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**NEC DISPLAY SOLUTIONS NAMES PIERRE RICHER  
CHIEF EXECUTIVE OFFICER OF THE AMERICAS**

***Market Leadership, Product Innovation and Channel Growth Among  
Achievements***

**CHICAGO – May 29, 2012 –** [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, promoted President Pierre Richer to CEO, the company announced today. Richer has guided NEC to strong growth, product innovation and channel development over the last five years.

In his new role, Richer will continue to shape the vision of the company, which has enabled NEC to enhance its standing as the projector and LCD market leader, while capitalizing on the growing Digital Out-of-Home (DOOH) advertising market through VUKUNET.

“Pierre has continuously achieved company goals through his tremendous commitment, credibility and creativity, which have translated to a leading market position and revenue growth,” said Nick Akagi, President of NEC Display Solutions Worldwide. “His leadership has been instrumental in transforming NEC Display Solutions into a profitable and premier solutions company.”

“It is an honor to assume the CEO position at NEC Display Solutions, a company that accomplishes extraordinary results with quality employees and products,” Richer said. “I have worked with some very good companies throughout my career, but I have never

heard customers and channel partners so often say that we are the best and easiest company to work with. It's truly a testament to our people who live by our NEC motto of 'achieving greatness' by doing amazing things for those same customers and partners."

Richer has been with NEC since 2003, where he was responsible for sales partner initiatives, marketing and service offerings, as well as introducing new revenue opportunities through the channel. He also played a key role in the successful merger of the projector and plasma business units with the desktop and large-screen LCD business units.

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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>.