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## **NEC DISPLAY SOLUTIONS RECEIVES 2008 GLOBAL DIGITAL SIGNAGE CUSTOMER VALUE ENHANCEMENT AWARD FROM FROST & SULLIVAN**

*Analyst Firm Recognizes Digital Signage Leader for Customer-Centric Strategies*

**CHICAGO – November 18, 2008** – NEC Display Solutions of America, a leading standalone provider of commercial LCD displays and projectors, today announced it is the recipient of the 2008 Frost & Sullivan Award for Customer Value Enhancement in the Global Digital Signage market.

The award recognizes NEC's ability to formulate and successfully implement aggressive customer service strategies within a highly competitive market. Frost & Sullivan said NEC's broad product portfolio comprising high-performance digital signage displays, coupled with its solutions for content building, have significantly enhanced value to its customers.

"NEC Display Solutions has successfully exploited its ability to provide new products and enhanced services, while capitalizing on its global footprint," said Industry Analyst Abhigyan Sengupta at Frost & Sullivan. "The company has also displayed an uncanny ability to understand customer requirements and service customized solutions, thereby delivering on customers' expectations."

The Customer Value Enhancement Award is presented each year to the company that has best demonstrated the ability to expand its customer base, while maintaining its existing one, with more innovative value creation and enhancement strategies than competing vendors.

"It's an honor to be recognized for all facets of our digital signage solution," said Pierre Richer, President and C.O.O. at NEC Display Solutions. "NEC goes above and beyond selling hardware, but provides the infrastructure, logistics and financing to set up a complete digital signage network. This award recognizes these differentiating qualities and is further proof of our customer-centric strategies aimed at offering a total solution."

NEC provides digital signage solutions with expertise in hardware and software consulting, financing, system configuration, deployment services, maintenance and service and support. Over the past two years, NEC has positioned itself as a general contractor, partnering with clients to provide a complete service solution. This includes a large variety of displays and client server-based infrastructure that run digital signage systems through media engines along with software and logistics.

In judging the Customer Value Enhancement Award, Frost & Sullivan tracked company market positions, and those exhibiting significant growth are noted. Customer base and revenues are compared year-over-year to monitor customer response and market expansion. A company is considered a candidate for the award when it continues to demonstrate solid growth rates from market expansion and customer retention.

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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 largescreen LCD displays, 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 Web site at [www.necdisplay.com](http://www.necdisplay.com).

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