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NEC DISPLAY SOLUTIONS OFFERS FINANCING INCENTIVES ON DIGITAL CINEMA PROJECTORS IN ADVANCE OF 3D HOLIDAY MOVIE RELEASES

Low introductory payments aid generation of positive cash flow within first 18 months of purchase

CHICAGO – October 6, 2009 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) displays and [projectors](#), announced today the availability of financing incentives for theater owners looking to upgrade [cinema projector](#) capabilities to digital. Now through December 31, 2009, NEC is offering eligible organizations special financing packages with low introductory payments on eligible NEC 3D-enabled digital cinema projectors.

"With the increased number of 3D movies scheduled to be released over the next few months, now's the time for theater owners to improve their technology and benefit from the increased box office revenue associated with 3D movies," said Jim Reisteter, general manager, Digital Cinema Division, NEC Display Solutions. "We're excited to offer special financing programs to help theater owners obtain advanced digital projector technology for 3D that has potential to pay for itself within 12 to 18 months."

Combining advanced DLP Cinema® projectors with reliable multiplex and screen servers, NEC's Digital Cinema Projector Series offers the most comprehensive digital cinema solution on the market today. These models enable theatres to deliver stunning digital images regardless of screen size, while simplifying theatre management and reducing costs. NEC digital cinema projectors require the use of a 3D enabler in order to

display 3D films, and enablers are available through [Dolby](#), [RealD](#) and [MasterImage](#). NEC's 3D-enabled digital cinema projectors, the [NC2500S-A](#) and [NC1600A-C](#), meet DCI specifications for performance and reliability, which are requirements in the cinema industry today.

"We're thrilled to provide offers that allow theater owners to take advantage of NEC's innovative projector technology," said Herschel Salan, vice president and general manager, NEC Financial Services. "Theater owners have a unique opportunity to affordably improve their digital cinema projector technology and subsequently reap the benefits of increased revenue due to 3D movies. During these difficult economic times, we want as many theaters as possible to experience the value that NEC has to offer."

Benefits of digital cinema projectors for 3D movies include:

- Meeting the demand for James Cameron and 20th Century Fox's highly anticipated movie "Avatar"
- Currently, 3D movies can only be shown on digital cinema projectors with 3D capabilities
- Increased theater traffic and revenues by cashing in on the upcoming slate of 3D movies
- Delivering truly accurate, life-like image with vibrant colors for enhanced viewing experience
- Unsurpassed quality by avoiding deterioration issues from film reproduction

These financing options are available through NEC Financial Services, LLC, a firm dedicated to providing tailored financing and leasing services to customers throughout the United States. To learn more about these financing options, please visit www.necdisplay.com/3Dpromo or contact NECDigitalCinemaLease@neclease.com. Interested parties can also fill out the online credit application available at http://www.neclease.com/credit_application.asp. For more information about NEC's digital cinema projectors, please visit <http://necdisplay.com/Products/SubClass/?subclass=Projectors>.

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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 displays, professional-grade large-screen LCD, a diverse line of 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, professional, education, medical 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.

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