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NEC DISPLAY SOLUTIONS INTRODUCES IPTV TUNER MODULE FOR NEC LARGE-FORMAT LCD DISPLAYS

MPD-DTi Tuner Card Transforms NEC Displays into Captivating Source for Digital Signage Applications

CHICAGO – May 10, 2010 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today a new accessory for its large-format LCD displays, the MPD-DTi analog, digital and internet protocol tuner module, a breakthrough in the market for an integrated option slot card. The tuner card allows users to stream content up to 1080P through the built-in expansion slot of NEC's S, P and X Series products.

The new MPD-DTi analog/digital tuner card enables users to broadcast digital signage content while still acting as a standard digital/analog tuner. The addition of Internet Protocol television (IPTV) capabilities allows the delivery of programming through an encoded video stream and supports video and audio decoding formats including MPEG-2, H.264/AVC and WMA. The MPD-DTi is a device designed for IT networks where the screens can receive and display a digital signage video signal, whether it be one channel or multiple via unicast or multicast broadcasting. These environments include corporate buildings, public information areas and airports where the IT infrastructure is setup so that users can store video content at the server's location and stream to the displays' locations throughout the facility.

“By using the MPD-DTi tuner module in conjunction with the expansion slot in NEC’s S, P and X Series large-format displays, customers are able to stream video content from a variety of sources, which adds incredible value to existing networks,” said Luke Bruschnik, Product Manager for NEC Display Solutions. “NEC prides itself on being the first industry leader to offer an integrated tuner card product that has all the features users have come to expect from a typical tuner with the enhancement of IP capabilities. Deploying the MPD-DTi accessory within a network aids administrators with ease in setting up an IPTV network through Unicast or Multicast infrastructure.”

Below is a partial list of specifications for the MPD-DTi:

- System compatibility with ATSC, NTSC and Clear QAM broadcast signals
- Supports NEC S401, S461, S521, P401, P461, P521, P701, X461UN and X461HB
- Flexible connectivity with RJ-45 Ethernet Port, composite AV out and USB for firmware updates
- Supports multiple video and audio codec along with MPEG-2, H.264/AVC and WMA transport
- Multichannel Television Sound (MTS), a standard that allows the encoding of 3 channels of audio within a standard NTSC (analog) video signal or stereo sound to a television
- Second Audio Program (SAP), which allows an additional audio channel for a second language or the visually impaired
- Customizable closed captioning option for the style, size font and color of displayed text information
- Customizable parental controls and channel locks to safeguard programming
- Streams content via data packets up to 1080p full high-definition
- Compatible with Unicast RTP and Multicast RTP
- Auto scan function scans and detects available channels
- Visual meter on display to determine channel strength
- Statically assign an IP address or automatically via DHCP enabled networks
- Simplified operation through the display’s remote control and on screen display (OSD)

The MPD-DTi tuner card will be available for May 2010 shipment at an estimated street price of \$259 with a 3-year parts and labor limited warranty.

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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, 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 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.