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**NEC'S VUKUNET AND DOMEDIA ANNOUNCE STRATEGIC PARTNERSHIP**

***Partnership Aims to Create End-to-End Solution to Propel Digital Out-of-Home Industry Growth***

**CHICAGO and COLUMBUS, Ohio – April 7, 2011 – [NEC Display Solutions](#) and [DOmedia](#)** announced today the formation of a strategic partnership that creates an end-to-end solution for the challenges related to the buying and selling of digital out-of-home (DOOH) advertising.

DOmedia™ Powered by [VUKUNET](#) allows for the efficient planning, buying, management and measurement of large DOOH advertising campaigns across many different DOOH networks. This new ability to scale and measure effectiveness of DOOH advertising during the life of a campaign addresses two of the last remaining obstacles to the widespread adoption of DOOH advertising.

According to PQ Media, the digital out-of-home ad medium is one of the fastest growing media in North America, with 18.1 percent compounded annual growth projected for the next four years. Advertising agencies have indicated a willingness to invest more

money in DOOH, but first require the industry's adoption of standards in the areas of creative, ad serving, audience measurement and performance reporting.

DOmedia™ Powered by VUKUNET allows for the seamless integration of advertising agency and DOOH network activities from campaign planning through execution. The solution incorporates DOmedia's web-based, front-end media search, planning and buying tools with NEC's back-end VUKUNET technology, which provides comprehensive ad inventory management, ad campaign placement, tracking, measurement and reporting capabilities to display to media buyers. The combined solution is aimed at resolving issues with technology fragmentation by creating a standards-based solution that will benefit the entire DOOH market.

"The partnership with DOmedia will be the industry standard that will generate incredible growth in the DOOH industry," said Pierre Richer, President and COO, NEC Display Solutions. "While the market matures, an open end-to-end solution will create value for both buyers and sellers by lowering operating expenses, increasing transparency and creating innovation like we've seen in the online and mobile advertising industries."

Sue Danaher, President of the Digital Place-based Advertising Association (DPAA), said: "Companies like DOmedia and NEC coming together help to propel the overall industry and bring innovative products to market for buyers and sellers to choose from. The investment from companies like these is a true testament to the exciting future opportunities for the digital place-based industry."

Among the benefits to media agencies and advertisers include an easier way to purchase and track DOOH media and a lower operational cost attributed to the buying process. DOOH network operators will benefit from technology integration through inventory management, ad delivery, collaboration with agencies, and increased revenue potential. VUKUNET's unique approach allows the technology to work across many software platforms currently being used by network operators.

"One end-to-end solution from planning to execution for digital out of home advertising campaigns will enable advertising agencies to buy the medium on a larger scale more efficiently," said John Muszynski, Chief Investment Officer, Starcom Mediavest Group.

“This kind of technology innovation ultimately helps agencies effectively service clients and puts them at a competitive advantage in the marketplace.”

Rich Langdale, CEO of DOmedia, said: “The DOOH industry has a need for technology to solve a lot of problems with inefficiencies and standardization, and we are taking a step in the right direction. The open, end-to-end approach we are building with NEC will ultimately benefit both the media buyers and sellers. Everybody wins.”

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#### **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 <http://www.vukunet.com> or call (877) 805-VUKU. For VUKUNET logos and digital images, please visit <http://www.vukunet.com/pressresources.aspx>.

#### **About DOmedia**

DOmedia is the Out-of-Home Advertising Marketplace that simplifies the process of buying and selling media. Through its online platform, buyers and sellers can connect and do business more efficiently. The company product suite also includes a web-based

planning and proposal platform for advertising agencies to efficiently plan and buy large out-of-home media campaigns. The company is privately funded and based in Columbus, Ohio. For more information and to do a free search, visit [www.DOmedia.com](http://www.DOmedia.com).