



TALENT SHOW

Spotlight on innovation

Technical features alone do not create a solution-oriented display. True consideration of users' needs is an essential part of the design process. As a result, the MultiSync® LCD3210, LCD4010, LCD4610 and LCD5710 public displays from NEC offer a unique combination of technologies and functions with added value that pays off for you, each and every day:

► **Screensaver for static images**

Once the screensaver is activated, the contents of the screen are moved in increments of two pixels every hour and in a figure 8. This prevents reversible image persistence effects.

► **Black level adjustment**

Easy and individual control of greyscales images via automatic adaptation of the black level setting, with optional manual fine-tuning.

► **Dynamic zoom**

Converts 4:3 formats into 16:9 formats – with no noticeable distortion. The non-linear scaling function expands only the outer area of the screen content so that the focus is not distorted.

► **Gamma selection**

Four pre-adjusted gamma settings permit optimum presentation of different screen contents such as video or text.

► **Power-on delay**

A protective measure for high energy consumption levels in low-power networks through the time-delayed start of the individual public displays.

► **Intelligent power management function**

Automatically sets the public display to sleep mode when there is no signal (RGB) or video reception.

► **Scheduler function**

Controls on and off times for the display according to the user's settings, increasing effectiveness of usage and prolonging service life.

► **Self-diagnosis in the network**

The display automatically sends out error messages from component parts or reports other functional problems via the RS232-C protocol or via DDC/CI.

► **Side colour function**

Select the colour of your choice for the side margins of unaltered 4:3 applications. A low contrast is the ideal content design option for static images, extending service life by minimising the risk of shadows on the screen.

► **Temperature control including heat protection**

If the ambient temperature exceeds a set threshold, fans automatically start operating to prevent the display from overheating, increasing the service life of the unit.

► **Video detect**

This active safety feature is based on the assignment of priorities. If an important message is assigned a higher priority, this message is shown on all public displays in the network after one-off activation.

When you invest in MultiSync® LCD3210, LCD4010, LCD4610 and LCD5710 public displays from NEC, you are investing in the future thanks to leading LCD technology, high flexibility and compatibility levels, as well as low total cost of ownership.

For more information, see www.nec-display-solutions.com

Empowered by Innovation

NEC

LARGE-FORMAT COMMUNICATION



Public displays –
an information medium
in focus

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see more.

NEC Display Solutions



Communication. Two basic components shape the age of technology and modernity in which we now live: a lack of time and the search for visions.

Communication plays a key role here, both in conveying actual information, as well as in expressing the visions which companies in the globalised economy use to set themselves apart. Visions that build a bridge between customers and companies. Large-format LCD public displays are an innovative tool for making contact with a large number of persons in a very brief period of time. And the ways in which they can be used are becoming ever more varied.

Visions transformed into reality – with the outstanding image quality and excellent colour intensity of public displays from NEC Display Solutions in continuous operation. Brilliant benefits with no disadvantages.

- ▶ Low reflection levels, even in light-filled rooms
- ▶ Full contrast at only 50% brightness
- ▶ Low energy consumption and correspondingly low heat development
- ▶ High compatibility thanks to a large number of interfaces
- ▶ Flexible handling as a result of low weight
- ▶ Investment security and low total cost of ownership
- ▶ High resolution 1,366 x 768 – true 16:9 format
- ▶ Innovative features for flexible presentation possibilities

CURTAIN CALL

Leading roles – perfect casting

Large-format LCD public displays can now be found everywhere: as information displays in airports, train stations, hotels, museums and exhibition halls. Also on the trading floors of international stock markets and financial centres and in control rooms, monitoring facilities for production plants and complex simulations. And as a tool with unlimited usages at the Point of Sale, in the retail trade, at trade fair stands or in congress centres.

Parallel presentation options such as Picture-in-Picture (PIP), Picture-on-Picture (POP) and Side-by-Side View offer diverse presentation formats for additional notices or information. If needed, they can also be arranged according to priority. The Picture-in-Picture (PIP) option opens a small window on top of the full-screen image, while Picture-on-Picture (POP) opens a small window next to the full-screen image – with simultaneous processing of a PC and video signal. By splitting the screen surface in half or smaller, the Side-by-Side View option leaves space for new types of advertising and communication.

The visual advantages of the image quality in public displays from NEC Display Solutions should not be overlooked. See for yourself.



Picture-in-Picture (PIP)



Picture-on-Picture (POP)

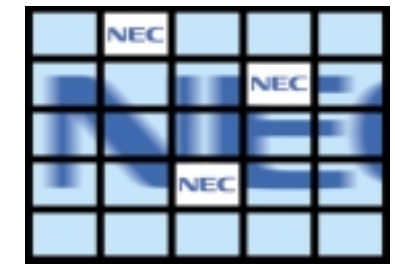


Side-by-Side View

INSIGHTS

Every detail in focus

The MultiSync® LCD3210, LCD4010, LCD4610 and LCD5710 public displays from NEC offer 1,366 x 768 resolution, which is perfect for providing optimum brightness values. Every detail of texts, images and videos is depicted in perfect focus and with luminous colour brilliancy. Higher resolutions, advantageous only for exclusive HDTV applications, lead to brightness loss of approximately 9 per cent (a higher number of pixels means a higher number of transistors which block the light.) In addition, the high-efficiency backlight technology ensures improved uniform illumination paired with sharply reduced heat development. Public displays from NEC Display Solutions offer all the benefits of state-of-the-art LCD technology.



TileMatrix function for video wall of max. 6.8 x 4 m.

GROUP DYNAMICS

It's hip to be square in communication

Thanks to TileMatrix, you can install up to 5 x 5 public displays from NEC Display Solutions as a video wall (4 x 4 for NEC MultiSync® 3210) with conventional graphic cards – a real eye-catcher with numerous possibilities for communication. And installation is extremely easy with the OSD. Based on an index, the individual LCDs are assigned a position on the wall and can be operated separately via infrared remote control. TileComp furthermore simulates a frameless display wall without distracting transitions between panels.

Is your target group always in motion? Is it hard to hold them in front of the display? Information moves with them on NEC MultiSync® LCD3210, LCD4010, LCD4610 and LCD5710 displays – in series and featuring continuous content. Accompany your customers as they wander through shopping centres or along your trade fair stand. Without additional PC hardware costs. Thanks to state-of-the-art daisy chain technology, each display passes the data on to the next display in line through the signal cable, with no loss of quality.

GOING THE EXTRA MILE

Covering long distances with quality and efficiency

Information frequently has to travel long distances. This is no problem with CableComp technology from NEC Display Solutions. The image quality, focus, colour brilliancy and delays in different signal run times can be compensated for automatically, even when using cables up to 100 metres in length. Public displays can be effectively operated from a central workstation via various remote maintenance and control technologies (NaViSet™ Administrator, RS232-C), saving money in the process.

