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**NEC DISPLAY SOLUTIONS AND THE ADLER PLANETARIUM
REACH FOR THE STARS AT DIGITAL SIGNAGE EXPO**

***Moon Wall Exhibit in Chicago Wins APEX Award
in Arts/Entertainment/Recreation Category***

CHICAGO – February 25, 2010 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today that NEC digital signage deployed by the Adler Planetarium and Astronomy Museum to highlight the 40th anniversary of Neil Armstrong’s historic moon walk received a silver medal at [Digital Signage Expo’s APEX Awards](#) competition.

Winners were honored at a gala banquet in Las Vegas, Nev., Wednesday night, and the NEC/Adler entry received accolades in the arts/entertainment/recreation category.

[Adler Planetarium](#), which is located on Chicago’s downtown museum campus, deployed a video wall of 12 NEC 46-inch, ultra-narrow LCD displays as the main viewing panel for visitors to explore and “fly” above the moonscape. The X461UN displays have the thinnest bezels on the market at 3.5mm and were installed in a 3x4 matrix, creating a magnificent 14-foot diagonal canvas that simulates the experience of cruising the lunar surface.

“NEC is proud to help the Adler Planetarium continue to realize its goal of educating a new generation of children and adults in innovative ways through the ‘Shoot for the

Moon' exhibition, and we are honored that our efforts have been recognized by the digital signage industry," said Ashley Flaska, Vice President of Marketing at NEC Display Solutions. "NEC will continue to work with premier companies and institutions across the globe to deliver innovation in both display and projection technologies as well as through new services such as VUKUNET."

[VUKUNET](#) is a universal advertising platform that connects digital out-of-home networks with ad revenue. NEC is featuring VUKUNET, and its portfolio of large-format displays and projectors today in Booth No. 1805 at the Digital Signage Expo.

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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 monitors, consumers can call (866) NEC-MORE, or visit the website at 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, visit 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.