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NEC Display Solutions Appoints Rob Zeller Vice President of Sales, Direct View LED Solutions

Industry veteran brings wide breadth of experience, growth in new and exciting markets

CHICAGO, February 13, 2020 – [NEC Display Solutions of America](#), Inc., a leading provider of commercial LED display and projector solutions, announced today the appointment of Rob Zeller as Vice President of Sales, Direct View LED Solutions.

Zeller brings over 25 years of audio/visual tech experience to NEC Display, including over 20 years in large LED Display system design and sales, and will oversee the sales of NEC Display's growing direct view LED portfolio.

"Rob has first-hand experience with the evolving LED market, and we're excited to see him grow our direct view LED business with the support of our global brand," said Betsy Larson, SVP Sales, NEC Display Solutions of America. "As someone with a long history of closing numerous large-scale projects with complex installations, Rob is the ideal leader for our LED sales team."

"NEC has a rich history of innovation, industry-leading products and one of the most recognized brands in technology in the world," said Rob Zeller. "Having sold numerous products in the industry over many years, NEC's new LED models will capture the imagination and scrutiny of the most technical, economic and performance-driven customer. The market is starting to appreciate the highest quality LED products and performance standards, and customers can be confident that NEC can deliver on those expectations."

What he is most excited for in his new role, Zeller said, is the opportunity to utilize NEC's outstanding reputation to deliver new value. "With NEC's legacy of delivering quality products, we want to expand our LED sales into new markets and show our global customers that we are the premier option for large deployments and projects that involve complex, multiple-display installations," he said.



One of Zeller's goals is to bolster NEC Display's presence in new and growing markets, including entertainment, which was a focus in his previous roles with Panasonic and Daktronics. Beyond entertainment, Rob will help enable global retailers to reinvent the brick-and-mortar experience with NEC's vibrant LED solution. The key to success, Zeller said, is to show customers the long-term value of NEC's products compared to the competition.

"The direct view LED market is saturated with lower-grade technology, which often leads to a higher total cost of ownership over the life of the display," said Zeller. "Customers can recognize a lower total cost of ownership at an attractive price point when purchasing from a reputable manufacturer like NEC Display."

Rob and his team look forward to building the direct view LED portion of the business and leading the company into new and exciting verticals.

For more information on NEC Display direct view LED solutions, please visit <https://www.necdisplay.com/>.

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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](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

About NEC Corporation



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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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