

Empowered by Innovation



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NEC INTRODUCES NEW TRADE-UP PROGRAM FOR ALL MANUFACTURERS' PROJECTORS

NEC Also Offering Limited-time Promotion of \$100 Minimum for a Trade-in Projector

Chicago, April 4, 2006 – NEC Solutions (America), Inc. (NEC), an industry leader in projectors and plasma displays, announces a new trade-up program and promotion for projectors, PowerUp. The NEC PowerUp program offers the customer cash for their pre-owned projector, making a new NEC projector even more affordable. This fast and easy program offers a one stop solution to get cash for a pre-owned projector *from any manufacturer*, which can then be applied towards the purchase of new NEC projectors. To get a free quote on the value of your used projector, go to <http://necsam.tradeups.com>.

“NEC is giving users of old, unreliable projectors the opportunity to step up to the latest technology and get some value out of their used equipment,” said David Woolf, vice president of marketing and service, Visual Systems Division, NEC Solutions America. “Recent studies have shown that reliability is a key concern for projector consumers, so it just makes sense to go with NEC which was recently ranked at the top in quality and reliability*.”

To participate in the PowerUp program, customers simply go to <http://necsam.tradeups.com>, where they will be instructed to describe their pre-owned projector(s) with manufacturer, model and quantity information. Customers will then receive an instant trade-in quote for their pre-owned product(s). They can ship their pre-owned product(s) using the shipping label provided and their check will be issued approximately 45 days later.

For a limited time customers can also take advantage of a promotion for the PowerUp program. If a new NEC projector is purchased between April 1, 2006 and September 30, 2006, the customer will receive a minimum of \$100 or the Fair Market Value, whichever is greater, for each qualifying trade-in projector. The projector must simply be in working condition, there are no limits on the year or shape of the projector.

Customers will receive this promotion when trading-in any Epson, Hitachi, InFocus, Mitsubishi or NEC projector. Go to www.necvisualsystems.com for more details.

NEC Solutions America, Visual Systems Division, is the second largest provider of professional grade plasmas and projectors in North America. A Global 150 technology leader with over \$40 billion in revenue, NEC Corporation delivers projectors and plasma displays with crystal clear images every time – ***because it's your image.*** For more information, please visit www.necvisualsystems.com or call 1-800-NEC-INFO.

About NEC Solutions (America), Inc.

NEC Solutions (America), Inc. is a premier provider of integrated solutions for the Connected Enterprise in North America. As an affiliate of NEC Corporation (NASDAQ: NIPNY) (FTSE: 6701q.1), NEC Solutions America taps into a global resource network to help clients leverage technology to achieve a competitive edge. From corporate performance management and biometric security solutions to digital cinema and in-theatre advertising systems, visual displays and server solutions, the expertise is delivered with the personal attention needed to address individual situations. With headquarters in Rancho Cordova, California, NEC Solutions America serves a wide range of markets, including the healthcare and public safety, financial services, cinema, retail and manufacturing markets. Information regarding NEC Solutions America can be found at www.necsam.com.

*According to independent researchers Pacific Media Associates 2005 Reseller Survey and TFC.net brand survey 2006.

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