

NEC Display Solutions adds multi-million ODEON contract to its cinema market success

Submitted by: MUSTARD PR

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Largest cinema group in Europe opts for NEC's digital projectors for 3D movies

London, 10th February 2009: NEC Display Solutions has announced that its digital projectors are to be rolled out by ODEON – Europe's largest cinema group – for a string of forthcoming 3D Hollywood blockbusters. The ODEON Group currently has 200 cinemas and over 1,800 screens across the UK, Germany, Spain, Italy and Portugal. It is the largest cinema chain in the world outside of North America.

Following extensive two year trials at ODEON Hatfield (Hertfordshire), where NEC projectors were bench-marked for reliability and quality, NEC's digital NC1600s are to be rolled out to its cinemas. The projectors will enable the cinema giant to screen 3D movies - such as Disney's Bolt and the forthcoming Monsters Vs Aliens – for a spectacular experience that puts the audience right at the heart of the action.

"3D digital provides the total cinematic experience– you feel the drama literally unfolding all around you," commented Drew Kaza, executive vice president of digital development at ODEON. "We wanted the best for our 3D digital projection and so over the last two years we have vigorously put NEC's technology through its paces. It definitely hit the mark with superb image quality and unsurpassed reliability. NEC has equipped ODEON with a ground-breaking digital cinema projection system and we anticipate a resultant jump in per seat revenues."

A founding partner and official technology solution provider to the O2, NEC's digital cinema projectors deliver outstanding brightness, sharper graphics and stunning colour. NEC's NC1600C is an integrated DLP cinema projector which houses both the lamp power supply and projector head in the same unit. It has been specifically developed for medium-sized screens, delivering high quality output and offering ease of operation. Boasting 17,000 Lumens and precise 2K (2048x1080) resolution, the NC1600C offers one-touch operation and memory functions for lens position and lamp output.

Simon Jackson, vice president Northern Europe for NEC Display Solutions said: "Our display solutions provide an affordable and trusted way to introduce the new "must have" cinema media technologies so our customers are first to tap into a new and growing audience. This major European deployment with Odeon is testament to that and underpins our core principles of high reliability, performance and outstanding build quality."

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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.

About ODEON

With over 75 years experience, ODEON is the biggest cinema chain in the UK. It operates 857 screens at 110 sites across the country and accounts for nearly one in three of all cinema tickets sold in the UK.

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