



**FOR IMMEDIATE RELEASE**

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

## **NEC DISPLAY SOLUTIONS EXPANDS ENTRY-GRADE E SERIES**

### ***Cost-Conscious 46" and 55" Displays Allure Onlookers with 120Hz Refresh Rate***

**CHICAGO – July 6, 2010** – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today the addition of two new models to its E Series, the 46" E461 and 55" E551. This raises NEC's affordable professional display product lineup to include a broad range of sizes from 32" to 55". These entry-level LCD displays provide users with a cost-effective solution for retail stores, waiting rooms and conference rooms.

The new models offer full high-definition 1080p resolution and a 120Hz refresh rate setting, increasing the clarity of movement and reducing image blur. Additionally, the E461 and E551 include built-in features, such as an ATSC/NTSC/QAM tuner, 12W stereo speakers and detachable swivel stand. With power consumption as low as 210W and full connectivity including 4 HDMI inputs, analog RGB, composite video and S-Video, these new E Series models provide professional performance and a sleek appearance to digital signage users in both corporate and specialty environments.

"Customers receive abundant features with the E Series products at a low cost, bringing increased value to their digital signage application," said Keith Yanke, Director of Product Marketing for Large-Screen Displays and Projectors at NEC Display Solutions. "The

addition of both the E461 and E551 allow for flexibility in a variety of deployments and crisp, life-like content with a 120Hz refresh rate.”

The E461 and E551 include the following features:

- Full high-definition 1080p resolution of 1920 x 1080
- Up to 5000:1 typical contrast ratio
- Low power consumption of 210W (E461) and 240W (E551)
- 120Hz refresh rate for optimal video content
- Full connectivity with 4 HDMI inputs, Analog RGB, S-Video, Composite Video
- Built-in closed captioning, which enables users to display text information for the hearing impaired
- Built-in ATSC/NTSC/QAM analog/digital tuner
- Built-in low profile 12W stereo speakers
- Built-in swivel stand, which is detachable for wall mount applications
- Multiple picture modes, which adjust the picture appearance for optimum viewing experience
- Advanced video settings, which ensures source material is displayed properly and accurately
- Backlight adjust, which allows users to customize the backlight strength, enabling longer display life and lower power consumption
- Parental control (V-Chip Function), which allows users to block programs based on its rating category
- Input labeling, which allows users to assign labels to various inputs within the onscreen display (OSD)

The E461 and E551 will be available for August 2010 shipment at an estimated street price of \$999 and \$1,499, respectively. Both displays are backed with NEC's professional-level 1-year parts and labor warranty, including the backlight.

###

**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).