



## NEC Display Solutions, Cinedigm Achieve Milestone in Digital Cinema

### *Cinedigm Deploys NEC Theater Projectors for More than 2,000 Exhibitor Screens as Part of Digital Cinema Conversion Initiative*

CHICAGO--(BUSINESS WIRE)-- [NEC Display Solutions of America](#), a leading provider of [commercial LCD](#) displays and [projector](#) solutions, announced today that its partnership with Cinedigm has yielded the digital cinema conversion of more than 2,000 exhibitor screens using NEC digital cinema projectors.

NEC offers a complete line of digital cinema projectors, including the NC1200C, NC2000C, NC3200S and NC3240S models. NEC digital cinema projectors are Digital Cinema Initiatives (DCI) compliant and High Frame Rate upgradable, which allow exhibitors to capitalize on current and future growth opportunities. These projectors can be centrally managed, freeing up on-site theater personnel for more strategic activities.

Cinedigm (NASDAQ: CIDM), the global leader in digital cinema conversion programs, is responsible for structuring and implementing the underlying VPF (virtual print fee) agreement that enables the conversion to digital cinema, as well as providing the entire administration responsibility of the VPF program.

"Our strong partnership with Cinedigm is groundbreaking and has guided the steady transformation of an entire industry to digital," said Pierre Richer, President and COO of NEC Display Solutions. "We're grateful to the many exhibitors who have entrusted us with enriching the experiences of their patrons."

NEC Display Solutions and Cinedigm have partnered to provide financing for exhibitors to complete the digital cinema conversion. Besides NEC Display's commitment to fund the transition, fellow subsidiary NEC Financial Services has invested in the Cinedigm funding program — in addition to its own financing programs. Currently, those exhibitors who have chosen NEC projectors as part of their system conversions represent more than \$80-million of the overall capacity of the Cinedigm Phase 2 deployment.

Such exhibitors include:

- Carolina Cinemas
- Cinema Entertainment Corp.
- Clearview Cinemas
- Dickinson Theatres
- Mann Theatres
- Marcus Theatres
- Muller Family Theatres
- Phoenix/Adlabs
- Southern Theatres
- United Entertainment Corporation
- Wehrenberg Theatres
- Weststates Theatres
- Zyacorp/Cinemagic

"We are pleased that through our work with NEC, we have found a solution that assists so many exhibitors in their conversions to digital, allowing them to take advantage of the new theater experience digital cinema enables," said Gary Loffredo, President of Digital Cinema and General Counsel at Cinedigm.

NEC Display Solutions (Booth No. 2717) and Cinedigm (Booth No. 2116) will exhibit at CinemaCon, the largest annual

gathering of cinema owners and operators around the world, from April 24-26 at Caesars Palace in Las Vegas, Nev.

For more information about NEC's [digital cinema projectors](#) and financing options with NEC Financial Services, please visit <http://www.necdisplay.com/GoDigital> or contact [NECDigitalCinemaLease@neclease.com](mailto:NECDigitalCinemaLease@neclease.com).

### **About Cinedigm**

Cinedigm is a leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. The Company partners with Hollywood movie studios, independent movie distributors, and exhibitors to bring movies in digital cinema format to audiences across the country. Cinedigm's digital cinema deployment organization, state of the art distributor and exhibition software, and marketing and distribution platform for alternative content and independent films are a cornerstone of the digital cinema transformation. Cinedigm™ and Cinedigm Digital Cinema Corp™ are trademarks of Cinedigm Digital Cinema Corp. [www.cinedigm.com](http://www.cinedigm.com) [CIDM-G]

### **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://necdisplay.com/digital-media-library>.

### **About VUKUNET**

VUKUNET, from NEC Display Solutions of America, is the engine that powers the digital out-of-home advertising business. VUKUNET is the only universal ad serving platform that drives ads to any digital out-of-home network, regardless of content management system. VUKUNET makes the buying, flighting and reporting of digital out-of-home ad campaigns easy. For additional information about VUKUNET, 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>.

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