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Media Contact: Philip Anast
Tech Image (for NEC Display Solutions)
(312) 673-6054
philip.anast@techimage.com

**BIG APPLE PLAYS HOST TO NEC DISPLAY'S 23RD ANNUAL
PARTNER SHOWCASE**

***Companies across Industry Sectors Invited to 'Immersive Experiences' of
How Display Solutions Help Address Customer Needs***

CHICAGO – October 6, 2016 – [NEC Display Solutions of America](#), a leading provider of commercial LCD display and projector solutions, invites you to its annual [New York Partner Showcase](#), featuring the latest visual technology solutions to meet business challenges, taking place on October 26 at SIR Stage 37, just minutes from Times Square and the Javits Center.

Now in its 23rd year, the NEC Partner Showcase gives organizations, partners, systems integrators and business professionals a sneak peek at the latest NEC Display innovations in LCD, LED, video wall, and projector technologies coupled with mounts, media players, CMS (content management system), content and other tools from NEC's premier partners in the professional AV and IT industries.

In addition, the event demonstrates how display solutions can be integrated with analytics, artificial intelligence (AI), augmented reality, biometrics, and the Internet of Things (IoT), leading to improved automation and business workflows, better decision-making and collaboration, and greater intimacy with audiences and customers.

“Attendees stand to gain a thorough understanding of how NEC Display interfaces with the entire AV/IT ecosystem in order to create solutions for many different vertical

markets and applications,” said Keith Yanke, Senior Director of Product Marketing at NEC Display. “The variety and depth of partners elevate the showcase from a technology exhibit to a solutions event focused on applications.”

The event will feature demonstrations of solutions for various industry sectors, including broadcast, command & control, entertainment, education, financial services, restaurant, retail, transportation, and many more. And unlike the crowds and noise of a typical trade show, the New York Showcase provides an intimate setting for attendees to chat at length with NEC and other experts who can help them address their individual business needs.

“People want to see how they can align technology with their business objectives. The NEC New York Partner Showcase offers a firsthand look at some of the best ways they can use display innovations to their strategic advantage,” Yanke said.

The New York Showcase also will offer courses for participants:

- **10:30 a.m. – 11:30 a.m. – Laser/Phosphor Optical Systems**

Course attendees will come away with a better understanding of how laser/phosphor technology works from the optical standpoint. The class identifies technologies that make up the optical system on different imaging devices. Attendees will also get a glimpse into why and how certain components are used, including how NEC projectors fit within this mix.

- **1:30 p.m. – 3:00 p.m. – How to Choose the Right Display Technology – 1 CTS RU Credit**

Join NEC as it reviews and educates on how to determine the right display technology, including laser projection, UHD and LED, for a variety of applications. Attendees will come away with how and why to use one technology over the other and what if any challenges they may face.

To learn more and to register for the event, please visit [NEC Display Solutions New York Partner Showcase](#).

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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. Follow us on our social media channels: [Facebook](#), [YouTube](#), [Google+](#), [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.

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>.

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