



**FOR IMMEDIATE RELEASE**

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

Serge Konter  
Marketing Manager, SpinetiX  
+41 21 341 15 56  
[serge.konter@spinetix.com](mailto:serge.konter@spinetix.com)

Katinka Allender  
PR Consultant (for Spinetix)  
+44 1491 571402  
[katinka@kcommunications.com](mailto:katinka@kcommunications.com)

**SpinetiX NAMED NEC's BEST OF INFOCOMM AWARD WINNER**

***NEC Awards \$25,000 to Swiss Creator of First HMP100 Hyper Media Player***

**CHICAGO – June 18, 2010** – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today that the HMP100™ Hyper Media Player from Swiss digital signage manufacturer [SpinetiX](#) received the NEC Best of InfoComm Award, given to the best product or service at InfoComm 2010.

SpinetiX donated the \$25,000 prize from NEC to both the InfoComm Education Foundation and the National Systems Contractors Association (NSCA) Education Foundation. This is the first time that a European company has won this international award at InfoComm.

NEC Display Solutions President and C.O.O. Pierre Richer presented the award to Yann Guyonvarc'h, SpinetiX CEO, on June 11, at a prestigious ceremony held on the

final day of the annual tradeshow at the Las Vegas Convention Center in Las Vegas, Nev.

“The response to NEC’s Second Annual Best of InfoComm Award competition was overwhelming, and SpinetiX showed its mettle in a strong field of contestants,” said Ashley Flaska, Vice President of Marketing at NEC Display Solutions. “NEC is grateful to play a leading role in recognizing the best products and services at [InfoComm](#), which has established itself as the premier professional audio-visual conference in the world.”

The HMP100 was shortlisted against stiff competition using online voting prior to InfoComm. SpinetiX was selected from among the products and services of five finalist companies, including Fulcrum Acoustic LLC, Vgo Communications (North End Technologies), Dataton AB and BOXLIGHT, Inc.

SpinetiX is an international company that has distribution around the world. It targets the high-growth, dynamic digital signage market with the cost-effective and powerful HMP100 Hyper Media Player.

Excited by winning this prestigious award, Guyonvarc’h said, “The HMP100 hyper media player uses open software standards that meet the growing demand for affordable and targeted messaging for a variety of custom applications in signage. It offers a cost-effective, dedicated and stand-alone alternative to traditional PC-based solutions to deliver content and can even be integrated with auxiliary equipment, such as 3G, GPS, RFID, video walls and kiosks.”

“We’re grateful to the terrific team at NEC in supporting this award,” he added. “We’d especially like to extend our great thanks for the time and thorough dedication received in consideration of our product from the distinguished panel of judges.”

2010 Best of InfoComm judges included:

- ❖ Lyle Bunn – Principal and Strategy Architect, BUNN Co.
- ❖ Gary Kayye – Certified Technology Specialist and Founder, rAVe Publications
- ❖ David Keene – Executive Editor, NewBay Media

- ❖ Randal A. Lemke, Ph.D. – Executive Director, InfoComm International
- ❖ Chuck Wilson – Executive Director, NSCA

###

### **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](http://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](http://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](http://www.advuku.com).

### **About SpinetiX**

SpinetiX SA is an award-winning Swiss hardware manufacturer of professional digital signage hardware devices. Find more information about SpinetiX products at <http://www.spinetix.com>.