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CASE STUDY



NEC Display Solutions pumps new flat screens into BP - over 800 LCDs delivered within six months

BP plc is the holding company of one of the World's largest petroleum and petrochemical groups. Operating in 100 countries on six continents, BP is now one of the largest companies in the World. Easy access to up to date global information across all regions is crucial to BP's success, expansion and ability to compete for large scale international projects.

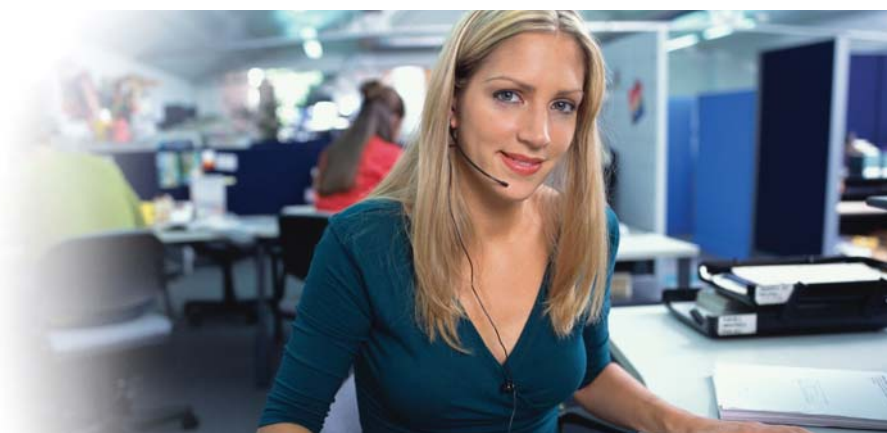
October 2002 witnessed BP open its newest UK building in Sunbury. Built to house the Upstream Technology Group, the new office was designed using a specific space plan and style of desking to provide a more spacious and ergonomically friendly working environment for all employees.

The designer's specifications were such, however, that the new furnishings simply would not be able to cater for the more bulky CRT desktop displays that the company had formerly used. Turning to its three preferred global suppliers of flat screens for advice and expertise, BP decided to make the transition to LCD.

Having recently deployed 250 NEC LCD1880SX screens at the BP Integrated Supply and Trading house in London, NEC Display Solutions was in a strong position to win the Sunbury project. A

detailed insight into the LCD market quickly proved to David Newey, Digital Business Consultant at BP, that the division not only needed a flat panel with a negligible footprint but one that could also work well with a twin application and rotate through 90 degrees into a portrait position.

David Newey said: "Initially we were looking for a good combination of price, product, quality performance and delivery. We tested products from three different manufacturers and the results quickly showed that it was the sharpness of the image of the NEC LCD1880SX that gave rise to the best user satisfaction comments."



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The all round excellent performance of the LCD1880SX and the added benefit of digital input quickly made NEC Display Solutions the obvious choice for BP once again. Within weeks the company ordered 250, 18 inch flat panels to equip the new Sunbury building and a further 70 for the Digital Business Division also based in Sunbury.

Providing superb clarity and definition of colour, the screen proved to be a popular choice with employees, and the ultra thin bezel design also meant the LCD1880SX fitted comfortably with the newly designed offices.

David Newey said: "The excellent image quality has made the overall screen use more comfortable and as such we believe has improved the effectiveness with which our people work."

Newey continues: "Another key reason for the transition to LCD was the obvious need for a height adjustable stand, and ability to rotate the screen when on an arm. We often use twin screen applications and the LCD1880SX is very versatile and easy to mount side by side at the height to fit with the employees' comfort, something we were simply unable to do with the old CRTs."

Continually impressed by the quality of product, delivery, service and guarantee provided by NEC Display Solutions, BP was quick to invest again. This time the requirement was for a smaller 17 inch display, with digital functionality and height adjustability for the refresh of the chemical plant in Hull. An extensive product range from NEC Display Solutions meant the company instantly had the right product to fit the bill. As a result BP decided to invest again and purchased a further 250, black LCD1760NX screens.

For further information on NEC Display Solutions products call

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