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**NEC DISPLAY SOLUTIONS ADDS 55-INCH DISPLAY TO  
HIGH BRIGHTNESS PORTFOLIO**

***Durable, Readable X554HB Display Battles Sunlight, Other Ambient Light to  
Deliver Peak Performance***

**CHICAGO – April 12, 2016** – [NEC Display Solutions of America](#), a leading provider of commercial LCD display and projector solutions, today announced the MultiSync® X554HB display, a specialty large-screen monitor built to cope with high ambient lighting.

Integrated into this unit are self-diagnosing and real-time temperature sensors that link to five thermodynamic cooling fans and act as a system to dissipate standing heat that can build up within the display. On top of that, the liquid crystal panel itself contains a higher than conventional temperature rating of 110°C, which will greatly reduce the risk of the panel going isotropic in direct sunlit applications.

With a panel brightness of 2700 cd/m<sup>2</sup> and a 5000:1 contrast ratio, the 55-inch display is ideal for applications in retail, transportation, restaurants and theater markets, among other sectors.

Quarter-lambda optimal film is also integrated onto the panel to change the polarization of the light intensity from the display. This approach guarantees full readability in semi-outdoor installations for both landscape and portrait orientations when wearing polarized sunglasses.

"The X554HB display builds on the benchmark NEC has established for readable displays in highly specialized environments," said Ben Hardy, Product Manager for Large Screen Displays at NEC Display. "Easily adapting to its surroundings, the display is ideal for shopping windows as well as enclosures in outdoor applications, giving organizations more digital signage options."

Key X554HB display benefits include:

- Optimal visual ergonomics
- Flexible control and 24x7 operation
- NFC sensor, which is incorporated into the chassis and can be addressed via a matching app for Android devices. This helps reduce installation costs as several displays can be easily configured before they are mounted
- Built-in OPS (Open Pluggable Specification) option slot and expanded connectivity options, such as DisplayPort 1.2, which give installers flexibility and reduce overall set-up time
- Intelligent power saving and thermal management features, which not only reduce energy usage, but also ensure that the display aligns with [NEC's Green Vision](#) for sustainability and eco-friendliness
- Expanded connectivity, including DisplayPort 1.2 In/Out, HDMI 1.4 In, DVI-D and VGA inputs

The [X554HB](#) display ships with a 3-year limited parts and labor warranty, and will be available in April 2016 at a minimum advertised price of \$5,299.

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#### **About NEC Display Solutions of America, Inc.**

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. It develops leading-edge visual technology and customer-focused solutions for a wide variety of markets, including digital signage, education, graphics, healthcare, restaurants, retail, transportation, and many more. NEC is orchestrating a brighter world

with the quality and reliability of its products and outstanding customer service. 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). Follow us on our social media channels: [Facebook](#), [YouTube](#), [Google+](#), [Twitter](#) and [LinkedIn](#).

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