

## **THEATERS PREPARE FOR NEWEST 3D MOVIE WITH THE ADDITION OF 40 NEC DIGITAL CINEMA PROJECTORS IN THEATERS ACROSS THE US**

**Santa Clara, Calif., March 30, 2009** — NEC Corporation of America, a premier provider of IT, network and identity management solutions, today announced the installation of forty NEC digital cinema projectors in theaters across the US to support the 3D release of DreamWorks Animation SKG's new film, *Monsters vs. Aliens*. Working in conjunction with RealD 3D and Dolby 3D systems, these include screens at Marcus Theaters, Clearview Cinemas, National Amusements and Southern Theatres.

"3D continues to be the leading impetus in the shift to digital cinema and NEC's technology is making what could be a challenging scenario, easier and more manageable," said Jim Reisteter, general manager, Digital Cinema Division, NEC Corporation of America. "Both our NC2500S and NC1600C projectors are being well received by a large cross section of the exhibitor population and with the installation and servicing support from our master reseller, Strong Technical Services, we are championing the movement toward digital cinema."

Mark Collins, director of projection technologies for Marcus Theaters added, "We are very pleased in the performance and reliability of the NEC Digital Cinema Projectors that we use for both 3D and 2D exhibition."

Doug Oines, senior vice president and general manager of Clearview Cinemas says, "Clearview is committed to bringing our customers the ultimate movie going experience utilizing state-of-the-art technology. Our installations of NEC Digital Cinema Projectors help us do that. The quality of the projectors and the after sales service offered made NEC the natural choice for our installations."

Ron Krueger, COO of Southern Theatres comments, "After a careful evaluation process we at Southern Theatres have decided to use the NEC projectors exclusively in our chain for all our digital installations. The performance and reliability of their product combined with the impressive professionalism of their management team made this a simple choice on our part."

William Towey, senior vice president of operations for National Amusements said, "We have continued to add more NEC digital cinema projectors in to our theatres and have growing confidence in their reliability and performance."

The Digital Cinema Division of NEC Corporation of America leverages NEC's world class expertise in visual display products, IT infrastructure and integration services to develop specialized solutions for the delivery and management of digital content. By combining the expertise of movie-making professionals with the technological innovation of NEC, the Digital Cinema Division delivers all-encompassing digital cinema and in-theatre advertising solutions that meet the requirements of the entertainment industry.

**About NEC Corporation of America** NEC Corporation of America is a leading technology provider of network, IT and identity management solutions. Headquartered in Irving, Texas, NEC Corporation of America is the North America subsidiary of NEC Corporation. NEC Corporation of America delivers technology and professional services ranging from server and storage solutions, IP voice and data solutions, optical network and microwave radio communications to biometric security, virtualization and digital cinema solutions. NEC Corporation of America serves carrier, SMB and large enterprise clients across multiple vertical industries. For more information, please visit [www.necam.com](http://www.necam.com).

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