



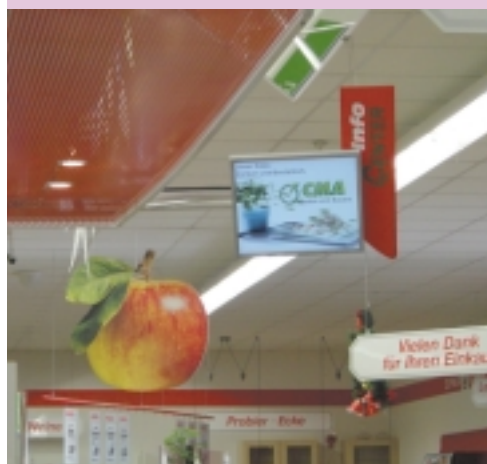
data source, without any loss in picture quality. In addition, the brilliant colours, a long useful life and pin sharp image reproduction – even in unfavourable light conditions, convinced the food retailer to introduce these high-quality monitors.

Since the beginning of 2004, thirteen SPAR stores have installed the NEC Display Solutions LCD screens. These stores have drawn customers attention to current advertising campaigns and special offers on the shop's products. Apart from the NEC MultiSync® LCD-1980SX and NEC MultiSync® LCD2180UX monitors, 40-inch public displays from NEC Display Solutions are also installed at the different points of sale and close to the check-out counters of the SPAR supermarkets. SPAR Handels AG, the principal shareholder, is also successfully using these high-end displays at store openings, for special events and on exhibition stands.

In order to further strengthen the market position of the ambitious distribution chain and to maintain a position in fierce

wars with grocery discount stores, SPAR management have opted for a creative solution. The grocery retailer is the first to choose this new type of digital advertising and product promotion at the point of sale, using advertising films on displays in its stores. SPAR decided to implement the high-end desktop and public displays from NEC Display Solutions because of the outstanding picture quality, the large viewing angle and the CableComp™ function developed by NEC Display Solutions. The signal compensation function completely eradicates poor picture quality caused by long cables and guarantees sharp image reproduction on remote monitors. The CableComp™ feature guarantees that there is no deceleration in transfers of the MPG2 format advertising spots and is one of the decisive advantages over displays produced by other manufacturers.

"The outstanding price/performance ratio, the CableComp™ function and excellent support on past projects made our decision to go for NEC Display Solutions monitors easy", explains Roland Nowak, IT-Manager for the Southern Region for SPAR Handels AG. "The reaction to the LCDs installed so far from the trade, industry and customers has been very positive. That's why we are going to extend our Label Info Centre service and, in the near future, we intend to put more NEC Display Solutions monitors in other shops. The decision is strongly supported by the initial product analyses data that shows an increase in revenue for the products that have been advertised." concludes Nowak.



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SPAR USES NEC PUBLIC DISPLAYS AND LCDs FROM NEC DISPLAY SOLUTIONS AS AN INNOVATIVE ADVERTISING MEDIUM

SPAR is one of the ten largest grocery retailers in Germany. Business is currently based around its core wholesale trade supplying around 2.400 independent SPAR retailers as well as NETTO discount grocery stores. The Group also owns the SPAR Convenience chain, which supplies around 2,900 gas stations and kiosks. SPAR has been a limited company since 1985. In the year 2003, SPAR generated a turnover of approximately € 6.8 billion for the group with 33,345 employees.

In its grocery stores, SPAR is focusing on extensive customer service, providing information on products and services as well as showing advertising campaigns on high-quality LCD monitors from NEC Display Solutions. In several stores, and in various places, 19- and 21-inch desktop LCDs and 40-inch LCD Public Displays are used to show advertisements relating to products and where to find them in-store.

These screens enhance SPARs corpo-

rate image as a provider of a high-quality and comprehensive range of goods and clearly distinguishes itself from ordinary food stores. NEC Display Solutions is offering SPAR an additional and effective alternative to widely used advertising media such as leaflets, brochures and displays. With its LCDs for promotion, direct at the point of sale (POS), SPAR now has a complete solution for advertising in a supermarket.

The customer benefits from extensive product information as well as being able to easily find special offers inside the store. Since it started to use this Label Info Centre – as this new technology is known by SPAR – there has been a quite remarkable increase in product sales. A crucial factor in the decision to use the new type of POS advertising with LCDs from NEC Display Solutions was largely the outstanding price/performance ratio as well as the unique CableComp™ cable-compensation function. This enables a user to set up screens up to 100 metres away from the



NEC Display Solutions