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**Media Contact:** Philip Anast  
Tech Image  
(312) 673-6054  
[philip.anast@techimage.com](mailto:philip.anast@techimage.com)

**NEC DISPLAY SOLUTIONS ANNOUNCES NEW LASER PHOSPHOR  
DIGITAL CINEMA PROJECTOR DELIVERING 14,000 LUMENS**

***New NC1700L Projector Features Innovative Red and Blue Laser  
Technology to Deliver Richer Colors and Brighter Images for Mid-Size  
Theater Market***

**CHICAGO – Feb. 6, 2017** – [NEC Display Solutions of America](#), the No. 1 global digital cinema laser projector provider, announced today the availability of the NC1700L in its [Digital Cinema Projector Series](#), a dual-laser digital cinema projector featuring richer colors, brighter images, and reduced cost of ownership.

Designed for 2D and 3D playback on small to medium screen sizes, the NC1700L projector delivers 14,000 lumens of brightness with richer colors – thanks to its industry-first RB laser system. The new laser system features red and blue lasers paired with green phosphor to produce a rich color spectrum with unsurpassed brightness for the ultimate cinema experience. Cinema operators also benefit from a reduced total cost of ownership and less maintenance because the RB laser design eliminates the need to replace a lamp, which also extends the projector’s lifetime.

“With the NC1700L, we’re bringing not just another laser option to cinema operators, but also a whole new laser design that offers flexibility for small and medium screen sizes with a brighter, richer set of colors,” said Richard McPherson, Senior Product Manager for Projectors at NEC Display Solutions. “By offering this new dual laser system, cinema owners will not only receive the desired brightness, colors and uniformity they’ve come

to know with NEC digital cinema projectors but also peace of mind for the customer experience.”

The new laser design offers flexibility in other ways, too. The projector does not require a special exhaust system, and it uses a much wider lens shift ratio without sacrificing image quality. Furthermore, its connectivity options enable non-cinematic content, such as presentations and games, giving cinema operators more events with which to grow revenue.

The NC1700L represents the next evolution in laser projection for small to medium sized screens and is the latest addition to the Digital Cinema Projector Series, which also includes the single-laser phosphor NC1201L projector.

The NC1700L is available for purchase now. Also available now is the NC1000C, a compact and silent 2K, DCI-certified digital projector equipped with a S2K chipset from Texas Instruments®, designed for theaters with small screens, booth-less cinema, or mobile theaters. Please contact your local NEC Display Solutions representative for pricing.

Both the [NC1700L](#) and the [NC1000C](#) will be featured at CinemaCon 2017, taking place March 28-30 at Caesars Palace Las Vegas, in Milano Suite 4.

For more information about NEC's digital cinema projectors visit:

<http://www.necdisplay.com/category/digital-cinema-projectors>

#### **About NEC Display Solutions of America, Inc.**

NEC Display Solutions of America, Inc., a leading designer and provider of innovative displays, offers the widest range of products on the market, such as commercial- and professional-grade large-screen LCD displays, desktop LCD monitors, direct view LED displays, a diverse line of multimedia and digital cinema projectors, and integrated display solutions. Benefitting from the technologies of NEC Corporation and its own Research and Development, NEC produces leading-edge visual technology and customer-focused solutions for a wide variety of markets, including education, retail,

transportation, broadcast, enterprise, healthcare, houses of worship, and many more. NEC is orchestrating a brighter world with the quality and reliability of its products and outstanding customer service. For additional information about NEC Display Solutions of America products, call (866) NEC-MORE, or visit the website at [www.necdisplay.com](http://www.necdisplay.com). Follow us on our social media channels: [Facebook](#), [YouTube](#), [Google+](#), [Twitter](#) and [LinkedIn](#).

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NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses and society. For more information, visit NEC at [www.nec.com](http://www.nec.com).

The NEC Group globally provides "Solutions for Society" that promote the safety, security, efficiency and equality of society. Under the company's corporate message of "Orchestrating a brighter world," NEC aims to help solve a wide range of challenging issues and to create new social value for the changing world of tomorrow. For more information, please visit

<http://www.nec.com/en/global/about/solutionsforsociety/message.html>.

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