

NEC provides full-function display solution to Microsoft's Visitor Center

Quick Facts

FACILITY:
Microsoft Visitor Center

LOCATION:
Redmond, Washington

CHALLENGE:
Renovation that reflected technology of the future

SOLUTION:
20" NEC MultiSync LCD2080UX and
40" NEC LCD4000

DATE:
January 2005

Objective

Transform Microsoft's Visitor Center from a historical retrospective to an illustration of how Microsoft technology unleashes the potential in all of us.

Microsoft's Challenge

Microsoft wanted to renovate its Visitor Center, a former gallery space that housed important artifacts from the past such as an old Commodore computer, paper punch cards and Bill Gates' first business card. However, rather than simply rehabbing a museum that relived the past, Microsoft wanted to create a showcase that took a glimpse into the future.

The NEC Display Solution

Microsoft wanted to extend an invitation to guests to explore its products, culture and history. Company officials wanted visitors to believe that everyone in the world has potential and that great software can help them realize it. In essence, they wanted people to explore Microsoft's vision. To help communicate that vision, Microsoft selected NEC Display Solutions** 20" NEC MultiSync LCD2080UX and 40" NEC LCD4000 displays.

Chosen because of its ultra-thin bezel and rapid response time, the MultiSync LCD2080UX is being used in a number of applications in Microsoft's showcase. In addition to the 5-foot video wall used to project images of workspace productivity, the

LCD2080UX displays are also found in PC and Xbox® gaming stations. The LCD4000 large-screen displays are being used for information displays and in interactive kiosks.

"In the Visitor Center, we aim to show how Microsoft software can improve the quality and productivity of our customers' lives," said John Cirone of Microsoft's Corporate Marketing Group. "We're thrilled with the way the NEC Display Solutions monitors are performing. They've played a big role in helping us communicate our message."

Microsoft, which is celebrating its 30-year anniversary this year, is using the Visitor Center as a lifestyle showcase; a rich and dynamic example of how software touches so much of our daily life. The Center features an interactive moviemaking studio, a PC & Xbox gaming center, a multimedia center featuring the Windows® XP Media Center Edition 2005 and a future office station featuring the possibilities software can bring to office productivity.

In all, more than 45 NEC displays are used throughout the Visitor Center. Projecting images as crisply and robustly as possible was absolutely essential in communicating the excitement that Microsoft's visionary technologies can bring to the home and office. In short, the displays in the Visitor Center need to provide flawless delivery of the company's media and messages.

"We wanted the best visual projection method on the market so we evaluated a number of different technologies" said Cirone. "The NEC LCD displays give us the brightness and superior image quality that we wanted."

** As of April, 1, 2005, NEC Display Solutions of America, Inc. became the new name for the company previously known as NEC-Mitsubishi Electronics Display. This change came as a result of the company becoming a wholly-owned subsidiary of NEC Corporation.*



The renovation of Microsoft's Visitor Center included the NEC MultiSync LCD2080UX and LCD4000, which helped the software company achieve its goal of creating a futuristic environment that inspires visitors to realize their potential.

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