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**NEC AWARDING \$100,000 WORTH OF PRODUCTS IN SERIES
OF NEW CONTESTS**

***Winners in Star Student, Business Advantage, Medical+ and
Cinema Advantage Programs Each Eligible for \$25K in NEC Technology***

CHICAGO – December 20, 2010 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, plans to award a total of \$100,000 in NEC products through a series of new contests announced November 1. Registrants of its innovative [Star Student](#) (education), [Business Advantage](#) (small-to-medium businesses), [Medical+](#) (healthcare) and [Cinema Advantage](#) (theater) programs are each eligible to win \$25,000 for their respective facilities.

Besides registering in the NEC marketing program for which it qualifies, each participating organization must complete a registration form and upload a two-to-three-minute video, detailing why its classroom, office, lobby or theater needs a technology makeover. The deadline for photos and video entries is February 28, 2011.

“The makeover phenomenon on television and the Internet has really struck a chord with people, so we wanted to give our valued customers the opportunity to showcase the energy they exhibit each and every day to succeed,” said Ashley Flaska, Vice President of Marketing at NEC Display. “Successful organizations put their creative hats on to inspire students, turn prospects into advocates, and assist patients in their respective fields, so we’re looking forward to channeling that creativity into some very compelling entries.”

The top 5 entries in each marketing program will be chosen by NEC judges and then posted on NEC's website for public voting between March 7, 2011, and March 31, 2011.

Winners will be announced in April 2011. In addition, runners-up in all four categories will each be awarded a 32-inch NEC E321 LCD display for their respective schools, offices, medical facilities or theaters.

For more information on participating, please visit www.necdisplay.com/25KGiveaway/.

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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, from NEC Display Solutions of America, is the engine that powers the digital out-of-home advertising business. VUKUNET is the only universal ad serving platform that drives ads 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 or call (877) 805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/pressresources.aspx>.