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**PARK CAST NETWORK CHOOSES VUKUNET PLATFORM FROM  
NEC DISPLAY SOLUTIONS**

***VUKUNET Lowers Operational Expenses and Manages Inventory over Park  
Cast's DOOH Advertising Network in Public Parking Facilities***

**CHICAGO – October 18, 2011** – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today that New York-based [Park Cast Network](#) is using the [VUKUNET](#) platform to manage and flight advertising campaigns on its digital out-of-home (DOOH) advertising network in public parking facilities in New York, as well as its expansion in Chicago.

VUKUNET provides comprehensive advertising inventory management and campaign placement. It also offers detailed tracking and reporting capabilities to the network as well as media buyers looking to place ads on DOOH ad networks.

“NEC Display Solutions is pleased that Park Cast Network chose VUKUNET to help fuel the growth of its business,” said Pierre Richer, President and COO of NEC Display Solutions. “Park Cast will realize a number of benefits, including streamlined inventory management and automated ad delivery to each screen. The VUKUNET platform reporting and advertising proof-of-performance capabilities will also bring them incremental advertisers.”

Each Park Cast display delivers relevant, entertaining, informative content designed to engage customers. The network currently has advertising relationships with several major partners including FOX News and ESPN Radio.

“As we continue to grow our network, we are confident that our relationship with NEC’s VUKUNET will ease the process of managing inventory and lighting our ad campaigns,” said Joe Matriss, Managing Director at Park Cast. “VUKUNET automates the entire DOOH advertising process, saving us time and money when running ad campaigns. Also, VUKUNET works in parallel with our current CMS, Dynasign, so it’s very easy to implement.”

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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 website at [www.necdisplay.com](http://www.necdisplay.com). For digital images, please visit <http://necdisplay.com/digital-media-library>.

**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>.