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**Media Contact:** Philip Anast  
Tech Image (for NEC Display Solutions)  
(312) 673-6054  
[philip.anast@techimage.com](mailto:philip.anast@techimage.com)

**NEC DISPLAY SOLUTIONS LAUNCHES VUKUNET IN EUROPE WITH FIRST  
ADVERTISING CAMPAIGN DELIVERED THROUGH THE SYSTEM**

***OMG Outdoor Places BRIGITTE Magazine Ad Spots at 607 EDEKA  
Supermarket Branches Throughout Germany***

**CHICAGO – November 28, 2012** – [NEC Display Solutions of America](#), a leading [provider](#) of commercial LCD display and projector solutions, announced today the launch of VUKUNET in the European market. VUKUNET is the ad serving platform for Digital out-of-Home (DOOH) networks presented to the European public for the first time at ISE 2012 in Amsterdam. All that the VUKUNET platform requires to transform screens into advertising media is an internet connection. The new solution from NEC connects DOOH network providers to media agencies to simplify the entire working process for digital out-of-home campaigns. The platform is independent of all hardware and software, enabling seamless communication with VUKUNET for all content management systems and requiring no changes to existing infrastructures.

“VUKUNET was designed to be a scalable platform right from the beginning,” said Pierre Richer, President and CEO of NEC Display Solutions of America. “As a global Fortune 500 company, NEC understands the technical and business requirements needed to create the standard for a global ad serving tool in the DOOH market. The reception in EMEA has been phenomenal from both buyers and sellers. It’s a testimony to the progressive nature of the various stakeholders in Europe who believe in this medium.”

Germany and the UK are the first European markets to introduce NEC VUKUNET. Selected partner companies have already been testing the ad serving platform and the positive feedback so far from customers and European media experts will help drive the global spread of the solution.

OMG Outdoor, the Omnicom Media Group agency specializing in all out-of-home media, has already launched the first advertising campaign on VUKUNET in Germany. The customer is BRIGITTE, Germany's leading women's magazine. More than 607 branches of the supermarket chain EDEKA are now showing BRIGITTE ad spots across the country. Placed at entrances and tills or centrally positioned in the supermarket, the strategically placed monitors show the BRIGITTE ads via the VUKUNET system directly where purchase decisions are made. The ads borrow their design from the magazine's own ad campaign.

The DOOH set-up for BRIGITTE gave cooperation between OMG Outdoor and Neo Advertising in marketing a DOOH network at more than 607 EDEKA branches throughout Germany.

"The VUKUNET platform from NEC gives customers like BRIGITTE clear benefits," says Matthias Grawitter, Managing Director of OMG Outdoor. "The new solution simplifies processes to enable national campaigns to be planned faster and more transparently than ever before. We hope to see the platform set new standards in external digital advertising."

Wonderworks Walkway Media Ltd. is VUKUNET's first partner in the UK. The company operates a wide-ranging digital out-of-home network of more than 30 shopping centres across the country. Wonderworks Walkway Media Ltd. aims to have one of the largest DOOH portfolios in the country's malls by the end of the year.

"We are delighted that we can finally launch our solution in Europe after various test projects in the UK and Germany. VUKUNET is one of the most interesting solutions on the DOOH market and seamlessly bridges the gap between buyers and providers of digital out-of-home media," says Dirk Hülsermann of NEC Display Solutions, heading the VUKUNET business for EMEA.

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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 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 products, call (866) NEC-MORE, or visit the website at [www.necdisplay.com](http://www.necdisplay.com). For digital images, please visit <http://necdisplay.com/digital-media-library>. Follow us on our social media channels: [Facebook](#), [YouTube](#), [Twitter](#) and [LinkedIn](#).

**About VUKUNET**

VUKUNET, from NEC Display Solutions of America, is the engine that powers the digital out-of-home advertising business. VUKUNET is the only universal ad serving platform that drives ads to any digital out-of-home network, regardless of content management system. VUKUNET makes the buying, flighting and reporting of digital out-of-home ad campaigns easy. For additional information about VUKUNET, 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>.

**About OMG Outdoor**

OMG Outdoor is the Omnicom Media Group agency specializing in all out-of-home media. Its consulting units cover the entire spectrum of strategic planning activities, from parameters for rough and fine planning to purchases. OMG Outdoor also advises its customers on all special forms of external advertising in the analogue and digital ambient media segment.

As part of the Omnicom Media Group Germany, OMG Outdoor is a member of the international Omnicom network. By calling on the support of networked agencies, external advertising specialists are able to consider their customer's communication strategies from a holistic viewpoint involving all media types.

The Omnicom Media Group Germany is the German media holding company of Omnicom, a leading global group offering communication, advertising and marketing services. With OMD and PHD it operates two of Germany's leading media agency networks, consolidating various communication services in more than 100 markets.

[www.omgoutdoor.de](http://www.omgoutdoor.de)