



**FOR IMMEDIATE RELEASE**

**Media Contact:** Philip Anast  
Tech Image (for NEC Display Solutions)  
847-279-0022 x238  
[philip.anast@techimage.com](mailto:philip.anast@techimage.com)

**NEC DISPLAY SOLUTIONS PREPARES DIGITAL CINEMA PROJECTORS  
FOR HIGHER FRAME RATE MOVIES**

***CTP Requirements Met in Newest Addition to Digital Cinema Projector Series***

**CHICAGO – December 9, 2011** – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today that it is preparing for the introduction of higher frame rates (HFR) in the digital cinema industry by upgrading its [Series 2](#) digital cinema projector line to support this new format.

NEC has performed major development to the software within its Series 2 line, including the [NC1200C](#), [NC2000C](#) and [NC3200S](#), with the launch of version 3.3 of its Release Package. This enables the projectors to support the HFR format with IMB input, allowing 60 frames per second in 2D and 3D, with 48 frames per second in Double Flash 3D. This leads to faster movement, sharper images and a much smoother picture. Support of HFR technology will be available for the [NC3240S](#) 4K projector in the spring of 2012.

Hollywood filmmakers, such as directors James Cameron and Peter Jackson, are already backing the HFR format, which is likely to be available in late 2012. New films such as *The Hobbit* and *Avatar* sequel are expected to be produced in HFR, improving the cinematic experience for theatre-goers.

“Higher frame rate movies will enhance the theatre experience and increase viewing aesthetics for avid enthusiasts,” said Jim Reisteter, General Manager for Digital Cinema

Projectors at NEC Display Solutions. “NEC’s ability to provide our customers with this important upgrade is a testament to our commitment to the digital cinema industry.”

For more information about NEC’s [digital cinema projectors](#) and financing options with NEC Financial Services, please visit <http://www.necdisplay.com/GoDigital> or contact [NECDigitalCinemaLease@neclease.com](mailto:NECDigitalCinemaLease@neclease.com).

# # #

### **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://www.necdisplay.com/products/digitalmedialibrary/>.

### **About VUKUNET**

VUKUNET, powered by NEC Display Solutions of America, is the universal advertising platform that connects digital out-of-home networks with ad revenue. VUKUNET is a web-based tool that provides a centralized, automated place for network owners to connect their screens to advertisers looking to place their digital ads. Advertisers and ad agencies can use the companion ADVUKU ad-serving platform to search for the best networks in any location. For additional information about VUKUNET, please 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>. For additional information on ADVUKU, visit [www.advuku.com](http://www.advuku.com).

### **About DMC/Keio University ([www.dmc.keio.ac.jp/en/](http://www.dmc.keio.ac.jp/en/))**

The mission of DMC is to develop, encourage and promote advanced digital media

technologies and digital content creation. Keio University has a proud history as Japan's first private institution of higher learning founded in 1858. With Founder Fukuzawa's spirit of science, Keio University educates people to think independently, to find solutions to the problems we are facing and to create additional value in society.

**About NEC Financial Services, LLC**

NEC Financial Services, LLC, delivers tailored leasing structures of extraordinary flexibility to customers nationwide and has expanded to include a complete range of technologies and services. NEC Financial Services offers financing services to Solution Providers, System Integrators, Resellers and Dealers, and their customers by supporting the sale of products and solutions to businesses in the United States. For more information, visit [www.neclease.com](http://www.neclease.com).