU, 1GB DDR2 667Mhz memory, 80GB SATA HDD, dual video output (DVI/S-Video), 10/100/1000 LAN adapter, Microsoft XP Professional OS, Slimline CDRW/DVD optical drive, wireless keyboard, and wireless mouse
- ? RidgeLogic Development's SceneStudio™ Pro software package for content management
- ? EscapeWire Solutions' content design voucher for help in facilitating the development of professionally customized and informative flash content
- ? Tripp Lite's TLP606B power strip with six outlets, economical built-in AC surge suppression, and single switch for on/off function of all components

The 40-inch ASPV40-AVT display has a one-year warranty with NEC's Advanced Overnight Exchange for defective LCD unit replacement within one business day. Warranties on all other parts vary as follows: NEC WMK3260-L wall mount has a 90-day warranty, NOW Micro's Medius Digital Engine PC has a three-year warranty, RidgeLogic Development's SceneStudio Pro software is covered by 15-months of software maintenance, and Tripp Lite TLP606B has a lifetime warranty.

The NEC Lobby Signage Solution will be available for March 2008 shipment with an estimated street price of \$7,999.99.

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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 displays, professional-grade large-screen LCD and plasma displays, a diverse line of 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, professional, education, medical and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the Web site at www.necdisplay.com.

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