

## Campbell-Ewald Helps NEC Display Solutions Develop VUKUNET

11.17.2009 – Detroit, Mich. — NEC Display Solutions of America enlisted Campbell-Ewald's expertise to help develop its newest product, VUKUNET, an innovative web-based platform that connects digital signage network owners to a whole new world of potential advertising revenue and also provides advertisers and ad agencies a revolutionary way to leverage digital out-of-home advertising.

NEC Display Solutions engaged Campbell-Ewald thirteen months ago to help bring the VUKUNET vision to life. Working with the forward-thinking NEC team, Campbell-Ewald contributed its ad industry insights and user experiences to VUKUNET's design and development. From there, the teams collaborated on identity development, including product name and logo design, as well as product launch strategy and execution.

"We feel extremely fortunate to have worked with Campbell-Ewald on the development of VUKUNET. Their knowledge was invaluable in designing this groundbreaking platform for digital place-based media," said Pierre Richer, President and COO at NEC Display Solutions. "They brought their ad industry knowledge to help us design a revolutionary ad-serving tool that will connect all digital network owners with potential advertisers."

"NEC is changing the digital out-of-home space," said Candace Graham, Campbell-Ewald Executive Vice President, Account and Digital Director, who spearheaded the VUKUNET efforts at Campbell-Ewald. She previously partnered with NEC on a Website project ten years ago. "It was very exciting to be immersed with them in the entire product development process -- from design to launch."

NEC developed the innovative VUKUNET platform to connect digital signage network owners (airports, retailers, hospitals, etc.) with advertisers. For network owners, the automated technology enables advertising inventory management, proof-of-performance reporting and payment consolidation for the ads. For advertisers and ad agencies, who formerly had to contact hundreds of potential network owners to determine rates and availability, the companion [ADVUKU](#) ad-serving platform enables easy searching for optimal networks in any location.

NEC Display Solutions announced the widespread availability of VUKUNET on November 10, 2009. For more information, visit [www.VUKUNET.com](http://www.VUKUNET.com).

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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](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 Campbell-Ewald**

[Campbell-Ewald](#) is one of the nation's largest advertising and digital communications agencies, with more than 1,100 employees and offices in Detroit, Los Angeles, San Antonio, Atlanta, Chicago, Dallas, New York, and Washington, D.C. A part of The Interpublic Group of Companies (NYSE:IPG), Campbell-Ewald partners with a score of national brands, including Alltel Wireless, Carrier, Chevrolet, General Motors, Ghirardelli, Kaiser Permanente, NEC Display Solutions of America, Olympic Paints and Stains, OnStar, USAA, the United States Environmental Protection Agency, the United States Mint, the United States Navy and the United States Postal Service.