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NEC DISPLAY SOLUTIONS HOSTS COMPREHENSIVE DIGITAL SIGNAGE SUMMIT UNDERSCORING NEW SOLUTIONS-SELLING PROGRAM

***Accenture, Miller Zell, NEC Financial Services and Platt Retail Institute Headline
Digital Media Market Leaders for May 11-12 Event***

CHICAGO – May 8, 2006 – NEC Display Solutions of America, a leading stand-alone provider of flat-panel desktop and large-screen displays, today announced its 2006 Solutions Summit will take place May 11-12 at its Itasca, Ill., headquarters. At this comprehensive digital signage symposium, NEC Display Solutions will bring together the “who’s who” of the digital media and display solutions markets as well as Fortune 1000 companies.

The theme of this year’s summit is entitled, “Where there’s a message...there’s a solution.” The event gives retailers, consumer products companies, service industries and others the opportunity to talk about vertical solutions with NEC Display and its more than 25 partners exhibiting their products and services at the summit.

“The process of selling products alone to bundling entire digital signage solutions has been two years in the making,” said Doug Albregts, vice president of sales and marketing at NEC Display Solutions. “NEC Display has built a dedicated solutions-selling team, a robust product portfolio and a vendor partner program to pursue opportunities that a single vendor could not manage individually. This event will demonstrate the significance of our solutions-selling strategy, bringing together content management, media engine, display-mounting experts and others to give companies a one-stop shop for their digital signage needs.”

The summit will include sessions focused on specific issues confronting digital signage.

- Accenture will present research on how the increasingly complex and dynamic environment is impacting consumer needs and expectations. The firm will explore how retailers and CPG companies can leverage innovation and technology to effectively improve the consumer experience at every moment of value.
- Miller Zell will discuss the integration of new in-store media with overall store design and promotion.

- The Real Canadian Superstore will present on its experiences using digital signage to educate customers on different products, and how it strategically posts messages depending on the location of people in its stores.
- NEC Financial Services will discuss creative leasing and financing for channel partners and end-users.
- The Platt Retail Institute will discuss leveraging the impact of retail digital signage advertising through behavioral merchandizing.

“Digital Communications Networks are an increasingly important component of any in-store marketing strategy,” said Steven Keith Platt, Director and Research Fellow at the Platt Retail Institute, a leading retail research and analyst firm. “We welcome the opportunity to share our insights on the impact of retail digital signage advertising through behavioral merchandizing at NEC Display’s summit.”

The NEC Display Solutions partners slated to attend the summit include: 3M Digital Signage, AdFlow Networks, Alive Promo, Avocent, Broadcast International, BTV+, Chief Manufacturing, Com-Net Software, Digital Factory, Display Devices, Endeleo, Epicure Digital, Ergotron, Helius, Jelco, Matrox, Miller Zell, Minicom, NEC Financial Service, NEC Unified Solutions, NewSight, NextWindow, NowMicro, Omnivex, Peerless, POPAI, Premier Mounts, Prism Technologies, RDM, Richardson, Rise Softtools, Scala, Solaris Labs, Telentice, Tivella, TrippLite and Ttuff Technologies. These partners and others will be exhibiting their products during a vendor fair at the Wyndam Hotel adjacent to NEC Display headquarters.

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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 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. NEC Display Solutions ranked as the number one best-selling large-screen LCD monitor provider worldwide for all of CY2005, according to DisplaySearch’s FPD Conference. For more information, please call 1-866-NEC-MORE, or visit www.necdisplay.com.

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