



For Immediate Release:

Magnetic and NEC Announce Partnership with Launch of 57" Enabl3D™ Display at Digital Signage Expo 2008

Las Vegas--February 28, 2008--NEC Display Solutions of America, Inc. and Magnetic Media Holdings Inc. (Magnetic) today announced a partnership that will allow NEC displays to show 3D video content using Magnetic's Enabl3D™ technology.

Both companies are currently highlighting the cutting-edge technology at the Digital Signage Expo (DSE), being held this week at the Las Vegas Convention Center (NEC booth 113). The product showcase marks the industry's first glimpse of the 57" 3D-Enabled™ display for retail digital signage applications.

DSE attendees will be among the first to experience the amazing 3D content that literally appears to pop more than a foot off the screen without the use of any special glasses. The technology is a huge breakthrough, especially for network operators and potential advertisers looking for the next big thing in the digital signage industry. It allows the delivery of engaging content, giving advertisers the tools they need to reach consumers with their message by cutting through the clutter in today's media-saturated environment.

"This exciting new 3D technology is poised to revolutionize the digital signage industry," said Jeff Blankensop, Director of Business Development at NEC Displays Solutions. "More and more network operators and systems integrators are looking to engage and entertain their customers at point of sale with content that differentiates them from traditional 2D displays. The decision to partner with Magnetic made perfect sense once we saw the Enabl3D solution."

The partnership with Magnetic will provide NEC's clients with the ability to play 2- and 3D content with virtually no discernable loss of resolution. That will make it easier for NEC's customers to transition into 3D.

"We are pleased to have partnered with NEC by making our Enabl3D display solution a product offering for the NEC internal sales force, as well as with system integrators and value-added resellers through the channel," said Magnetic CEO Tom Zerega.

This new partnership allows NEC's sales force to offer NEC Enabl3D displays to new and current clients, providing brands and advertisers with a new platform to place 3D advertisements that will have significantly more impact with consumers.

“This is an evolution,” said Zerega. “First you had black-and-white TV in the 40s. Then advertisers in the late 50s pushed the envelope, introducing color in their commercials. Then you had color television. And over the past 10 years or so, you have HDTV, plasmas and LCD’s. “Now the next big thing is 3D. The only thing that was holding back the adoption of 3D was the availability of content for that format. Magnetic’s solution solves that problem, enabling 2D content to be displayed without loss of resolution, so there is no downside to adopting the technology. Everyone should be Enabl3D.”

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 displays, professional-grade large-screen LCD and plasma displays, a diverse line of 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, professional, education, medical and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the Web site at www.necdisplay.com.

For digital images, please visit <http://www.necdisplay.com/products/digitalmedialibrary/>.

About Magnetic Media Holdings, Inc.

Headquartered in New York City, Magnetic is an end-to-end solution provider of 3D Digital Media products and services. They developed a technology that modifies standard LCD’s screens, enabling them to display 3D video content which can be viewed without the aid of any special eyewear. www.magnetic3D.com

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