

Press Release

*******For Immediate Release (August 2, 2005)**

NEC Display Solutions Introduces the World's First LED-Backlit LCD Desktop Display

New Technology Delivers Unparalleled Color, Brightness and Clarity to Image-Critical Applications.

CHICAGO – August 2, 2005 –NEC Display Solutions, the leading stand-alone vendor of flat panel desktop displays, today announced the much-anticipated delivery of the NEC SpectraView™ LCD2180WG LED monitor. The first desktop display in the market to feature a light emitting diode (LED) backlight, the professional-grade monitor delivers unprecedented levels of image detail and color scale to demanding users in such fields as graphic design, pre-press, digital animation, medical imaging, and film, video and photo editing production.

Using a combination of red, green and blue LEDs to produce the white-light backlight source for the display, the NEC SpectraView LCD2180WG LED monitor produces an amazingly broad color gamut without loss of luminance. This state-of-the-art backlight technology is able to produce more detail and greater nuances on digital images than any other fluorescent lamp-based (CCFL) LCD or phosphor-based CRT on the market today.

"Professionals with image-critical applications requiring exceptional color fidelity and image performance have been the last to make the transition to LCD displays," said Ray Froude, Senior Product Specialist for NEC Display Solutions. "The NEC SpectraView LCD2180WG LED establishes a new standard in high-end LCD display performance, eclipsing the color reproduction capability of even the highest performing CRT monitors and more than satisfying the demanding image requirements of accuracy-dependant professional users."

NEC's advanced super-fine TFT technology, in combination with the new LED backlight system, creates an ultra-wide color gamut, reaching over 100% of the Adobe RGB and NTSC color scales. In comparison, fluorescent-based LCD monitors typically display around 70% of Adobe RGB and NTSC scales while CRT monitors display around 80%. The new LED backlight technology also reduces color/contrast shift problems that occur due to changes in viewpoints allowing for a very stable, ultra-wide viewing angle.

"I can only point to a few breakthrough developments in desktop publishing that have really shaped the industry and the NEC SpectraView display will clearly be one of them," said Larry Baca, Principal, LaunchStar Marketing, a consultancy specializing in digital imaging technologies. "You see subtleties and colors that are simply not available on any other technology that we know of. You see the image in a completely new light." This functionality creates excellent detail accessibility and consistency and greater post-production efficiency.

When paired with the newly-announced SpectraViewII™ color calibrator specifically custom-calibrated for the new LED technology, the NEC SpectraView LCD2180WG LED monitor creates a comprehensive and easy-to-use color calibration and profiling solution. The new display also features a variable white point system which creates a broader range between color steps, ColorComp™ for improved color and luminance uniformity performance and a 10-bit programmable Look Up Table (LUT) for advanced color adjustment.

NEC Display Solutions is exhibiting the NEC LCD2180WG LED display at SIGGRAPH 2005, booth #2053 in Los Angeles this week. The new monitor is available for immediately delivery.

Main Features and Benefits

The NEC SpectraView LCD2180WG LED monitor provides the following features and benefits:

- **Wide Color Gamut** – Achieves over 100% of the Adobe RGB and NTSC color scales for broader color depth & breadth, more accurate color reproduction and greater post-production consistency.
- **Variable White Point System Backlight** - Results in a broader range between color steps with no loss of luminance when the white point changes (no loss of luminance between 5000k & 9300k). This creates sharper, richer images without loss of brightness or contrast.
- **Quick Start & Stable Color** - LED backlight and built-in color feedback system stabilizes target color in one minute after power is turned on versus 30 minutes on standard LCD displays for faster start up, better color stability, and greater productivity.
- **ColorComp** - Compensates for differences in naturally occurring white points across the screen and improves the overall color and luminance uniformity performance of the display from edge to edge.
- **10-bit internal programmable Look Up Tables (LUTs)** - Allows the monitor to display from a color palette of more than 1 billion colors as well as precisely adjusting the display's tone response curve without reducing the number of displayable colors.
- **Xtraview+™ technology** – Allows for 176° viewing angle from all directions allowing for easier image collaboration and better image representation at off-angles.
- **Mercury Free** – The display is RoHS compliant making it easier and safer for reuse and recycling.
- **Dual DVI inputs** - Allows two systems, Mac, PC or both simultaneously to be connected to the same display for multi-computer configurations, easy cross-platform switching and maximum desktop space utilization.
- **ErgoDesign elements** - Ultra thin bezels allow for enhanced dual monitor configurations improving productivity and allowing for 3200x1200 resolution requirements which can be used for HDTV editing at 1920x 1080