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**NEC'S NEW SINGLE-BOARD COMPUTER REDUCES COST, IMPROVES  
APPEARANCE OF DIGITAL SIGNAGE DEPLOYMENTS**

***Internal PC for NEC Large-Screen Displays Eliminates External Equipment  
Needs***

**CHICAGO – June 16, 2008** – NEC Display Solutions of America, a leading stand-alone provider of commercial and residential LCD and plasma displays and projectors, today announced its new MPD-SBC Single Board Computer, which is compatible with the expansion slots found on most NEC large-format LCD displays. The internal PC eliminates the need for external cabling, mounting and power supply equipment, thus providing simplified installation, a clean look and reduced maintenance.

The MPD-SBC can be seen at InfoComm 08 June 18-20 at the Las Vegas Convention Center in Las Vegas, Nev. NEC Display Solutions will be located in Booth No. C1208.

The NEC MPD-SBC provides for a seamless internal PC solution that is both cost efficient and flexible. It eliminates the need for an external PC, increasing professional appearance and reducing the bill of materials for the installation. The expansion slot simplifies access to the PC and eliminates the hassle of hiding hardware equipment.

"Installers and clients are tired of mounting PCs on the back of displays, using expensive custom mounting equipment, or locating in remote areas which require extended length cabling and other equipment," said Jeff Blankensop, Director of Business Development for NEC Display Solutions. "The integrated PC is part of our overall solutions approach,

which includes LCDs specific to digital signage and the sourcing of compatible hardware and software needed by our customers.”

The MPD-SBC is available in two different options, allowing both large and small businesses the flexibility required for robust performance to process digital signage content. The MPD-SBC-16 includes a 1.66-GHz Core Duo processor, while the MPD-SBC-8 features an 800-MHz Celeron processor. Both models can drive a second display with discrete imaging via a DVI-I interface. Microsoft Windows XP Pro is loaded as the standard operating system, and Linux is also supported.

The MPD-SBC-16 and MPD-SBC-8 are available for June 2008 shipment at an estimated street price of \$2394.99 and \$1594.99, respectively. Both feature a three-year warranty, matching that of NEC’s displays.

NEC is recognized for its comprehensive approach to digital signage, offering customers assistance with design, financing, integration, deployment and tech support. The *2007 World Digital Signage Markets Report* from Frost & Sullivan states, “NEC was the leader in the world digital signage display market 2006 with 23.1 percent market share (the latest year for which data are available). The company has built on its wide range of product offerings in both LCD and plasma displays.” Additionally, for two years running, NEC has been the North American and worldwide commercial market share leader in large-size LCD displays, according to DisplaySearch (Q1 ’08 Quarterly FPD Public Display Shipment and Forecast Report).

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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 displays, professional-grade large-screen LCD and plasma displays, a diverse line of 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, professional, education, medical and digital signage. For additional information about

NEC Display Solutions of America, consumers can call (866) NEC-MORE, or visit the Web site at [www.necddisplay.com](http://www.necddisplay.com).

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