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NEC DISPLAY SOLUTIONS ANNOUNCES PROTOTYPE WITH 3D LIVE

Partnership to evaluate immersive 3D experiences in digital cinema and entertainment

CHICAGO, April 24, 2018 – NEC Display Solutions of America, Inc., a leading provider of commercial display and projector solutions, today announced a collaboration effort with 3D technology innovator [3D Live](#) that combines the company's expertise in 3D technology with NEC Display's industry expertise. Together they are evaluating next-generation 3D display solutions that incorporate direct view LED (dvLED) and passive 3D technology. This technology could be another option for the entertainment industry and cinemas who want to deliver the ultimate immersive experience through alternative technologies.

"As a leader and innovator in digital projection technology for cinemas, we look forward to working closely with 3D Live on new technology for our markets," said Todd Bouman, President and CEO of NEC Display Solutions. "While we believe digital projectors will continue to be prominent in the industry and a core focus of development for NEC Display, we are also looking at new innovative solutions."

3D Live is an industry leader in immersive 3D technology and specializes in developing 3D LED panels, VR/AR and mixed reality experiences, with an extensive portfolio of projects, including concerts, performances and demonstrations. 3D Live technology creates virtual environments that surround performers on stage and immerse the audience.

"We are excited to showcase this high resolution prototype with a global display company as renowned as NEC Display," said Nathan Huber, CEO and co-founder of 3D Live. "NEC is an ideal partner and shares our vision of working towards the next generation of out-of-home 3D display systems."

NEC Display Solutions has extensive experience in delivering cutting edge [digital cinema projectors](#) and solutions like dvLED panels for the [entertainment industry](#). The 3D Live partnership enables yet another complete customer-centric solution and solidifies NEC Display's position as a market leader for digital signage and display solutions.

NEC Display Solutions digital cinema projectors – as well as NEC's large-screen display solutions, such as menu boards and digital movie posters – will be featured at [CinemaCon 2018](#), taking place this week through April 26 at Caesars Palace Las Vegas, in Milano Suite 4 and 8.

For more information please visit www.necdisplay.com/digital-cinema.

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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. Follow us on our social media channels: [Facebook](#), [YouTube](#), [Google+](#), [Twitter](#) and [LinkedIn](#).

About 3D Live, LLC

Los Angeles-based 3D Live is pioneering the future of out-of-home entertainment with awe-inspiring immersive experiences based on its patented "holographic" 3D LED display technology. The Company serves the live events, theme park and cinema

markets by developing spectacular audience experiences, such as the award-winning *Mass Effect: New Earth* attraction at California's Great America and *The Music of Light* stage show for Disney Pixar's "Inside/Out" at the world famous El Capitan theater in Hollywood, CA.

3D Live's "holographic" 3D LED display systems provide an incomparable visual experience at a larger-than-life scale. The experience can be compared to that of virtual or augmented reality, but without the need for clunky, expensive head-mounted displays. The Company's extreme 3D imagery can be seamlessly integrated with the real world and can be deployed to tens of thousands of audience members simultaneously, generating a true "wow factor" that cannot be replicated at home. 3D Live's technology delivers superior brightness, color and contrast, as well as twice the 3D depth relative to other systems.

3D Live and its technology have recently been recognized with numerous prestigious industry awards, including:

- **Thea Award for Outstanding Achievement** from the Themed Entertainment Association in the category of Innovative Technology
- **Tech Enhancement of the Year** by Pollstar, a major concert industry publication, for the company's work on Flying Lotus' N. American 3D concert tour
- **Lumiere Award** from the Advanced Imaging Society
- Mass Effect: New Earth was voted by USA Today readers as one of the **Top 10 Best New Amusement Park Attractions of 2016**

About NEC Corporation

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.

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

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