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NEC WINS 2008 DIGI AWARD FROM THE DIGITAL SIGNAGE GROUP

Internal PC Named Best Media Player at the Digital Signage Show

CHICAGO – November 3, 2008 – NEC Display Solutions of America, a leading standalone provider of commercial LCD displays and projectors, today announced that it received a DIGI Award for Best Media Player for its high-end MPD-SBC-16 single board computer, an innovative solution for digital signage deployments. The fourth annual awards from The Digital Signage Group were presented recently at the Digital Signage Show in New York and honor excellence in the digital signage industry.

The DIGI Awards program is the only industry competition that recognizes the outstanding integrators, content providers and product manufacturers focusing on digital signage.

“This award further solidifies our role as a digital signage total solutions provider,” said Mike Zmuda, Director of Business Development at NEC Display Solutions. “Our goal was to create a product that enables full PC functionality and can be integrated directly within our displays. We are honored to be recognized as a leader in digital signage technology, creativity and innovation.”

The NEC MPD-SBC-16 single board computer offers the robust flexibility and performance required to process digital signage content. It eliminates the need for an external PC, cabling, mounting and power supply, thereby increasing professional appearance and reducing the bill of materials for the installation. The expansion slot simplifies access to the PC and eliminates the hassle of hiding hardware equipment.

The 2008.5 DIGI Awards honored 17 winners in various categories. For more information, please visit <http://www.kioskcom.com/pressrelease.asp?id=1228>.

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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.

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