

NEC DISPLAYS – Q3 MARKET LEADER IN LARGE FORMAT PUBLIC DISPLAY

Submitted by: MUSTARD PR

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QUALITY, RELIABILITY AND VALUE FOR MONEY SHINE THROUGH

NEC Display Solutions today welcomed industry analyst Meko's latest report in which it is named as the market leader in business class large format LCD displays with 28 per cent market share in the UK, 12 per cent more than its nearest rival.

Simon Jackson, vice president Northern Europe for NEC Display Solutions, puts the success down to a number of factors, "We have focused on developing a strong partner community to provide best of breed solutions. This, combined with our continued focus on quality and reliability, ensures that NEC remains the number one choice for value-for-money product."

"The public display market is relatively young but we are already seeing some industry consolidation. Customers can trust the NEC brand and be assured of our continued support and innovation," he added.

NEC Display Solutions is acknowledged as the industry leader in the same month that it announced that it has become a founding member of the Out-of-home Video Advertising Bureau Europe (OVAB Europe). OVAB Europe is dedicated to showcasing the technological, commercial and creative potential of audiovisual media at POS and POI.

Bob Raikes, managing director at Meko, said "The Public Display market in Europe is a challenging environment. Although many companies are trying to enter the market, the big have been getting bigger. To come out on top shows that NEC has the right business models and channel strategy to go with its products for this important future market."

In addition, The Digital Signage Group has awarded NEC Displays two prestigious DIGI awards. NEC was awarded best 'Media Player' for its NEC, single board computer, and 'Best Connectivity' product for its Minicom DS Vision 3000.

NEC Display Solutions Europe GmbH

NEC Display Solutions Europe GmbH has its European headquarters in Munich, Germany and is responsible for all business activities in EMEA, divided into the four sales regions Northern Europe, Western and Southern Europe, Central Europe, Eastern and South-East Europe with Middle East/Africa. NEC Display Solutions benefits from the technological know-how and technologies of the NEC Corporation and, with its own Research and Development, is one of the world's leading manufacturers offering the widest product range of display solutions in the market. The display product portfolio ranges from entry-level to professional and speciality desktop LCDs, via large-size Public Displays for Digital and Retail Signage (LCD and plasma technology) to plasma displays for home cinema applications. The Projector range offers products for all needs, from portable devices via business projectors to products for permanent operation (such as PoS applications) and digital cinema projectors. Managing Director of the European head office is Bernd Eberhardt.

For more information, please visit us online at www.nec-display-solutions.co.uk NEC Corporation is one of

the world's leading providers of internet, broadband network and enterprise business solutions dedicated to meeting the specialized needs of its diverse and global base of customers. NEC delivers tailored solutions in the key fields of computer, networking and electron devices, by integrating its technical strengths in IT and Networking, and by providing advanced semiconductor solutions through the NEC Electronics Corporation. The NEC Group employs more than 150,000 people worldwide.

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