

NEC NEC Display Solutions

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NEC DISPLAY SOLUTIONS AND NEC VISUAL SYSTEMS DIVISION BEGIN JOINT OPERATIONS

Newly Combined Company, NEC Display Solutions' Expanded Product Offering and Consolidated Programs Offer New Opportunities to Customers, New Outlook

CHICAGO – April 2 , 2007 – NEC Display Solutions, a leading provider of innovative LCD displays, professional grade plasmas and projectors, and integrated display solutions, today announced the start of its new business operations following the completion of the merging of the Visual Systems Division of NEC Corporation of America and NEC Display Solutions of America.

The joining of these two organizations brings together technologically advanced lines of desktop and large-screen LCD displays, plasma displays, projectors, and award-winning channel programs. The new organization holds the promise of offering one of the largest visual display product portfolios in the industry.

“The joining together of these two NEC organizations allows for cross-promotion, rather than competition between LCD and PDP technology -- similar to their competition,” said Chris Connery, Vice President, PC and Large Format Commercial Displays, DisplaySearch. “This is a long overdue move that positions the new NEC Display Solutions for even greater success.”

With a new look, new products and new offers, the company emerging from these two organizations looks to deliver new opportunities not only to NEC but also to the company’s valued channel partners as well.

“Tech Data has had a strong, longstanding relationship with NEC, closely collaborating with them to develop business-building channel programs for our reseller customers,” said Bob O’Malley, Senior Vice President, U.S. Marketing with IT products distributor Tech Data Corporation. “The merger of NEC’s monitor and display business units into one will give NEC a stronger presence in the market for converged digital presentation products. As digital convergence trends continue to mature, more and more resellers will look to business partners like NEC to integrate the latest display and presentation technologies into their IT solutions.”

NEC Visual Systems Division and NEC Display Solutions of America have expanded their businesses by leveraging strong, global supply chain management and market-leading technologies and solutions. The new NEC Display Solutions of America will combine the management resources and technology assets of both companies to strengthen the development, manufacturing and sales of NEC’s visual display

equipment business. A stronger, more streamlined structure will ensure faster response to diversified market needs, allowing NEC Display Solutions of America to provide its customers with premium visual display products and solutions. The strategic move is expected to accelerate NEC's global market growth, putting it in an optimal position to become the No.1 provider of display solutions worldwide.

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About NEC Display Solutions of America, Inc.

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., is a leading provider of innovative LCD displays, professional grade plasmas and projectors, and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for the consumer, enterprise, professional, medical and digital signage markets. For more information, please call 1-866-NEC-MORE, or visit www.necdisplay.com.

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