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### **NEC's 3RD ANNUAL DISPLAY SOLUTIONS SUMMIT FOCUSES ON DIGITAL CONTENT, EMERGING ADVERTISING TECHNOLOGIES AND BRAND MESSAGING**

**CHICAGO – August 13, 2008** – NEC Display Solutions of America, a leading stand-alone provider of professional LCD and plasma displays and projectors, announced today that its NEC Display Solutions Summit 2008, one of the industry's premiere digital signage networking events, will take place on August 26-27 at the Westin Chicago Northwest Hotel in Itasca, Ill., adjacent to NEC's headquarters.

Now in its third year, the forum brings together industry experts, technology providers and Fortune 1000 executives for workshops on current trends and strategies and a tradeshow exhibition of the latest digital signage technologies. According to market research firm iSuppli, global sales of digital signage will reach \$14.6 billion annually by 2011.

"The upcoming NEC Display Solutions Summit provides an ideal opportunity for thoughtful leaders to explore ways to use digital signage to make a strategic impact on their businesses," said Pierre Richer, President and C.O.O. of NEC Display Solutions. "As companies confront a challenging economy, they need to differentiate themselves to remain competitive. The Summit affords them a look at key emerging trends."

Key presenters include:

- Shelly Palmer, President of the National Academy of Television Arts & Sciences, on emerging advertising technologies
- Pat Hellberg, digital signage consultant and former Nike brand executive, on improving brand messaging
- Lyle Bunn, one of the digital signage industry's most influential pundits, moderating a session entitled, "Demystifying Content Management," comprised of experts from AlivePromo, Epicure Digital, Omnivex, RidgeLogic, RiseVision and Scala
- Bunn moderating a panel entitled, "Demystifying Digital Signage Hardware," with experts from Gefen, Internet Connectivity Group, NextWindow, NowMicro, Peerless and Ttuff Technologies

More than 30 NEC digital signage partners will exhibit their technologies on the event's tradeshow floor. For more information on exhibiting and/or registering for the NEC Display Solutions Summit, please visit [www.necdisplay.com/summit](http://www.necdisplay.com/summit).

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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.necdisplay.com](http://www.necdisplay.com).

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