



FOR IMMEDIATE RELEASE

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

**NEC DISPLAY SOLUTIONS BOLSTERS VUKUNET TEAM WITH
EXPERIENCED INDUSTRY VETERANS**

***Promoting VUKUNET to Media Agencies, Representing Sellers for Ad
Sales, Key Planks of Strategy***

CHICAGO – June 12, 2012 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today the appointment of three advertising industry veterans to its [VUKUNET](#) team, specifically promoting the VUKUNET platform to ad agencies and representing DOOH (digital-out-of-home) sellers for ad sales.

VUKUNET is a global DOOH ad serving platform that connects advertisers and media agencies with DOOH advertising inventory. It provides a comprehensive planning, buying, flighting, reporting and billing platform that enables advertisers and agencies to search, deliver and report ad inventory in real-time. VUKUNET also delivers a single invoice to the advertiser/agency and pays the seller.

On the seller side, VUKUNET enables real-time inventory management, campaign flighting, measurement and reporting capabilities. The VUKUNET digital ad container (DAC) technology is inserted directly in the playlist of any Content Management System (CMS) and is agnostic to operating systems. VUKUNET's goal is to connect and grow the DOOH industry much the way Internet ad serving tools precipitated online growth in the late 1990s.

“NEC Display’s commitment to VUKUNET and the advantages it brings to the DOOH advertising marketplace are stronger than ever,” said Pierre Richer, President and CEO of NEC Display Solutions. “We continue to sign up networks and dedicate resources to the platform, including the addition of highly experienced industry experts to our team.”

Among the new recruits are Carolyn Kelly Walkin, Business Development Manager, and both Dan Trapani and Jessica Coates as National Advertising Sales Managers for NEC Display Solutions. Walkin will promote the VUKUNET platform to advertisers and agencies, while Trapani and Coates are responsible for ad sales of NEC’s DOOH ad inventory, working with key brands/agencies to develop DOOH campaigns that match business objectives.

Walkin brings calculated experience in digital ad media sales from her work at OAG, an environmental media company, as well as ZenithOptimedia, Clear Channel Communication and Outdoor Vision (now known as Posterscope). She has a reputation for growing client investments, and has successfully managed local, regional and national brands in the out-of-home space, including Adelphi University, Applebee’s, Burberry, MasterCard and Six Flags.

Trapani draws from more than 13 years of experience in the advertising industry. Most recently, he held the positions of Director of National Sales at Captivate Networks and Vice President for Adcentricity. His previous roles as President of Sales for Media Regis America, a division of Publicis, and Midwest Sales Manager for Clear Channel Taxi Media, built his experience in growing sales at start-up companies and allowed him the opportunity to expand the business.

Coates has extensive background in marketing and advertising leadership – with more than 10 years of experience fueling revenues and product visibility for Fortune 500 companies. In her career, she assisted in the installation of, and sold the first ads on, the CBS Spectacular located in Times Square. She also sold and managed the NASDAQ Tower in Times Square while working with Viacom Outdoor (now CBS Outdoor). In addition, she has sold ads on interactive digital displays and large, digital networks located in malls, movie theaters and gas stations, and has built top-performing teams, gaining visibility and brand awareness for her clients.

“Our mission as an organization is to grow the sector, and as such, we fully support NEC's meaningful work to make it easier for advertisers and agencies to plan, evaluate and buy digital place-based advertising,” said Susan Danaher, President and CEO of Digital Place-based Advertising Association (DPAA). “VUKUNET will undoubtedly help media planners, buyers and clients embrace the superior targetability of this medium. We applaud the hire of these seasoned ad veterans and look forward to working with them to grow this sector.”

NEC is working with some of the most prestigious networks in the industry for sales representation and technology solutions.

###

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. For digital images, please visit <http://necdisplay.com/digital-media-library>.

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, or call (877) 805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/pressresources.aspx>.