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**PACIFIC ARCLIGHT READIES AVATAR MOVIE PREMIERE ON NEC DISPLAY
DIGITAL CINEMA PROJECTORS**

3D Projectors from NEC Help Exhibitor Excite Audiences in L.A.

CHICAGO – December 11, 2009 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today that Pacific ArcLight has installed 17 of NEC's 3D digital cinema projectors and is preparing to wow audiences when James Cameron's movie "[Avatar](#)" is released on December 18 by Fox Studios.

"We found the NEC NC2500S-A projectors to be a great fit for us, especially with the new higher light output for amazing picture quality," said Joe Miraglia, Pacific's Director of Design, Construction & Facilities. "We're very excited to be 100 percent ready to bring Avatar to our audiences, and, in fact, we are premiering the film at midnight on December 17 at [ArcLight Hollywood, Cinerama Dome](#) as well as ArcLight Sherman Oaks."

Pacific Theatres and ArcLight Cinemas have installed NEC digital cinema projectors in 10 locations throughout Los Angeles, including ArcLight Hollywood, which has 825 seats and a screen size of 28-ft. x 86-ft. A major reason for the projector upgrade was to show 3D feature movies, although the theaters will use the projectors to show many popular movies in standard format, too. ArcLight Hollywood, ArcLight Sherman Oaks, Northridge Fashion Center, and Glendale Stadium 16 all have NEC projectors with 3D capabilities in the largest auditoriums of each individual complex.

“Audience expectations are pretty high these days. There are great 3D movies coming out, and NEC digital cinema projectors are transforming the audience experience,” said Jim Reisteter, General Manager, Digital Cinema Division, NEC Display Solutions. “Our customer Pacific ArcLight is sending a message that they are a great destination for 3D releases, and this translates to strong box office performance.”

The NEC NC2500S-A's new technical enhancement allows 3D content to utilize the full 2K resolution of the 1.2-inch DMD from Texas Instruments, using triple flash technology for smooth motion. With a 33% increase in resolution and brightness, the projector is one of the brightest on the market. The boost in performance means a greater viewing experience for theatergoers.

NEC's full line of digital cinema projectors serves a wide range of screen sizes and budgets, and is available immediately for upgrade or purchase. For more information about NEC's various digital cinema projectors, please visit <http://necdisplay.com/Products/SubClass/?subclass=Projectors>, or call 1-818-557-2500. To learn more about NEC financing options, please visit www.necdisplay.com/3Dpromo, or contact NECDigitalCinemaLease@neclease.com.

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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. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the Web site at www.necdisplay.com. For digital images, please visit <http://www.necdisplay.com/products/digitalmedialibrary/>.

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