

Orchestrating a brighter world

**NEC**



NEC Display Solutions for Retail

# Connect with your customers

Seamlessly bridge the gap between customer interaction and ecommerce by digitizing the face-to-face shopping experience with immersive retail. Digital displays and projectors offer cutting-edge approaches to integrating customers' smart realities with their in-store shopping experience through dynamic signage, montages, and graphics. While cutting down on time spent rotating print displays, digital media reaches customers in a fresh new way by providing a more captivating, customizable, and eye-catching shopping experience. NEC Display Solutions offers an expansive selection of products, ranging from displays and projectors for bright store fronts and in-store signage to kiosks and integrated touchscreen technology for interactive customer engagement.

Digital displays offer endless opportunities to entice new customers, reinvigorate longtime shoppers, and integrate social media for higher sales, innovating marketing, and lasting impressions.

## Large-screen Displays

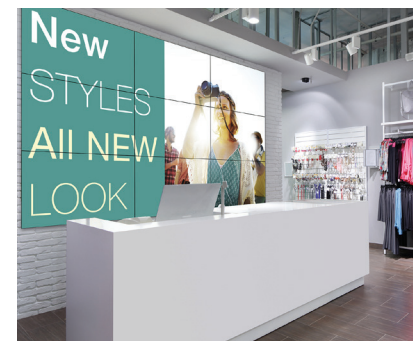
**E Series:** This expansive series of LED-backlit, commercial-grade LCD displays are available in smaller sizes (between 32" and 65") and in larger formats (between 70" and 90"). All E series displays offer the latest display technology at cost-conscious price points, allowing retailers to receive dependable products without breaking the bank. The smaller sizes include an ATSC/NTSC tuner and 3 HDMI connections, enabling multiple source connections, if necessary. The larger sizes have a more ruggedized look and feel, providing professional functionality and reliability – ideal for presentation purposes. Touch options are available as well in 65", 70" and 80" sizes.

**P Series:** P Series: These professional-grade displays offer premier solutions for digital signage in sizes ranging from 40" to 70". Perfect for high-ambient light areas, these displays boast a brightness of 700 cd/m<sup>2</sup> to allow for maximum readability in most lighting conditions. These displays come with an industry-leading standard 5-year warranty and full professional functionality, including an integrated open pluggable standard slot and Raspberry Pi modularity (P404, P484 and P443 only).

**V Series:** These commercial-grade displays offer a wide range of sizes and features for mainstream digital signage. An integrated open pluggable standard slot and Raspberry Pi modularity (for V404, V484 and V554 only) allow for customization at the display level, giving ultimate flexibility for content distribution. On top of this, these displays possess full external control and professional reliability in a full metal chassis.

**UN Series:** These ultra-narrow bezel displays are the ideal building blocks for constructing video walls throughout the retail environment. With a total bezel gap as low as 1.8mm, these displays can be constructed to give the illusion of a single, large-sized display to maximize the visual impact of branding to customers. Each display in the video wall can also be calibrated so that color and brightness match identically, ensuring maximum uniformity.

**X Series:** These elite displays address your most unique display requirements starting at 46" and ranging up to 98". Whether it's high brightness displays needed for branding in store-front windows or ultra high definition (3840 x 2160) resolution to allow for pixel-free viewing and ultimate pixel density, the X series can handle it all. All displays feature robust 24/7 runtimes with integrated thermodynamic cooling fans and temperature sensors to give retailers peace of mind on the initial investment. Select models feature ambient light sensors for window-facing retail signage for high performance in direct sunlight, while displays dim at night and reduce power consumption. Featuring ultra high definition (UHD), screens utilize native 3840 x 2160 resolution for stunning imagery.



## Direct View LED Displays

Direct View LEDs video walls provide crisp, vivid images that grab your attention even in direct sunlight and will improve a retailer's image and reinforce brand messaging. This seamless video wall technology is available in a range of pixel spacing to achieve the best viewing characteristics to your primary viewing audience: the customer.

Outdoor LED signage enables retailers to change up their advertising and promote sales, announce the arrival of new products, and target specific demographics – all with one dynamic sign. Indoor LED signage is the ideal solutions for retailers who want to rise above their competitors by creating captivating and vibrant display configurations, providing an immersive shopping experience that can't be experienced online.

## Multimedia Projectors

**P Series:** For signage and entertainment in stores, P series projectors feature either traditional lamp or laser light sources. They enable you to create the right ambiance, show ads, playback video, and display other images. For example, the P502WL-2 and P502HL-2 laser projectors are ideal for store environments, delivering high brightness and lower power consumption. Their 20,000 hours of virtually maintenance-free operations reduces the total cost of ownership.

**PH Series:** These professional installation projectors offer impeccable images in all operating conditions. Select models are equipped with a laser/phosphor light source, and projectors offer bright, colorful high-definition images even in large-scale projections.

**PA Series:** These advanced projectors boast integrated networking capabilities, ideal for corporate-wide store operations. In addition, these models project bright colors and allow for flexibility through the center lens design, eight optional lenses, and horizontal and vertical lens shift. For example, the PA653UL and PA803UL professional laser installation projectors boast advanced professional installation features to provide design and installation flexibility for retailers.



**PX Series:** For projects requiring an intense light output, these projectors offer brightness ranging from 6,000–10,000 lumens and use laser technology which lowers overall cost of ownership. These professional installation projectors provide maximum brightness and optimal color, as well as countless input options through an advanced input panel, multiple digital inputs, and OPS option slot. Boasting up to WUXGA resolution and eight optional powered lenses with lens memory, these models are ideal for the most demanding and unique integration projects.

## Video Walls

NEC's high-quality digital video walls are ideal for dynamic digital signage, entertainment and informational applications. Simple to install, the commercial- and professional-grade video wall solutions use NEC's exclusive TileMatrix™ and TileComp™ technologies, which ensure bright, near-seamless displays that will delight and amaze your customers.

## Kiosks

**Kiosks:** Kiosks, available in a 42" Landscape design or a 46" Portrait design, are equipped with built-in WiFi, Windows 8.1, wired LAN, 4GB flash, and SSD and USB ports. With the same quality as large-screen displays, a touch sensor facilitates interactive shopping, eCommerce, and customer capture.



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