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**NEC DISPLAY SOLUTIONS FEATURED IN LASER LIGHT ENGINES'  
UPCOMING PROJECTION DEMONSTRATION**

***NEC's NC3240S Projectors Used as the Standard for Quality Comparison  
Between Laser and Xenon Illumination***

**CHICAGO – November 11, 2013** – [NEC Display Solutions of America](#), a leading [provider](#) of commercial LCD display and projector solutions, announced today it will be featured in longtime partner Laser Light Engines' (LLE) invitation-only projector demonstration this week. NEC has enjoyed a strong partnership with LLE since 2008 and has worked closely with LLE in the last six months to prepare for this event.

NEC's NC3240S Digital Cinema projector, designed for auditoriums with the largest screens, will be featured in the event that LLE is holding to compare images from identical laser and Xenon illuminated projectors. A side-by-side comparison will be made using NEC's 4K DLP Cinema Projector and its 4K Xenon arc lamp projector.

"NEC has been working with LLE since 2008, and we're excited to be a part of this event," said Jim Reisteter, General Manager of Digital Cinema at NEC Display Solutions. "The NC3240S projector produces 33,000-lumens and is capable of significantly sharp images. When equipped with LLE's latest RGB laser engine, it's the ideal unit for the largest screens, up to 105 feet wide."

Delivering precise 4K (4096 x 2160) resolution, 3-D capabilities and high contrast images (2000:1), the NC3240S is easy to operate, extremely user-friendly and requires minimal maintenance.

Other features include:

- 3D content, which utilizes the projector's full 4K resolution using triple flash technology for smooth motion
- Memory functions for lens position and lamp output, which simplify frequent operation
- Lamp changes, which can be made from the back of projector
- Direct selection buttons for eight stored projector configurations
- Optional touchscreen
- Auto lamp brightness control, which maintains constant brightness by adjusting the lamp power as it ages
- Standard film projector lamps (lamp adapter required)
- 7kW and 4kW versions available
- NC-80DS01(HD-SDI port [BNC] x 4 / DVI port [DVI-digital] x 2): Optional input board shown

NEC also will have the recently announced NC1100L projector available for demonstrations at the Marriott Convention center next door to the event. The NC1100L features 2K (2048 x 1080) resolutions, 3D capabilities and 3-chip DMD reflection method. It is easy to operate with user-friendly accessibility. The NC1100L will be available in March 2014 with a two-year limited warranty (for U.S. and Canada only), including parts and labor.

The Laser Projection Demonstrations will run from Monday, November 11 through Thursday, November 14, by invitation only, for studio executives and technologists, cinematographers, producers, exhibitors, and other industry decision makers who want to assess the state of laser projection. The week-long event will be held at Technicolor Burbank, which has a long-standing history of advancing technology for media and entertainment.

Interested parties should contact LLE at [info@laserlightengines.com](mailto:info@laserlightengines.com) to request an invitation and additional information. To register, go to:

<http://www.laserlightengines.com/rsvp.php>

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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 monitors, commercial- and professional-grade large-screen LCD displays, a diverse line of multimedia and digital cinema 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, healthcare, education and digital signage. It has deployed more than one-million large-format displays worldwide. For additional information about NEC Display Solutions of America products, call (866) NEC-MORE, or visit the website at [www.necddisplay.com](http://www.necddisplay.com). For digital images, please visit <http://necddisplay.com/digital-media-library>. Follow us on our social media channels: [Facebook](#), [YouTube](#), [Twitter](#) and [LinkedIn](#).

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