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**NEC DISPLAY SOLUTIONS DELIVERS VISION FOR DIGITAL SIGNAGE
GROWTH**

***NEC, Microsoft and Intel Showcase Digital Signage Proof-of-Concept
at InfoComm 2010***

CHICAGO – June 8, 2010 – [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) display and [projector](#) solutions, announced today an initiative to drive the digital signage industry forward through the adoption of standards and revolutionary technologies that will fuel the growth of a promising industry.

NEC will showcase a digital signage proof-of-concept running on a validated software platform from Microsoft Windows Embedded and Intel Technology at [InfoComm 2010](#), the global professional audio/visual conference held June 9-11, 2010, at the Las Vegas Convention Center in Las Vegas, Nev. The proof-of-concept will demonstrate how network operators and advertisers can quickly create interactive, immersive experiences that communicate with consumers.

“Technology leaders in the digital signage space bring clarity to the industry, leveraging the innovation and technical Research & Development capabilities of each company,” said Pierre Richer, President and C.O.O. of NEC Display Solutions. “Our companies can deliver faster and more cost-effective solutions to the industry. As a result, we’re truly honored to be sharing our vision at InfoComm.”

NEC Booth No. N903 is the only place at InfoComm 2010 where the NEC digital signage demo can be seen firsthand. The dynamic nature of the platform will enable network operators and advertisers to reach viewers and customers in a manner not available before. Based on an Intel® Core™ processor and running the Microsoft Windows Embedded Standard 7 operating system, the demo features NEC display technologies and delivers a platform with digital, connected and intelligence capabilities. A platform with those attributes gives the industry tools for greater interaction with its desired customer base.

“This proof-of-concept provides the vision and motivation for the industry to develop intelligent digital signage solutions,” said Jose Avalos, Director of Digital Signage at Intel. “With Intel technology, digital signage developers are able to design remotely managed and energy efficient, scalable and interoperable applications for more interactive and media-rich solutions.”

“We are committed to helping our partners simplify development and create solutions with rich, connected user experiences for their customers through Windows Embedded Standard 7 and other flexible Windows Embedded platforms and technologies,” said Ashwin Kulkarni, Senior Product Manager for Windows Embedded at Microsoft Corp. “We’re delighted to work with NEC to meet market needs through the optimized digital signage platform from Microsoft and Intel.”

At InfoComm 2010, NEC Display also will feature a variety of its commercial- and professional-grade LCD displays, desktop monitors, multimedia and digital cinema projectors, and LED displays. [VUKUNET](#), a universal advertising platform that connects digital out-of-home networks with ad revenue and its free VUKUNET content management system (CMS), also will be exhibited.

“The ultimate promise of mass communication is relevance to the individual, enabling one-to-one communication,” said Richer. “Intel Technology and Microsoft’s Windows Embedded Standard 7 operating system, coupled with the VUKUNET platform, fulfill that vision.”

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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.

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