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**NEC DISPLAY SOLUTIONS PARTNERS WITH  
PROJECT LEADERSHIP ASSOCIATES TO DEVELOP VUKUNET  
UNIVERSAL ADVERTISING PLATFORM**

***NEC's Web-based System Propels Network Owners into Digital Place-  
based Media***

**CHICAGO – February 23, 2010** – [NEC Display Solutions of America](#), a leading stand-alone provider of [commercial LCD](#) displays and [projector](#) solutions, today announced a successful partnership with Project Leadership Associates to develop VUKUNET the universal advertising platform powered by NEC that connects digital out-of-home networks (DOOH) with ad revenue. VUKUNET is a web-based system that provides a centralized, automated place for network owners to connect their screens to advertisers looking to book digital place-based media.

Project Leadership Associates (PLA), a Chicago-based Microsoft Gold certified business and technology consulting firm, collaborated with NEC in the development of VUKUNET, which is available for free to network operators. PLA empowers organizations through four core service areas, including strategy and execution, business operations, applications and infrastructure.

“There is a tremendous amount of potential in digital signage today, especially with respect to advertising,” said Pierre Richer, President and COO at NEC Display

Solutions. “Digital placed-based advertising is one of the few mediums showing revenue growth. Our formidable partnership with PLA for VUKUNET is designed to help this industry quickly take advantage of this new opportunity and further grow the market.”

DisplaySearch ranks NEC Display as the No. 1 North American vendor of large-format LCD displays (26 inches and higher). NEC also has ranked No. 1 in LCD displays for commercial/public display usage for the last three years, according to DisplaySearch.

“We were thrilled to collaborate with NEC Display Solutions on this significant technology accomplishment,” said Gaurav Issar, Executive Vice President of Software Development at Project Leadership Associates. “The VUKUNET platform is a giant leap to revolutionize this industry and we are pleased to bring our business and development expertise to help NEC shape the future of digital place-based advertising.”

VUKUNET is a breakthrough that is powered by a patent-pending technology which allows advertisers to send content to any screen regardless of what content management software the network is using. As an added benefit, NEC is also offering a free content management software with the VUKUNET platform.

#### **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 monitors, commercial- and professional-grade large-screen LCD displays, a diverse line of multimedia and digital cinema 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, healthcare, education and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the website at [www.necdisplay.com](http://www.necdisplay.com). For digital images, please visit <http://www.necdisplay.com/products/digitalmedialibrary/>.

#### **About Project Leadership Associates, Inc.**

Project Leadership Associates (PLA) provides professional business and technology consulting services to small, mid-sized and enterprise businesses across many industries. Our experienced consultants focus on delivering high quality consulting services to clients across four core solution groups: Strategy & Execution, Business Operations, Applications, and Infrastructure. PLA is headquartered in Chicago, with branch offices in Dallas and Houston. For more information, please visit [www.projectleadership.net](http://www.projectleadership.net).

**About VUKUNET**

VUKUNET, powered by NEC Display Solutions of America, is the universal advertising platform that connects digital out-of-home networks with ad revenue. VUKUNET is a web-based tool that provides a centralized, automated place for network owners to connect their screens to advertisers looking to place their digital ads. Advertisers and ad agencies can use the companion ADVUKU ad-serving platform to search for the best networks in any location. For additional information about VUKUNET, please visit [www.vukunet.com](http://www.vukunet.com), or call 877-805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/PressResources.aspx>. For additional information on ADVUKU, visit [www.advuku.com](http://www.advuku.com).

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