

RELEASE

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New LCD Display ideal for Digital Signage Applications
Maximize your messaging without having to maximize your budget
MultiSync® LCD4615

(Hong Kong – 4th June, 2009) – NEC today announced a new addition to the successful MultiSync® 15 Series, the 46-inch LCD4615, which allows businesses on a modest budget to maximize its messaging with a cost-conscious solution for digital signage applications. The LCD4615 has also been equipped with a comprehensive set of basic features alongside the expected first-class NEC product quality. The capabilities of this high-definition 46-inch display include all the technologies needed to engage an audience in a powerful digital signage application while remaining cost effective, is the ideal means to make the transition from traditional advertising media to large-format digital signage solutions.



The full high-definition (HD) 1080p resolution (1920 x 1080) display offers an impressive 3000:1 contrast ratio and 450 cd/m² brightness, it helps overcome ambient lighting obstacles for distraction-free viewing. LCD4615 includes DVI with HDCP, advanced multi-level thermal control with high temperature protection and up to 4x4 TileMatrix™ capabilities. NEC's innovative system for protecting against overheating ensures the excellent reliability and longevity of the NEC MultiSync® LCD4615. A built-in sensor continually measures the internal temperature of the LCD display, if the temperature exceeds the preset temperature, the integrated fan will be switched on and cools the interior down to an allowable temperature, it guarantees the longevity of the display.



The MultiSync® LCD4615 has a high-performance public-display-grade panel and an abundance of advanced technologies for continuous operation. Its commercial-grade design addresses the needs of multiple markets implementing dynamic digital signage, such as retail environments, restaurants, indoor venues, training facilities, lobbies and corporate boardrooms.

The MultiSync® 4615 display includes the following features:

- Public-display-grade panel, which offers additional protection against image retention
- Advanced thermal fan-based technology, which provides added security with overheating protection
- Comprehensive input panel including DVI with HDCP, 15-pin D-sub, component video, composite video and S-video
- Abundant and easy-to-use digital signage features
- Monitor control through RS-232 serial control
- Scheduler with round-the-clock feature, which allows for 7-day scheduling of content and powering of the display
- Screen saver feature
- Up to 4x4 TileMatrix capability with TileComp™, which compensates for the bezel width and creates a more seamless video wall
- NaviSet™, which offers easy adjustment of display settings
- Landscape and portrait orientation

Specifications of MultiSync® LCD4615

Viewable Size	46"
Panel Technology	SPVA
Native Resolution	1920 x 1080
Active Screen Area (W x H)	40.1" x 22.6"
Pixel Pitch [mm]	0.53
Brightness (typ.) [cd/m ²]	450
Contrast Ratio (typ.)	3000:1
Number of reproducible colours	16.77 million
Inputs Connectors	DVI-D 24pin (HDCP), 15-pin D-sub, 5BNC(RGBHV), Composite (RCA and BNC) , S-Video, Component BNC(Y, Cb/pb, Cr/Pr)
Additional Features	Advanced cooling system for long operation; Intelligent Power Management System; advanced self diagnostics with communication; portrait/landscape; TileMatrix(up to 16 displays); TileComp; screen saver; control key lock-out mode; complete scheduler; NaViSet; picture-in-picture(PIP)
Power Consumption [W]	185
Power Consumption Standby Mode [W]	<2

For enquiry, please call 2795-5333 or visit www.nec.com.hk

About NEC Hong Kong Limited

NEC Hong Kong Limited has a long and eventful history in Hong Kong since its establishment in 1984 and has been expanding its activities rapidly to meet the growing customer demand in Hong Kong, Macau and Mainland China. Dedicated to information and communication technologies, NEC provides advanced display & visual products, server & storage and telecommunication devices. NEC also plays a leading role in business solutions for security & border control, unified communication and IT platform, as well as services of IT consulting, networking and outsourcing. With a full range of technical experts and resources, we achieve professional customization in response to the dynamic needs of customers in various industries. With our extensive products and services, we continuously develop beneficial values for customers globally and become the one-stop answer for innovative technological excellence.

For more information, please visit www.nec.com.hk

