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**MGM PROPERTIES CAPTURES SILVER MEDAL AT DSE 2014's  
APEX AWARDS FOR CREATIVE APPLICATION OF NEC DIGITAL SIGNAGE**

***Massive NEC Display Video Walls Entertain Guests, Improve Hotel-Customer  
Engagement***

**CHICAGO – February 19, 2014** – [NEC Display Solutions of America](#), a leading provider of commercial LCD display and projector solutions, and [MGM Properties](#) have been awarded the 2014 APEX Award's Silver Medal in the hospitality category for massive video walls at several of MGM's Las Vegas hotels. Winners were announced February 12 at this year's [Digital Signage Expo Awards](#) banquet in Las Vegas.

NEC products included X Series 4x4 [video walls](#), each weighing in at more than 5,000 lbs., used for entertainment, event promotions, contests, and as antidotes to perceived wait times at lobby front desks. A social media component also was a major part of the implementation to engage hotel guests.

"We have had a long-standing relationship with MGM Properties and are grateful that its creative applications of our video walls have now been honored," said Ashley Flaska, Vice President of Marketing at NEC. "MGM Properties is a premium brand, well acknowledged for its customer service and cutting-edge technologies."

Since the original installation at the MGM Grand Hotel, NEC video walls also have been deployed at other Las Vegas venues, including the Mirage, Mandalay Bay, and Luxor hotels, and at the Starbucks at City Center located on the Las Vegas Strip below the Mandarin. Hundreds of thousands of social media hits have appeared on the digital screens since the first video wall went live on New Year's Eve weekend in 2012.

“Our social networking feeds have been among the coolest applications of the NEC video walls,” said Randy Dearborn, Vice President of Multimedia & Guest Technology for MGM Properties. “We’ve engaged with our guests on another level, and the feedback from tweets and other social commentaries has improved customer service. In addition, our wait-time complaints have dropped 25 percent since the NEC video walls went up.”

The APEX Awards are sponsored by the Digital Signage Expo, the world's largest international trade show dedicated to digital signage, interactive technology, and out-of-home networks. The APEX Awards honor innovation as demonstrated in the deployment of technology in the global digital out-of-home industry.

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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. It has deployed more than one-million large-format displays worldwide. 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**

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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>.