



**Media Contact:** Philip Anast  
Tech Image (for NEC Display Solutions)  
847-279-0022 x238  
[Philip.Anast@techimage.com](mailto:Philip.Anast@techimage.com)

**NEC DISPLAY SOLUTIONS EXPANDS MULTISYNC PA SERIES  
WITH 23-INCH MODEL**

***Advanced Technologies, Superior Screen Performance Benefit  
Professional Graphics Users in Color-Critical Applications***

**CHICAGO – October 28, 2010 –** [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today the new MultiSync® PA231W, a 23-inch professional graphics monitor designed specifically for photographers and users working in color-critical applications.

The MultiSync PA231W offers users enhanced connectivity, including DisplayPort, two DVI-D inputs, VGA and a USB hub. Its unparalleled color performance brings 71.6% coverage of the NTSC color space, full HD resolution (1920 x 1080) and a high contrast ratio of 1000:1. Graphics professionals will appreciate its 14-bit 3D lookup table (LUT) for precise color calibrations. Additionally, by utilizing DisplaySync Pro™ technology, users can control two computers connected to the MultiSync PA231W with only one keyboard and mouse, each with its own color space. This feature is essential for photographers working in different color spaces and operating systems.

“The addition of the MultiSync PA231W provides our customers with more options when it comes to choosing a professional-grade display for their workspace,” said Art Marshall, Product Manager at NEC Display Solutions. “Key technologies in this product combined with eco-conscious features enable users to depend on their monitor for accurate color, great ergonomics and convenience.”

The widescreen MultiSync PA231W offers the following features:

- 1920 x 1080 full high-definition resolution
- 270 cd/m<sup>2</sup> brightness
- 1000:1 contrast ratio
- 14-bit 3D lookup tables for calibration
- 75.4% coverage of AdobeRGB, 96.6% coverage of sRGB and 71.6% coverage of NTSC color space
- 46W typical power consumption, 15W in ECO Mode™
- DisplayPort, two DVI-D inputs, VGA and USB hub (2 computers, 3 devices)
- 4-way ergonomic stand with 150mm height adjust, pivot, swivel and tilt
- AmbiBright™ ambient light sensor automatically adjusts the display's brightness based on external lighting conditions
- ECO Mode™, carbon footprint meter and cost meter
- DisplaySync Pro controls two computers with only keyboard and mouse
- Color Vision Emulation allows a quick preview of colors that emulate color vision problems
- ENERGY STAR 5.0 compliance

The MultiSync PA231W will be available in November 2010 at an estimated street price of \$679 and ships with a 4-year parts and labor limited warranty.

# # #

#### **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 website at [www.necdisplay.com](http://www.necdisplay.com). For digital images, please visit <http://www.necdisplay.com/products/digitalmedialibrary/>.

**About VUKUNET**

VUKUNET, from NEC Display Solutions of America, is the engine that powers the digital out-of-home advertising business. VUKUNET is the only universal ad serving platform that drives ads to any digital out-of-home network, regardless of content management system. VUKUNET makes the buying, flighting and reporting of digital out-of-home ad campaigns easy. For additional information about VUKUNET, visit [www.vukunet.com](http://www.vukunet.com) or call (877) 805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/pressresources.aspx>.