

## NEC's Digital Wall Welcomes Travellers at Wellington International Airport



**Wellington, 28th July 2011** - NEC in New Zealand has won a contract to supply a large format digital wall, comprising of 32 of NEC's latest 46-inch Ultra-narrow MultiSync X462UN LCD monitors at the Wellington International Airport. This 8.2m x 2.4m digital wall that is due to go "live" by the end of July is part of the Wellington Airport's and iSite Media's continuous plans to improve its services at the airport.

Wellington International Airport is core to New Zealand's domestic aviation network, and is the international gateway to the capital and the surrounding region. Currently welcoming approximately 5 million passengers annually, Wellington International Airport's advertising concession is managed by iSite Media, New Zealand market leader in outdoor advertising. With the large expected increase in visitor numbers in the next few months, the airport is set to greet more visitors from all over the world as the country prepares itself to host more international events. This

digital wall is primed to showcase New Zealand's premium advertising brands at the Wellington International Airport, and can be used to screen a range of advertising and interactive displays.

Leonard Dench, General Manager at NEC New Zealand says, *"At NEC, we're really thrilled to present NEC's innovative display solutions and technologies at the Wellington Airport, the first and last touch-point in Wellington to greet arriving and departing visitors from all over New Zealand and the world."*

NEC New Zealand is the local subsidiary of NEC Corporation in New Zealand with offices in Wellington and Auckland, providing the latest technology and solutions to the New Zealand market. NEC, being one of the leading display solutions providers in the world, has been supplying superior quality LCD monitors and projectors to the New Zealand market since the early 1990s.

NEC's 46-inch MultiSync X462UN takes LCD video walls to new levels of visual impact. Its ultra-narrow bezel allows for a screen-to-screen distance between two neighbouring displays of only 7.3mm, a near 450% improvement from the predecessor P Series displays. The display, which is ideal for digital signage and broadcast applications, can be deployed in video wall matrices of up to 10x10 (100 displays), creating a total surface area of approximately 60m sq. The barely discernable transition gap between displays, in addition to EdgeComp™ technology, ensures a homogenous picture across the matrix.

Rob Forsyth, iSite Media's Commercial manager says *"iSite Media are looking forward to partnering with NEC on this project at Wellington Airport, the Airport Environment lends itself to digital signage, with the ability to provide rich media campaigns to a high dwell passenger segment, along with NEC's capabilities in this space, iSite Media as the Media concession holder at Wellington and Queenstown Airports are confident that our digital developments in this space will provide cut through and memorably for our clients advertising campaigns."*

## **About NEC Corporation**

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross-utilise the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses and society. For more information, visit NEC at [www.nec.com](http://www.nec.com).

## **About NEC New Zealand**

NEC New Zealand is the local subsidiary of NEC Corporation, headquartered in Tokyo. As a leading solutions and service provider of IT and network, telecommunication and identity solutions, NEC's commitment to quality, reliability and value has seen it through more than 25 years of innovation in New Zealand.

With innovation at the heart of the organisation, NEC's state-of-the-art technologies and technical expertise has enhanced the lives of the people in New Zealand through various ways every day.

For more information, visit [www.nec.co.nz](http://www.nec.co.nz)

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