



**Media Contact:** Jeff More  
Tech Image (for NEC Display Solutions)  
(312) 673-6049  
[jeff.more@techimage.com](mailto:jeff.more@techimage.com)

## **NEC Display Launches New MediaPlayer Powered by Raspberry Pi**

*Modular NEC MediaPlayer delivers effortless performance, multimedia management and a future-proofed signage solution*

**CHICAGO – Sept. 1, 2020** - [NEC Display Solutions](#), has unveiled its latest MediaPlayer for its digital signage solutions. The MediaPlayer software comes pre-installed on NEC’s Raspberry Pi Compute Module at no additional charge, delivering easy set-up and operation, powerful ‘out-of-the-box’ performance and customization that’s ideal for digital display boards in retail, digital menu boards, leisure and corporate communication applications.

The MediaPlayer represents an intuitive plug and play digital signage solution that’s easy to install and customize. With NEC’s MediaPlayer, the latest, immersive real-time visual experiences are now faster and easier to set up, showing target audiences dynamic, up-to-date information and advertising.

This modular SoC MediaPlayer solution can simply be integrated inside any compatible NEC display offering the Raspberry Pi slot. It enables the smooth, remote operation of setups with individual as well as multiple screens supported by browser-based playlist and content distribution as well centralized device management. Organizations can choose various media formats and web content via the browser for all kinds of demands.

“A key feature of our new MediaPlayer is its ability to operate as a hub for partner companies to allow the user a smooth installation of the supported CMS systems – directly from our MediaPlayer,” said Chris Feldman, Product Manager at NEC Display Solutions of America. “As requirements and markets change, we can even extend its functionality and enhance performance. This can be done without the need to alter the base infrastructure of the signage solution.”

“The NEC MediaPlayer is easy to install, exchange and upgrade.” said Art Marshall, Product Line Manager at NEC Display Solutions. “The software is designed to allow the further addition of third-party applications and integration with their solutions. It perfectly complements our modular SoC and computing philosophy. It’s an out-of-the-box solution that’s built to last and



grow alongside our corporate ambition and the constantly evolving needs of our customers. Non-experts as well as experienced installers will benefit from the ease and reliability of our system.”

“The credit card-sized Raspberry Pi is seeing increased adoption among business users, and has found its way into a wide variety of industrial and professional applications, such as production automation and point-of-sale. The new NEC MediaPlayer embraces simplicity and open design, which aligns perfectly with the Raspberry Pi philosophy,” said Eben Upton, Chief Executive, Raspberry Pi Trading. “The underlying architecture of Raspberry Pi is designed for simplicity, scalability and customization. The barrier for entry is low, and there is almost no limit to what you can achieve.”

The NEC MediaPlayer comes pre-installed on the Raspberry Pi CM3+ offered by NEC Display Solutions. Starting in October 2020, all NEC –MPi bundles will be offered consisting of NEC V series 40”-98” and C series 65”-98”, which include the Raspberry Pi CM3+ with 32GB internal memory with MediaPlayer pre-installed.

###

### **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](#), [Instagram](#), [YouTube](#), [Twitter](#) and [LinkedIn](#).

### **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](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>.

*NEC is a registered trademark of NEC Corporation. All Rights Reserved. Other product or service marks mentioned herein are the trademarks of their respective owners. ©2019 NEC Corporation.*