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**SACRAMENTO INTERNATIONAL AIRPORT SELECTS NEC TO REVAMP  
THE AIRPORT'S INFORMATION AND MESSAGE DELIVERY SYSTEM**

*NEC Display Solutions' LCD3000s and LCD4000s, Digital Factory's  
Protective Enclosures and Magenta Research's Video Distribution  
System Provide Total Display Solution*

**CHICAGO – Apr. 5, 2005** – NEC Display Solutions of America, Inc., the leading stand-alone vendor of flat panel desktop displays, today announced the delivery and installation of a comprehensive information display solution to the Sacramento International Airport.

With the help of valued solutions partners Digital Factory and Magenta Research, NEC installed more than 175 NEC LCD3000s and LCD4000s throughout the airport. Chosen for their feature-rich design and exceptional image quality, the LCD displays are now delivering vital information to the 9.3 million travelers who pass through the airport each year.

The large-screen displays, which provide critical flight, gate and baggage information, needed to be cleanly integrated into the newly-renovated interior. With the addition of protective enclosures featuring anti-glare glass and vandal-resistant finishing from Digital Factory and the MultiView signal distribution technology from Magenta Research, the displays were not only well-protected, but were seamlessly integrated into the stylish décor of the airport.

"We wanted a display that offered visual clarity and did not have significant issues with image burn-in," said Steve Elrod, Deputy Director of Information Technology & Telecommunications for the Sacramento County Airport System. "We evaluated various display technologies and ultimately selected NEC displays for Sacramento International Airport because we believe they meet our present needs."

In addition to ultra-wide vertical and horizontal viewing angles, the NEC LCD3000 and LCD4000 deliver brilliant images and rapid response times that allow the monitors to produce virtually uninterrupted, undistorted viewing. And, with low power consumption and the possibility of advertising revenue generation, the LCD units make an attractive total cost of ownership.

Key to the display solution was an installation that took into account the physical and structural demands of the airport including high traffic and high visibility. "We needed to protect the displays but at the same time not detract from the aesthetics of the project," said Jim Hackett,

National Sales Director of Digital Factory. “Our thin but resilient enclosures were seamlessly integrated without taking a thing away from the visual appeal of the monitors.” Magenta Research’s signal management technology enables video distribution over a single cable, allowing the centralization of the computers controlling the content. This proved extremely beneficial to the management and maintenance of the system.

“Providing information to airport patrons is just one side of the coin,” said David Barber, project manager for Air Transport IT Services. “Making the information easy to access and improving the overall airport experience is just as important.”

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### **About NEC Display Solutions of America, Inc.**

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., formerly NEC-Mitsubishi, is a leading provider of innovative LCD displays and integrated display solutions. NEC Display Solutions develops leading-edge technology and customer-focused solutions for the consumer, enterprise and digital signage markets. NEC Display Solutions ranked as the number one best-selling stand-alone LCD monitor brand in the United States according to the iSuppli Flat Panel Monitrac® Quarterly Report, Q4 '04. NEC Display Solutions was also ranked the top stand-alone LCD monitor manufacturer in North America for all of CY2003 according to DisplaySearch's Annual LCD Monitor Strategy Report 2003. For more information, call 1-866-NEC-MORE or visit [www.necdisplay.com](http://www.necdisplay.com).

### **About Digital Factory**

Digital Factory is a wholly owned subsidiary of West-Mark (Corporation established 1967), a nineteen million dollar a year leading manufacturer of stainless steel tankers and fire engines. With manufacturing facilities in excess of 130,000 square feet located in Modesto, Atwater and Bakersfield, California, West-Mark provides Digital Factory with access to over 120 fabricators, CAD design engineers, and metal forming, laser cutting, and finishing equipment never before available to the display industry. The sheer volume of metal work at West-Mark allows Digital Factory to not only be extremely cost-effective, but provides our clients an amazingly short design to fulfillment cycle. For more information about Digital Factory, visit [www.digitalfactory.com](http://www.digitalfactory.com)

### **About Magenta:**

Magenta Research Ltd. is the recognized leader in the delivery and flexible distribution of audio/visual/control signals. In 2003 Magenta accomplished an industry first - the transmission and maintenance of high-resolution UXGA video at a distance of 1,500 feet (457 meters) over cost-effective CAT5-type cable. The company offers an adaptive, highly robust and cost effective series of transmitter, receiver, switcher and distributive systems for a large variety of A/V applications, especially dynamic signage for airport, retail, fast food, museum, casino, theatre, courtroom and corporate applications. Based in Brookfield, CT, Magenta utilizes a network of distributors, representatives, resellers and partners to market its enabling technology worldwide. For more information about Magenta, visit [www.magenta-research.com](http://www.magenta-research.com).

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For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the Web site at: [www.necdisplay.com](http://www.necdisplay.com). For digital images please visit [www.necdisplay.com/mml](http://www.necdisplay.com/mml)